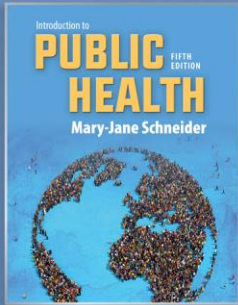


Chapter 1
Public Health:
Science, Politics,
and Prevention



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Objectives

After completing this lecture, you will be able to:

- Define public health
- List and describe the core functions of public health
- Differentiate between public health and medicine
- Describe the different levels of prevention

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This is public health video!

Web Object
Address:
<http://youtube.com/embed/yKcDr5qKoOg>

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What is Public Health?

The P's of Public Health

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How has life expectancy in the U.S. changed?

- Average life expectancy in 1900?
- Average life expectancy in 2011?

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How health has changed: Leading Causes of Death (U.S.)

- | 1900 | 2011 |
|------------------|--------------------------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |
| 4. Heart Disease | 4. Stroke |
| 5. Stroke | 5. Accidents |
| 6. Liver Disease | 6. Alzheimer's Dz. |
| 7. Accidents | 7. Diabetes |
| 8. Cancer | 8. Influenza & Pneumonia |
| 9. Senility | 9. Kidney Disease |
| 10. Diphtheria | 10. Suicide |

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What has changed?

- Why are people living longer?
- What actions have governments taken to ensure that people are safer and healthier today than people were 100+ years ago?



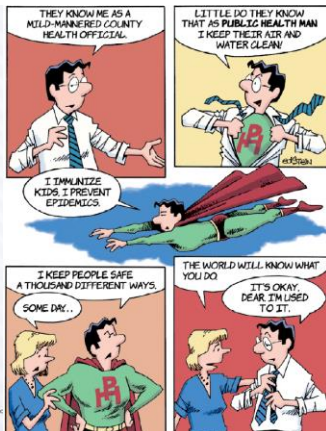
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Top 10 Public Health Achievements in the 20th Century

- | | |
|---|--|
| 1. _____ | 6. Safer and healthier _____ |
| 2. _____-vehicle safety | 7. Healthier _____ and _____ |
| 3. Safer _____ | 8. Family planning |
| 4. Control of _____ diseases | 9. Fluoridation of _____ water |
| 5. Decline in deaths from coronary heart disease and stroke | 10. Recognition of tobacco use as a health _____ |

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Profession



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Core Functions. (click on each core function layer for more information)

Core Functions

Core functions of public health: 10 Essential PH Services

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Core Functions. (click on each core function layer for more information)

Research

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Assessment

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Policy Development

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Core Functions. (click on each core function layer for more information)

Assurance

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Core Functions. (click on each core function layer for more information)

Summary

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Knowledge Check: Core Concepts
Question List



Knowledge Check:
Match each core function with its definition.

Assessment	Verify services are available and accessible to everyone
Policy Development	Use of scientific knowledge to develop strategic approach to improving health
Assurance	Collect and analyze health information on a population

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Public Health vs. Health Care

- Target population
- Goal



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Science and Politics

- Science determines health problems, methods to improve health, & evaluation of interventions
- Politics determine which policies we implement



Public Health Disciplines

Read in book

- Epidemiology
- Statistics
- Biomedical Sciences
- Environmental Health Science
- Social and Behavioral Sciences
- Health Policy and Management

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5 step process.

PH Approach

Public Health Approach: 5 step process

- 1
- 2
- 3
- 4
- 5

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5 step process.

Define

Define the health problem

- 1
- 2
- 3
- 4
- 5

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5 step process.

Identify

Identify the risk factors associated with the problem

1 2 3 4 5

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5 step process.

Develop

Develop and test community-level interventions to control or prevent the cause of the problem.

1 2 3 4 5

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5 step process.

Implement

Implement interventions.

1 2 3 4 5

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5 step process.

Evaluate

Evaluate effectiveness of interventions.

1 2 3 4 5

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5 step process.

Summary

1 2 3 4 5

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5 Step Process
Question List

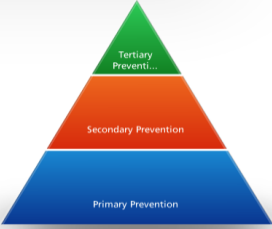
Drag and drop the step (sticky note) with the designated function (book).

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Prevention & Intervention.

Introduction

Start at the bottom and work your way up.

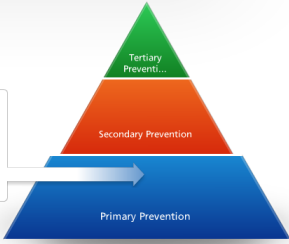


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Prevention & Intervention.

Primary Prevention

Avoid exposure to risk factors

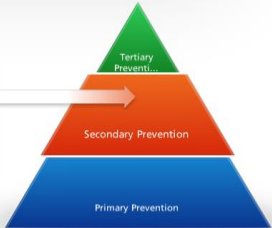


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Prevention & Intervention.

Secondary Prevention

Minimize severity and conduct testing to confirm diagnosis (screenings)



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Prevention & Intervention.

Tertiary Prevention

Minimize disability and reduce probability of death

Tertiary Preventi...

Secondary Prevention

Primary Prevention

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Prevention & Intervention.

Summary

Tertiary Preventi...

Secondary Prevention

Primary Prevention

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Prevention Action- Breast Cancer
Question List

Breast Cancer: Drag & drop the behavior (rectangle) to the type of Prevention.

Tertiary

Secondary

Primary

- Mammograms
- Healthy body weight
- Chemo or Radiation
- Exercises

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Prevention Action- Breast Cancer
Question List

Car accident: Drag & drop the behavior (rectangle) to the type of Prevention.

- well lit roads
- Seatbelts
- Physical therapy after accident
- Air bags
- Speed limit

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Prevention Action- Breast Cancer
Question List

Flu: Drag & drop the behavior (rectangle) to the type of Prevention.

- Fluids
- Rest
- Wash hands
- Flu shot
- Flu test

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Read in Book

- Use textbook to review notes
- 20% of the quiz questions will come from material in the text not covered in the notes

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