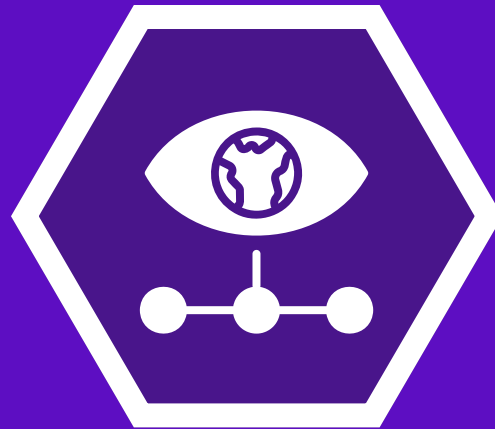# Access to Influence

Characteristics of Emerging Public Health 3.0 Leaders

Elan D. Bridges

School of Health Sciences, Central Michigan University

MPH 654: Public Health Leadership

Prof. Mary Kushion

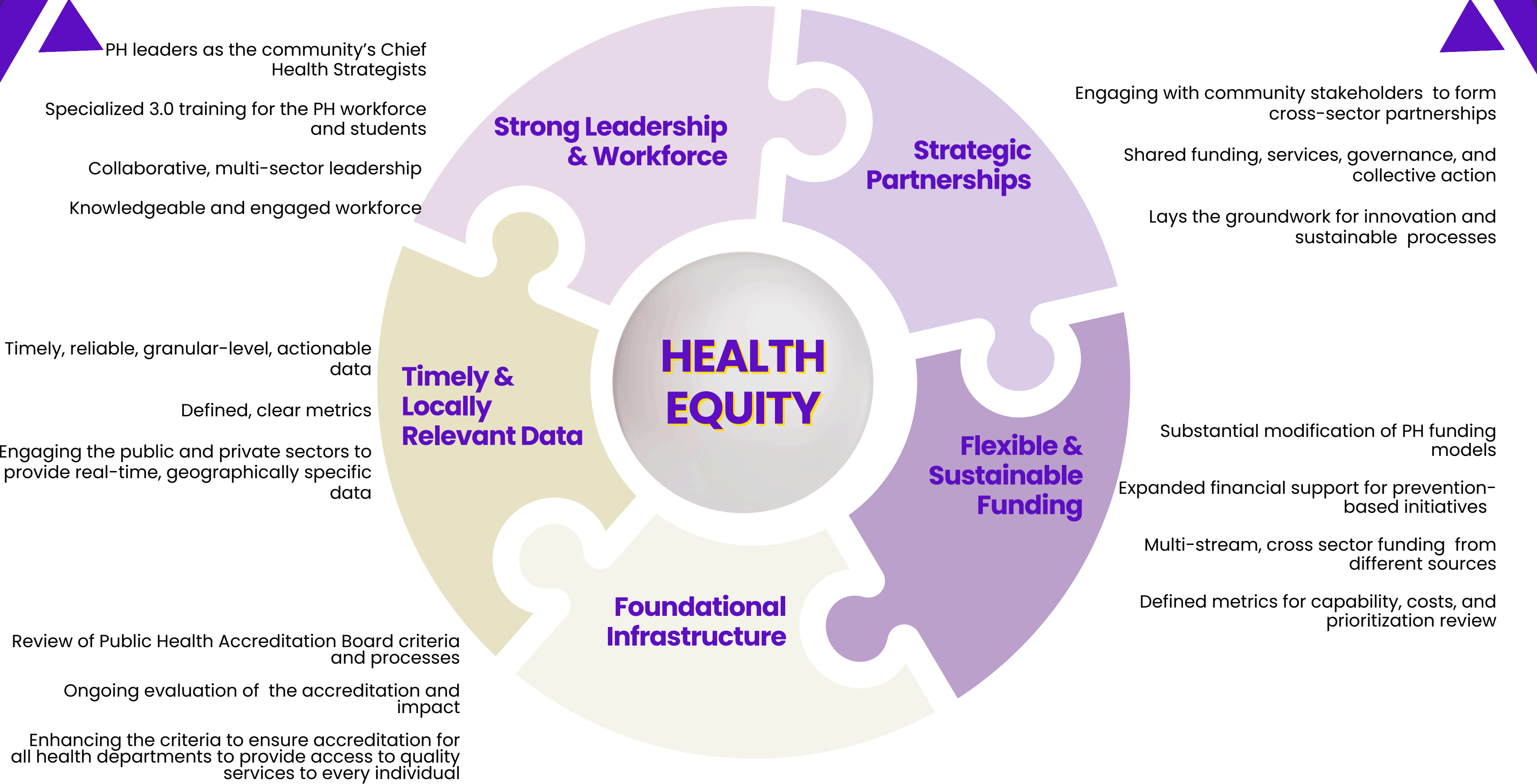February 25, 2024

Comparison

Public Health 2.0

Clinical Oversight and Standardization
Health & Government Sectors Only
Inequitable
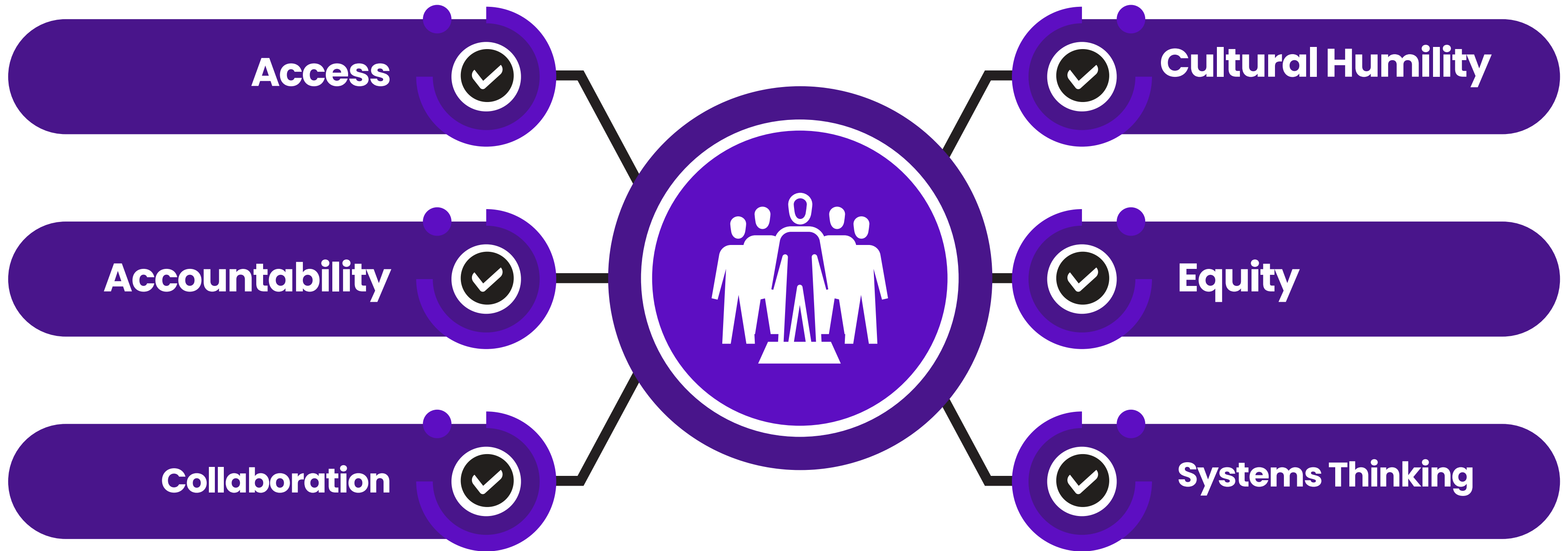Hierarchical
Structured Processes

Public Health 3.0

Social Determinants of Health
Multi-Sector
Equitable
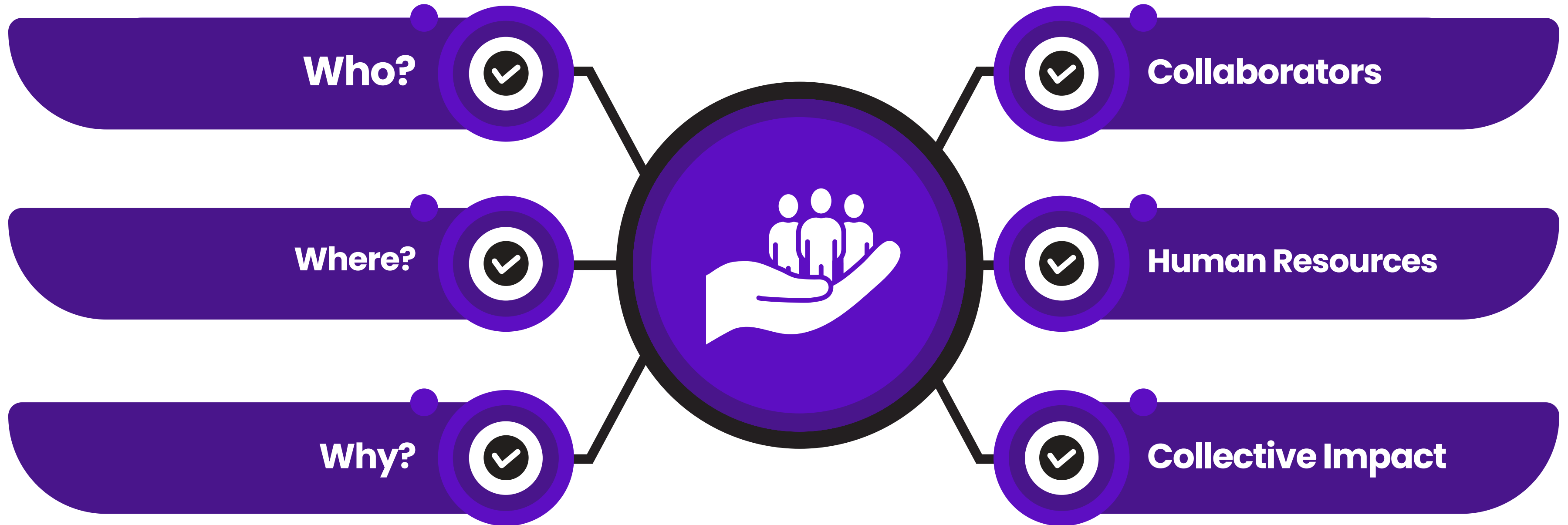Shared Decision Making
Strategic Innovation

Public Health 3.0 Recommendations

Strong Leadership & Workforce
- PH leaders as the community's Chief Health Strategists
- Specialized 3.0 training for the PH workforce and students
- Collaborative, multi-sector leadership
- Knowledgeable and engaged workforce

Strategic Partnerships
- Engaging with community stakeholders to form cross-sector partnerships
- Shared funding, services, governance, and collective action
- Lays the groundwork for innovation and sustainable processes

HEALTH EQUITY

Timely & Locally Relevant Data
- Timely, reliable, granular-level, actionable data
- Defined, clear metrics
- Engaging the public and private sectors to provide real-time, geographically specific data

Flexible & Sustainable Funding
- Substantial modification of PH funding models
- Expanded financial support for prevention-based initiatives
- Multi-stream, cross sector funding from different sources
- Defined metrics for capability, costs, and prioritization review

Foundational Infrastructure
- Review of Public Health Accreditation Board criteria and processes
- Ongoing evaluation of the accreditation and impact
- Enhancing the criteria to ensure accreditation for all health departments to provide access to quality services to every individual

Public Health 3.0 Leadership Foci

Access

Accountability

Collaboration

Cultural Humility

Equity

Systems Thinking

Strategic Planning Through Systems Thinking

Who?

Where?

Why?

Collaborators

Human Resources

Collective Impact

Assessing and Addressing Barriers to Collaborative Systems of Care

Outreach

Low Effort - High Impact Community Events
  - Meet Up & Eat Up
  - Farmers Markets
  - Culturally-Relevant Festivals
  - Back to School &Literacy Fairs

Community-Based Staff Positions
  - Assigned to high-utilization areas such as hospitals or free clinics

Visibility
  - To be part of a community, you must be in it

Community Forums & Talkbacks

Centralized locations in priority areas
  - Food banks
  - Low-income housing developments
  - Community centers

Leadership facilitated discussions to improve the community's trust and familiarity

Development of community liaison positions, point of contact for community concerns and issue
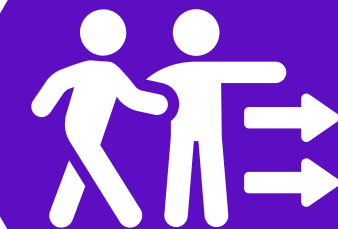
Continuous Quality Improvement (CQI)

Training
  - MPHI Advancing Equity through CQI (3-day workshop)
  - Simple CQI project PDSA cycles as quarterly professional development

Utility
  - Principles of CQI interwoven within team processes to increase knowledge organically
  - Community-wide CQI projects

Impact
  - Improved efficacy and deepened knowledge of CQI

Conclusion & Future Development Opportunities

- Systems change through large-scale collaboration
- Allocating resources and investing in business development to serve high-need areas
- Targeted workgroups with multi-sector funding and support
- Improved community stability and communication between agencies and individuals
- Incentives for companies and developers

Recent Collaborative Events in Kalamazoo

AUGUST 19TH
2:00PM-6:30PM
1009 E. STOCKBRIDGE
Kalamazoo MI 49001

JUMP N KALAMAZOO

A double dutching event initiative aimed to increase community awareness and encourage healthy eating habits while reducing child hood obesity and promoting healthier lifestyle in children.

Food. Games. Fun & More

SICMUSIC
FRESH THE CLOWNS
BIANCA BONNIE
Special guest speaker

BOOTS ON THE GROUND PRESENTS

Father's Day BBQ

JUNE 18TH 2023 · 2PM - 7PM

SPRING VALLEY PARK
2606 MT OLIVET RD, KALAMAZOO, MI 49004

OPEN COMMUNITY EVENT | GAMES | ACTIVITIES | FOOD | & MORE

C&R Collect & Recover Wellness · Kalamazoo Nature Center · FATHERHOOD NETWORK

Father's Day Weekend
Nature Trod & BBQ

Collect & Recover & Fatherhood Network

Cultural Land Stewardship

Saturday, June 17th
2 pm - 6 pm
The Essential Space
(Next to the Nature Center)
555 E Ave W Kalamazoo, MI 49009

Presents Black Joy & Freedom Week

Join us as we honor fathers in our community through good food, activities for families, and a walk (Trod) in Nature

Tickets $50

Featuring:
- A Men's Health & Relaxation Tent
- Jazz Sounds
- Nature Walk
- Kids Activities (Kite Flying, Art Station, games and more)

Register at: http://bit.ly/CRFathersDayNatureTrodBBQ

For Tickets Send Cashapp or PayPal To
$CollectandRecover
ips.collectandrecover@gmaill.com

https://www.facebook.com/TheFatherhoodnetwork.org · 269.261.0814 · www.thefatherhoodnetwork.org
@collectsndrecover · https://www.facebook.com/CollectandRecover

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FIRE'S BACK-TO-SCHOOL

BASH

Chalk Zone w/ Maya James
Face Painting w/ Shaquona
Creative Studio Sesh w/ Chinma
Limited Free Haircuts w/ Xavier
Jewelry Making w/ Hananiah Hardin
Limited Free Sets w/ Shala Rea
Open Mic Host: Egyptrinity
Catering by: House of Soul

Food, Art Vendors, Free Giveaways, and OPEN MIC
Starting at 7:30pm

FULL EVENT 5:30-9:00PM
FEATURING DJ KEE

ALL AGES

September 1st, 2023
1249 Portage Street

JUSTICE AGAINST BULLYING @ SCHOOL
POWERED BY H.O.P.E.

ART HOP
PULL UP & PAINT PARTY

FRIDAY, JUNE 2 | 5PM-7:30PM

VINE
806 S Westnedge Ave
Kalamazoo, MI 49008

PULL UP PAINT PURCHASE

FEATURING
- CREATIVE EXPRESSIONS BY JABS CLUB, GIFT, & HOPETN STAFF
- PURCHASE ARTWORK, JABS SIGNATURE SWEET TREATS, & MORE!
- PAINT YOUR OWN CANVAS FOR $10

JUNE IS JABS AWARENESS MONTH

JABS4JUSTYCE@GMAIL.COM | 269.775.1221 | HOPE-THRU-NAVIGATION.ORG

READ AND SEED
PARENT LITERACY PROJECT
KALAMAZOOLITERACY.ORG

Family Literacy Days

Third Wednesday of the Month
5:00 P.M.—7:00 P.M.

420 E. Alcott St. Kalamazoo, 49001

On August 16:
- Learn healthy recipes with Chef Tyler
- Play with the Fresh Food Fairy
- Have fun in the garden
- Enjoy literacy activities

Contact Kamaria (269) 350-4595
knichols@kalamazooliteracy.org

WESTERN MICHIGAN UNIVERSITY · Kalamazoo County · Talking is Teaching · Talk Read Sing · Kalamazoo Public Library · kalamazoo literacy council · goodwill industries

www.kalamazooliteracy.org

Kalamazoo Juneteenth 2023

FRIDAY the 16th
12-5 p.m. | at The Space
Young Gifted and Black Exhibit presented by Soul Artistry LLC

5-8 p.m. | at Kalamazoo Valley Museum
Black Film Festival: Summer of Soul presented by Soul Artistry LLC

SATURDAY the 17th
11 a.m. - 2 p.m. | at Kalamazoo Institute of Arts
Community paper quilt project, gallery tours, and family activities, including a special Art Detectives event at 11 a.m.

12-2 p.m. | at Collect and Recover Black Essential Space/Delano Farms
Art of Fact Ancestry and Sounds of Our Stories Workshop

2-6 p.m. | at Collect and Recover Black Essential Space/Delano Farms
Father's Day Brunch presented by the Institute of Public Scholarship

@Juneteenthkzoo

more... SATURDAY the 17th
2-6 p.m. | at The Space
1st Annual GeoCon with comic books, cosplayers, artists, games, and more

3-7 p.m. | at Bronson Park
Rootead Annual Juneteenth Family Reunion with Community, read & queer picnic in the park, RYDDE performance, local musicians, children's activities, vendors, and food trucks

6-9 p.m. | at Black Arts & Cultural Center
Speak Easy/Open Mic and Black Owned Business vendors

SUNDAY the 18th
12-5 p.m. | at Bell's Eccentric Cafe
Bell's and The Gilmore present: 1-3:30 p.m. |
DJ Disobedience presents Classically Black wsg Brandon Fitzpatrick
4-5 p.m. | Pianist BLKBOK

MONDAY the 19th
5-8 p.m. | at 503 W. North Street, Kalamazoo
S.H.A.R.E. presents music, food, games, info on voting rights, and Black history lingo

Bell's Eccentric Cafe · Kalamazoo Nature Center · Rootead · Black Arts & Cultural Center · Kalamazoo Community · CLUES · Kalamazoo Valley Museum · The Gilmore · Black Wall Street · Society for History and Racial Equity · GeoCon · KalamazooVALLEY community college · Kalamazoo Institute of Arts · Institute of Public Scholarship · 150 Years Kalamazoo Public Library · indiele

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