
Public Health Modernization:

A nimble, community-based and equity-centered
public health system

The logo for the Oregon Health Authority is centered within a light blue, rounded rectangular background. It features the word "Oregon" in a smaller, orange, serif font positioned above the "Health" part of the word "Health Authority". The word "Health" is in a large, dark blue, serif font, and "Authority" is in a smaller, orange, serif font positioned below it. A thin blue horizontal line is located just above the "Authority" text.

Oregon
Health
Authority

Oregon's public health system



Modernized framework for governmental public health services



Traditional vs. Modern Public Health

Traditional Public Health System	Modern Public Health System
Separate funding and staff for each disease or other health topic	Funding and staff can adapt and respond as critical health needs emerge
Responds to health problems	Strives to prevent and prepare for health problems, then responds as needed
Works independently	Emphasizes partnerships
Health disparities unaddressed	Centers the voices of communities and strives to shift power and resources to those most affected by health inequities
Data systems are static, isolated from each other, and/or difficult to use	Data systems are complete, dynamic and integrated, and generate useful information
Patchwork quilt of programs and capabilities	All foundational programs and capabilities available across the state

Priorities for 2021-23

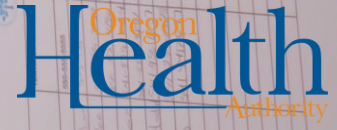
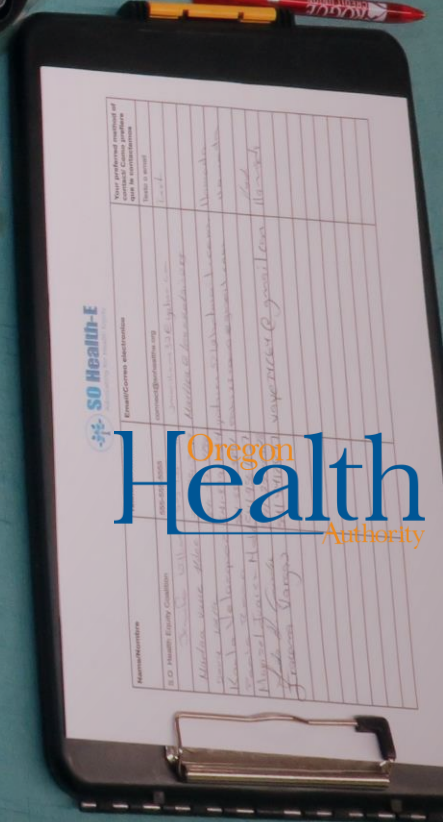
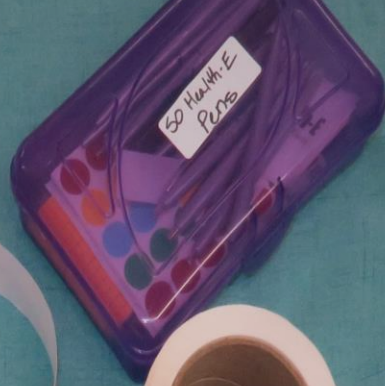
- Strengthen and expand **communicable disease** and **environmental health emergency preparedness**
- Protect communities from acute and **communicable diseases** through prevention initiatives that address **health inequities**.
- Protect communities from **environmental health** threats through public health interventions that support equitable climate adaptation.

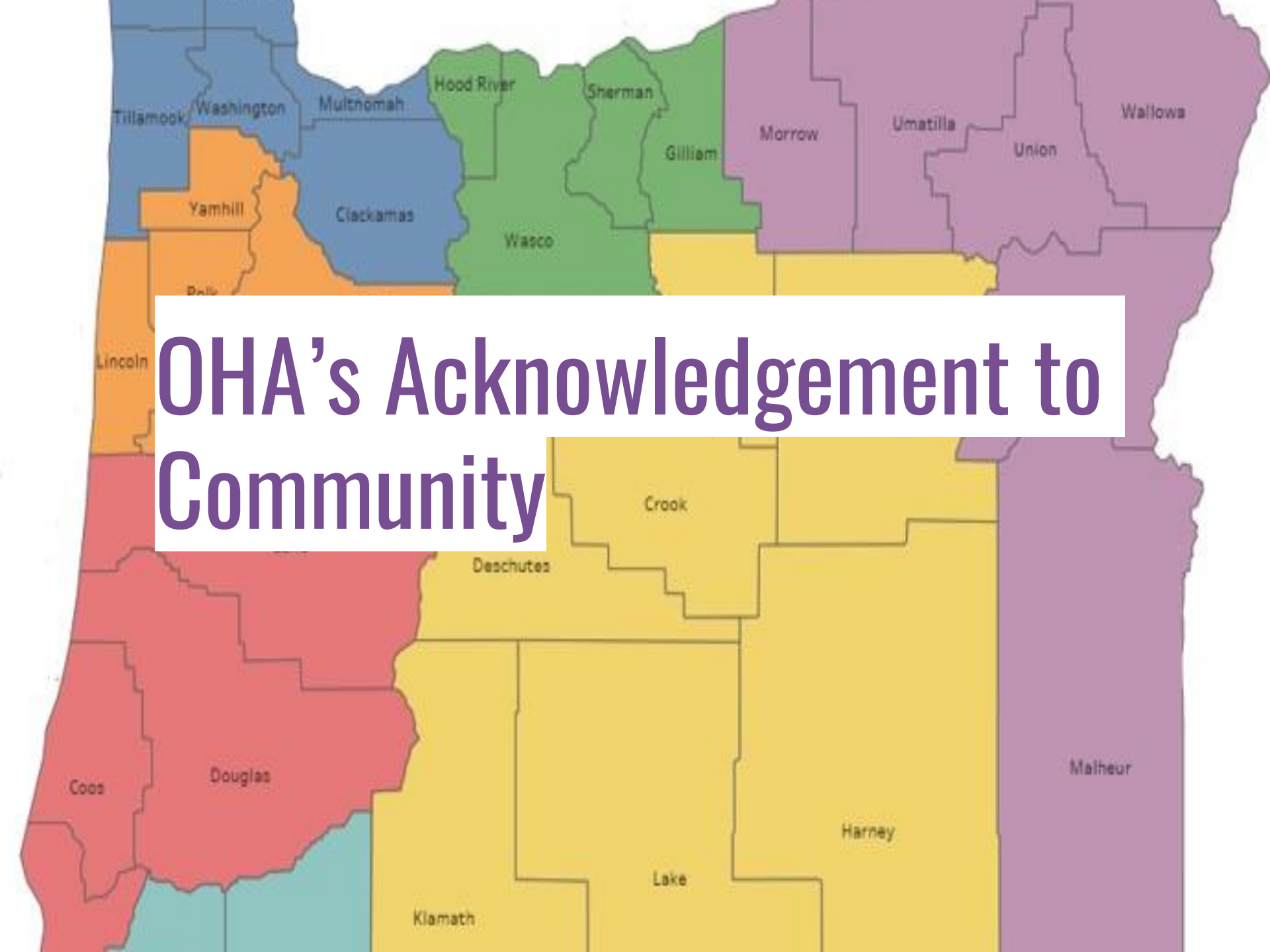
Want to learn more?

Stay tuned for more opportunities for Policy and Partnerships team discussions

Check out the public health modernization webpage: healthoregon.org/modernization

COMMUNITY ENGAGEMENT PROGRAM



A map of Oregon showing its county boundaries and names. The counties are color-coded: blue (Tillamook, Washington, Multnomah, Clackamas), orange (Yamhill, Polk, Lincoln), green (Hood River, Sherman, Gilliam, Wasco), yellow (Crook, Deschutes, Lake, Harney, Klamath), purple (Morrow, Umatilla, Union, Malheur, Wallowa), and red (Coos, Douglas). A white rectangular box is overlaid on the map, containing the text 'OHA's Acknowledgement to Community' in a purple serif font.

OHA's Acknowledgement to Community

Who are we?

Two teams

COVID-19 and Modernization



Dolly



Larry



Christine



Josillia



Carina



Jula



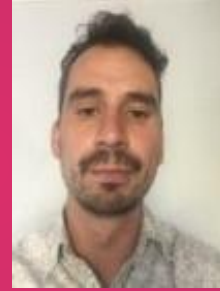
Chelsea



Lianne



Jessica



Karlo



Cintia



Nathan



Allison



Sue



Ashley



Shariff

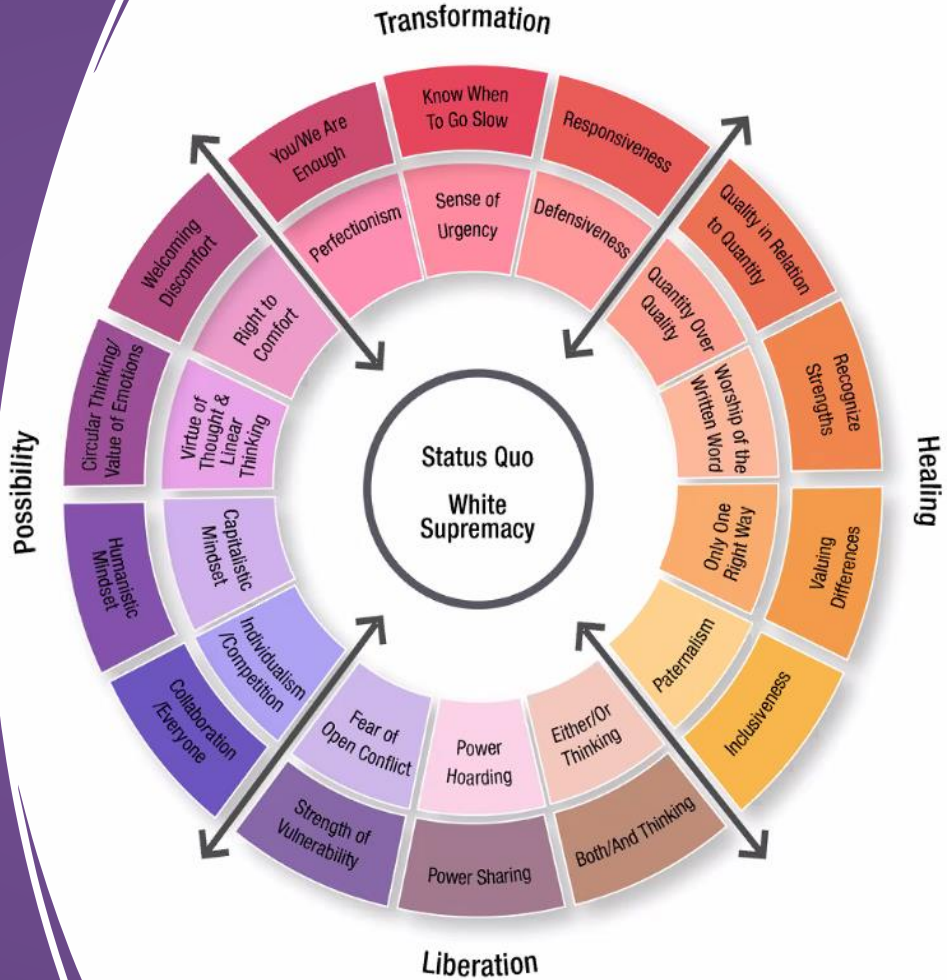


Jody



Dani

Moving from Status Quo to Transformative



Community Engagement Values and Principals

Levels of community involvement, impact, trust, and communication flow

Outreach	Consult	Involve	Collaborate	Shared leadership
<p><i>Some community involvement</i></p> <ul style="list-style-type: none"> ● Communication flows from one to the other to inform ● Provides community with information ● Entities coexist 	<p><i>More community involvement</i></p> <ul style="list-style-type: none"> ● Communication flows to the community and back, answer seeking ● Gets information or feedback from the community ● Entities share information 	<p><i>Better community involvement</i></p> <ul style="list-style-type: none"> ● Communication flows both ways, participatory form of communication ● Involves more participation with community on issues ● Entities cooperate with each other 	<p><i>Community involvement</i></p> <ul style="list-style-type: none"> ● Communication flow is bidirectional. ● Partners with community on each aspect of project ● Entities develop bidirectional communication channels. 	<p><i>Strong bidirectional relationship</i></p> <ul style="list-style-type: none"> ● Final decision making is at community level ● Entities have formed strong partnership structures
<p>Outcomes: Establishes communication channels and improves understanding of needs.</p>	<p>Outcomes: Develops connections.</p>	<p>Outcomes: Visibility of partnership established with increased cooperation.</p>	<p>Outcomes: Partnership building, trust building.</p>	<p>Outcomes: Improved outcomes affecting community. Strong bidirectional trust built.</p>

(adapted from CDC 2011)

Who we work with

...ING MAIN ENTRANCE



Over 170

Community Based Organizations (CBOs) in all parts

Local Public Health Authorities (LPHAs)

State and local partners

Including OHA and ODHS staff

COVID-19 Funding Areas of Focus



Outreach and Engagement



Contact Tracing



Wrap Around Support Services

Here's what we do

On-going support through conversations and technical assistance

Support relationship-building and workflows between CBOs and local public health authorities

Elevate, reflect and share community feedback



Public Health Modernization &

Community Engagement

One Application, Many Areas of Funding



OHA's "braided" funding opportunity merges grant opportunities from eight programs into one application.

PHD Programs and Sections

Acute and Communicable Disease Prevention

Adolescent and School Health

Commercial Tobacco Prevention

Emergency Preparedness

Environmental Public Health & Climate Change

HIV/ STI Prevention and Treatment

Overdose Prevention

ScreenWise: Breast And Cervical Cancer Prevention

Make it easy to apply

10 English webinars about the opportunity

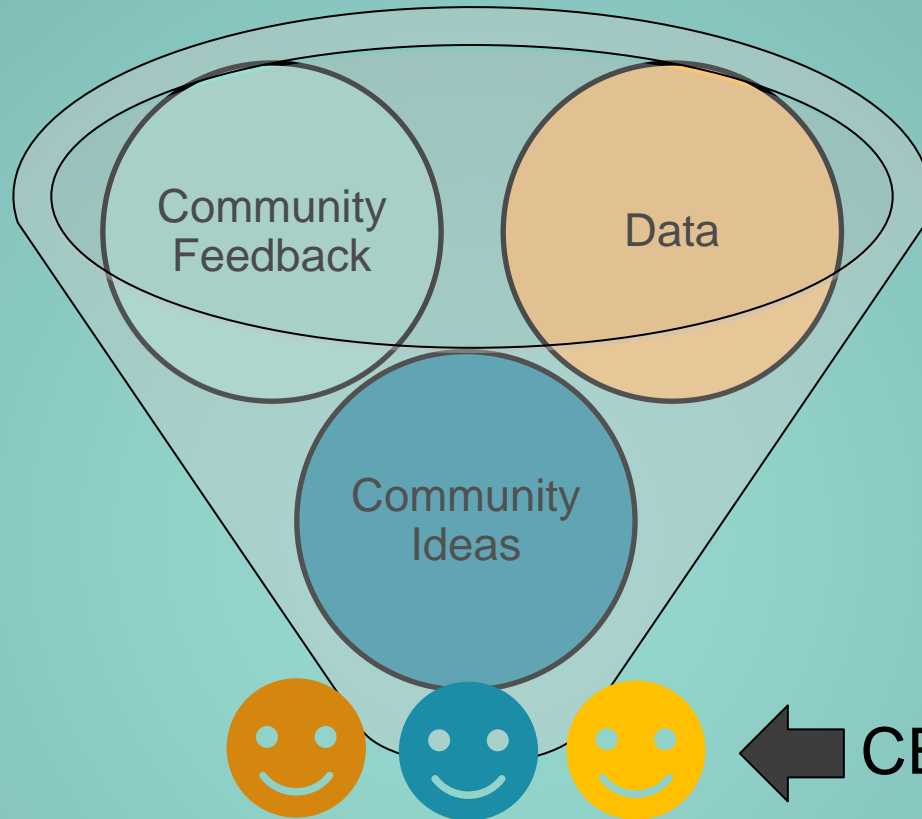
English and Spanish webinars on creating budget

FAQ with weekly updates using the questions from webinar participants

One application → fewer questions



Why engage with community?



Present to leadership and policy makers

Trust community

CBOs know the communities they serve best.

Community engagement means supporting the lead of community.

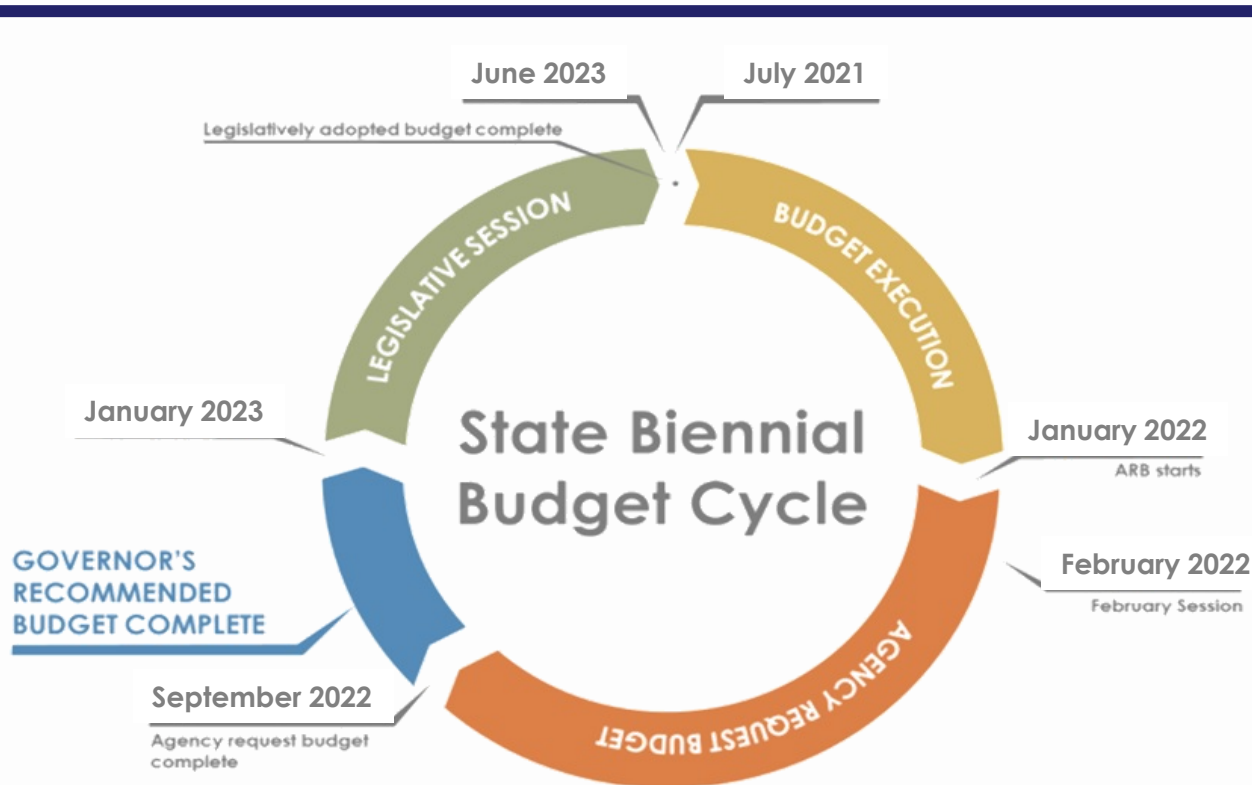
PHD can support the work of community with money, resources and expertise in public health.

Questions?

Thank you!

Thank you to <https://www.slidescarnival.com/> for the template.

State Biennial Budget Cycle



Public Health Division

