



Holistic, innovative, culturally-rooted healthcare

Idea 25	Deeper investment in a more effective public health system
Proposal 25a	Deeper public health investments
Description	Deeper public health investments in infrastructure, personnel (nurses, doctors, technicians, etc.), policy makers; workforce that reflects the communities they serve; ongoing professional development and adequate salary support; evidence-based public education about public health is essential.
How will the proposed action advance equitable health and well-being?	Public health budgets are not adequate and require a patchwork approach. The funding that does emerge comes from many different sources, which can create significant gaps in funding. Mental health funding is currently treatment-focused and not directed toward preventative care. We currently collect data, but not necessarily the data that is most important and can be best leveraged to make good decisions.
Is there work we can build on?	
Who would have to act? Who would be key partners?	Governors will need to act to strengthen and drive public health services for each citizen Citizens need more education on the importance and value of public health services Public health departments must market like commercial businesses to the public Public health leaders will need to transform to more effective leadership All private and public organizations must be cultivated as key partners for public health support.
A few high-level action steps	<ol style="list-style-type: none"> 1. Educate State Governors and provide a roadmap for strengthening public health activities and leadership. 2. Educate the public about the importance and contributions of public health. Could this be built into standard education, before higher education? 3. Rebuild trust with the community. 4. Explore the possibility of per-capita based funding, with consideration of equity at the center. Direct funds to grassroots initiatives (rather than larger, more established programs). 5. Create consistent authority structures (these currently vary even within a given state) and explore national guidance on



	<p>standard measurements (a National Dashboard) that can be used to make more informed decisions.</p> <ol style="list-style-type: none">6. Be strategic in data collection to ensure equitable decisions.7. Create a public health leadership system/platform, modeled on other medical areas like clinical leadership. This will require private and public sector investment.8. Explore new payment models. VC and other funding sources do not support preventative solutions so much as reactive solutions.
<p>Other comments or guidance</p>	