



# PUBLIC HEALTH ISSUE STATEMENTS

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# ACKNOWLEDGEMENTS

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# COMMUNITY HEALTH ASSESSMENT PROCESS

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- **Step 1:** Describe the community.
- **Step 2:** Collect and analyze data and community perspectives.
- **Step 3: Create community health issue statements.**
- **Step 4:** Select local public health department priorities.
- **Step 5:** Summarize who will address the issues.

1. Describe the community
2. Collect and analyze data and community perspectives
3. ID community strengths and challenges – create community health issue statements

4. Identify community health priorities and assign roles

- Issue importance
- Strategies available
- Feasibility
- Level of concern

Community Health Assessment





# TIPS FOR DEVELOPING ISSUE STATEMENTS

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- Gap between what should occur in your community and what is occurring.
  - What should be occurring?
  - What is occurring?
  - Who is affected and to what degree?
  - What could happen if the problem isn't addressed?



# START FROM THE DATA...

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- What?
- Who?
- When?
- Where?
- Examine data on your problem by:
  - Age
  - Gender
  - Race/ethnicity
  - Socioeconomic status
  - Geographic distribution



# ...BUT DO NOT STOP AT THE DATA

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- The importance of “framing”
  - Step back
  - Use your data to orient yourself and the community
  - Use the community to help frame the issues
  - Generate energy and creativity



# APPROACHES TO DEVELOPING ISSUE STATEMENTS

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- Problems that need solving
- Assets that need reinforcement
- Visions of what can be



# APPROACH EXAMPLES

## Lead Exposure

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- **Problem-based approach:** Prevalence and potential risk of elevated blood lead levels among children due to environmental lead exposure and old/poorly maintained housing stock.
- **Asset-based approach:** Support landlords and homeowners in community cleanup and housing development efforts to reduce the risk of childhood exposure to lead.



# APPROACH EXAMPLES

## Flu Pandemic

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- **Problem-based approach:** Risk for an inadequate pandemic flu response due to incomplete planning and lack of experience with highly infectious diseases among the entities involved in emergency preparedness.
- **Asset-based approach:** Strengthen the understanding of infectious diseases among the entities involved in emergency response to improve preparedness for a pandemic flu outbreak.



# APPROACH EXAMPLES

## Adolescent Risk Behaviors

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- **Problem-based approach:** High-risk behavior (e.g., suicide attempts, eating disorders, drug use, early sexual activity) among adolescents due to depression and low self-esteem.
- **Asset-based approach:** Provide parents and professionals with the tools to help young children get ready for the school environment.
- **Vision-based approach:** **YOUR TURN...**



# APPROACH EXAMPLES

## Child Preparation for School

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- **Problem-based approach:** Children are showing up for kindergarten not ready to learn due to lack of an early identification system and impoverished home environments.
- **Asset-based approach:** YOUR TURN...
- **Vision-based approach:** YOUR TURN...



# APPROACH EXAMPLES

## Children's Mental Health

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- **Problem-based approach:** Lack of early intervention services for children with emotional behavior disorders due to a fragmented children's mental health service system.
- **Asset-based approach:** YOUR TURN...
- **Vision-based approach:** YOUR TURN...



# APPROACH EXAMPLES

## Risky Sexual Behaviors

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- **Problem-based approach:** Increasing rate of sexually transmitted diseases, particularly Chlamydia and gonorrhea, among adolescents and young adults due to unsafe sexual behavior.
- **Asset-based approach:** YOUR TURN...
- **Vision-based approach:** YOUR TURN...



# KANSAS HEALTH INSTITUTE

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*Healthier Kansans through  
informed decisions*