

## Introducing PHF's Improved Online Resource Centers!

### ABOUT THE PHF ONLINE RESOURCE CENTERS

The Public Health Foundation (PHF) offers a dynamic online collection of resources, including tools, training, publications, and case examples, to improve the performance of any public health system. With a successful five-year history in quality improvement, PHF maintains two resource centers with distinct purposes:

The **Public Health Improvement Resource Center** provides resources and tools for evaluating and building the capacity of public health systems. More than 100 accessible resources organized here support the initiation and continuation of quality improvement efforts. These resources promote performance management and quality improvement, community health information and data systems, accreditation preparation, and workforce development.

The **National Public Health Performance Standards Program Online Resource Center** (NPHPSP) Online Resource Center is the only collection of resources designed to help public health systems and boards of health improve their performance related to the Essential Public Health Services (EPHS) and the Model Standards.

### OVERVIEW OF 2010 UPDATE

PHF updated online resource centers make searching for resources simple and fast with fewer pages to navigate. In both resource centers, the logo and top navigation bar appear on all pages to help with orientation and ease of navigation between pages.

Key features of the home page:

- ❖ A short **overview of the resource center** with related announcements and web links is located on the left-hand side of the home page.
- ❖ The top navigation menu bar, accessible from all pages of the resource center, provides links to the Home, Browse, and Search pages. Clicking on **Browse** accesses all resources associated with the cross-cutting categories within the respective resource center.
- ❖ The **category tags glossary** associated with the [Public Health Improvement Resource Center](#) and the [National Public Health Performance Standards Online Resource Center](#) provides information about the cross-cutting categories and resource type tags.
- ❖ Clicking on the text link below the navigation bar on the right-hand-side enables the user to **suggest a resource and provide feedback**.
- ❖ Using the **Quick Search** box, searching for a resource on the home page is easy. Typing in a resource title or keyword and then narrowing down the search by selecting one or more resource and category types links to cross-cutting topics. After selecting "Search," a search results page appears with a list of the most relevant resources, complete with highlighted search words.
- ❖ Below the Quick Search box, a link to the **Advanced Search** page further refines a search through selection of one or more resource type(s), cost(s), category type(s), and category(ies).
- ❖ The **Top Resources** box displays the five highest user-rated resources. In the search results page, users who view or download a resource can designate one to five stars (★) based on resource usefulness. For example, a rating of five stars (★★★★★) indicates that users found a resource to be very helpful. This list is dynamic, changing at any given moment based on user ratings.

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- ❖ The **Most Visited** box displays the five top clicked-on resources. This list is dynamic, changing frequently depending on user clicks on resource links.

[PHF\\_Resources@phf.org](mailto:PHF_Resources@phf.org) provides answers to questions regarding resource center changes. All resource links included in the former online resource centers may not be included in the new sites but are available by sending an email request.

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### Public Health Improvement Resource Center

*These cross-cutting categories were developed using the [Centers for Disease Control and Prevention \(CDC\) Public Health Infrastructure Pyramid](#) and the [Turning Point Performance Management Framework](#).*

#### Category Glossary

**Accreditation** – The goal of public health accreditation is to improve and protect the health of every community by advancing the quality and performance of public health departments. The Public Health Accreditation Board (PHAB) is developing and implementing a national voluntary accreditation program for state, local, territorial and tribal public health departments (Source: PHAB - <http://www.phaboard.org/>). Resources in this category aim to assist public health departments with preparing for public health accreditation.

**Community Health Information and Data Systems** – Resources in this category include information on surveillance and alert systems (disease prevention, detection and control), health statistics and databases, data standards and interoperability, information management, population-level information on birth defects, cancer trends, infant mortality, mortality trends, preventable hospitalizations, the Healthy People 2010 Community Planning Guide, etc.

**Performance Management** – The practice of actively using performance data to improve the public's health (Source: Turning Point - <http://www.turningpointprogram.org/Pages/perfmgt.html>)

**Performance Management System** – This practice involves strategic use of performance measures and standards to establish performance targets and goals, to prioritize and allocate resources, to inform managers about needed adjustments or changes in policy or program directions to meet goals, to frame reports on the success in meeting performance goals, and to improve the quality of public health practice. Performance Management components include the Performance Standards, Performance Measurement, Reporting of Progress, and Quality Improvement Process. A Performance Management System is the continuous use of all of the above practices so that they are integrated into the organization's core operations. Performance management can be carried out at multiple levels, including the program, organization, community, and state levels. (Source: Turning Point - <http://www.turningpointprogram.org/Pages/perfmgt.html>)

**Performance Measurement** – Application and use of performance indicators and measures (Source: Turning Point - <http://www.turningpointprogram.org/Pages/perfmgt.html>)

**Performance Standards** – Establishment of organizational or system performance standards, targets and goals and relevant indicators to improve public health practice (Source: Turning Point - <http://www.turningpointprogram.org/Pages/perfmgt.html>)

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**Public Health Finance** – Examines the acquisition, utilization, and management of resources for the delivery of public health functions and the impact of those resources on population health and the public health system (Source: Amy BW, Honore PA. Public Health Finance: Fundamental Theories, Concepts, and Definitions. *Journal of Public Health Management and Practice*. 2007;13(2):89-91)

**Quality Improvement Process** – Establishment of a program or process to manage change and achieve quality improvement in public health policies, programs or infrastructure based on performance standards, measurements and reports. (Source: Turning Point - <http://www.turningpointprogram.org/Pages/perfmgt.html>)

**Reporting of Progress** – Documentation and reporting of progress in meeting standards and targets and sharing of such information through feedback (Source: Turning Point - <http://www.turningpointprogram.org/Pages/perfmgt.html>)

**Workforce Development** – Workforce development in public health is an attempt to improve outcomes (i.e., healthier people) by improving the training and skills of public health workers. Resources in this category include competencies, diversity, training and education, leadership development, recruitment and retention, and succession planning.

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### National Public Health Performance Standards Program - Online Resource Center

*These cross-cutting categories were developed using the [Centers for Disease Control and Prevention \(CDC\) Public Health Infrastructure Pyramid](#), the [Turning Point Performance Management Framework](#) and the [National Public Health Performance Standards Program User Guide](#).*

#### Category Glossary

**Accreditation** – The goal of public health accreditation is to improve and protect the health of every community by advancing the quality and performance of public health departments. The Public Health Accreditation Board (PHAB) is developing and implementing a national voluntary accreditation program for state, local, territorial and tribal public health departments (Source: PHAB - <http://www.phaboard.org/>). Resources in this category aim to assist public health departments with preparing for public health accreditation.

**Communication** – Communication in the context of public health encompasses the study and use of communication strategies to inform and influence individual and community decisions that enhance health (Source: <http://www.healthypeople.gov/document/HTML/Volume1/11HealthCom.htm>). Resources in this category include information on health communication and risk communication (see *NPHPSP Acronyms, Glossary, and Reference Terms* for definitions), messages and related media used to communicate with a population of interest, fact sheets and brochures, etc.

**Community Health Assessment and Data** – A Community Health Assessment calls for regularly and systematically collecting, analyzing, and making available information on the health of a community (see *NPHPSP Acronyms, Glossary, and Reference Terms* for full definition). Resources in this category include health statistics and databases, data standards and interoperability, information management, population-level information on birth defects, cancer

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trends, infant mortality, mortality trends, preventable hospitalizations, the Healthy People 2010 Community Planning Guide, etc.

**Epidemiology, Surveillance, and Laboratories** – Epidemiological information can be used to plan and evaluate strategies to prevent illness and as a guide to manage the spread of disease. Surveillance is the systematic collection, analysis, and interpretation of health data. (Source: <http://www.co.el-dorado.ca.us/publichealthpreparedness/epidemsurveil.html>). Resources in this category include information on surveillance and alert systems (disease prevention, detection and control) including the CDC's Guidelines for Evaluating Public Health Surveillance Systems, CSTE, the APHL Online Resource Center, etc.

**Health Equity and Social Determinants of Health** – Equity in health is the absence of systematic disparities in health (or in the major social determinants of health) between groups with different levels of underlying social advantage/disadvantage—that is, wealth, power, or prestige. (Source: Braveman P, Gruskin S. Defining equity in health. *Journal of Epidemiology and Community Health* 2003;57:254-258). Resources in this category include the National Center for Cultural Competence, National Library of Medicine Special Populations Outreach Activities and Resources, etc.

**Law, Enforcement, and Regulatory Oversight** – The government plays a unique role in enforcing public health laws, regulations, and ordinances. Resources in this category may include information on federal regulations on public health, state health laws, National Conference of State Legislators publications, etc.

**Partnerships** – A collaborative relationship of individuals and/or organizations within which partners set aside personal or organization agendas to achieve the agenda of the partnership (see *NPHPSP Acronyms, Glossary, and Reference Terms* for a full definition). Resources in this category include information on sustaining community partnerships, principles of community engagement, and how to identify and engage partners.

**Performance Management and Quality Improvement** – *Performance Management* is the practice of actively using performance data to improve the public's health. It involves strategic use of performance measures and standards to establish performance targets and goals (Source: Turning Point - <http://www.turningpointprogram.org/Pages/perfmgt.html>). *Quality Improvement* in public health is the use of a deliberate and defined improvement process, such as Plan-Do-Check-Act, which is focused on activities that are responsive to community needs and improving population health. It refers to a continuous and ongoing effort to achieve measurable improvements in the efficiency, effectiveness, performance, accountability, outcomes, and other indicators of quality in services or processes which achieve equity and improve the health of the community (Source: R. Bialek, L. M. Beitsch, A. Cofsky, et al, unpublished data, 2009). A resource in this category includes *From Silos to Systems: Using Performance Management to Improve the Public's Health*.

**Policy Development** – The means by which problem identification, technical knowledge of possible solutions, and societal values converge to set a course of action. Policy development is not synonymous with the development of laws, rules, and regulations. (See the *NPHPSP Acronyms, Glossary, and Reference Terms* for a full definition). A resource in this category includes *Stateline.org - Policy and Politics News*.

**Preparedness** – The process of preparing a community to meet the challenges of a potential public health emergency. Resources in this category are intended to help public health professionals and partners strengthen and enhance their capacity to plan and prepare for, respond to, and recover from disasters and other public health emergencies. A resource in this category includes *pandemicflu.gov* – Department of Health and Human Services avian and pandemic flu website.

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**Research** – A systematic investigation, including research, development, testing, and evaluation designed to develop or contribute to generalized knowledge. (Source: United States Department of Health and Human Services. *Healthy People 2010*. Washington, DC: US Department of Health and Human Services; 2000). Resources in this category include the Community-Campus Partnerships for Health, AcademyHealth's *Health Research Web Links*, etc.

**State/Community Health Improvement Planning** – This process involves an ongoing collaborative, community-wide effort at the state or local level to identify, analyze, and address health problems; assess applicable data; inventory community health assets and resources; identify community perceptions; develop and implement coordinated strategies; develop measurable health objectives and indicators; identify accountable entities; and cultivate community “ownership” of the entire process. A resource in this category includes the *Mobilizing Action through Planning and Partnership - Field Guide*.

**Strategic Planning** – This process (completed by the health department) is a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization (or other entity) is, what it does, and why it does it. This process supports alignment of the goals and objectives of an organization or individual entities comprising the public health system with health improvement processes and resulting action plans (See the *NPHPSP Acronyms, Glossary, and Reference Terms* for a full definition). A resource in this category includes guidance from the *Mobilizing Action through Planning and Partnership - Strategic Issues*.

**Workforce development, capacity and competency** – A strong systems and organizational capacity gives public health entities the ability to use tools, information, and workforce to make an effective impact upon the health of our nation. Resources in this category include public health competencies, diversity, training and education, leadership development, recruitment and retention, and succession planning.

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### **Resource Type Glossary**

**Case Example** – Lessons learned, storyboards, model practices, best practices, etc.

**Guidance** – NPHPSP User Guide, From Silos to Systems: Using Performance Management to Improve the Public's Health, other handbooks, etc.

**Presentation** – Most commonly in a PowerPoint format, a presentation is the process of showing and explaining the content of a topic to an audience.

**Publication** – Types of publications may include scientific reports, recommendation reports, white papers, annual reports, progress reports, investigative reports, policy reports, newsletters, etc.

**Tool** – Toolkits, assessment instruments, resources from NPHPSP User Calls, protocols, models, algorithms, and other materials.

**Training** – Instruction, discipline, or exercises, such as curricula, skills tests, educational courses, and distance learning (e.g., webinars, TRAIN)

**Web Resource** – Not limited to an organization's website tools and resources (e.g., CSTE).