A Public Perception of Public Health

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Session Overview

• Welcome
• Session Purpose
  – Provide public’s perception of how Public Health operates
  – Perception vs. Reality
  – Development of Perception
    • A Journey of Public Health
    • Research & Practice
  – Peel back the Perception
  – Summary
    • The future of Public Health
Session Objectives

• Describe the past, current, and future Public Health climate in areas of research and practice

• Explain the common misconceptions of Public Health

• Differentiate Public Health Fact from Fiction in the Digital Age
PH Perception vs. Reality

• What does it mean when we say we work in Public Health?
• What do people hear?
Development of PH Perception

• Behind the scenes work
  – Infectious disease a focus
  – Primary care took stage

• Decreasing health status
  – Chronic disease a focus
  – Enter Public Health
Primary Care vs. Public Health

- Both on stage
- Same goal
  - Different approaches?
PH Prevention & Promotion

• PH Roots
  – Egyptians
  – Greeks
  – Romans

• Laid the foundation
  – Tools of the trade
  – Areas of specialty

• Early 1900’s
  – PH got real!
Keep Peeling!

• Doesn’t steal the stage
• Frames the stage
  – Clarifies mission of health
  – Clarifies roles
  – Creates inclusion for the greater good
  – Future implications
The Future of PH

- Building bridges overdrive
- Networking
- Inter-professional collaborations
- Not in the name of Public Health!
- In the name of the Public’s Health
  – Because they are the stars of the show!
Thank you!!

• Questions?
• Comments?

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