

## ESSENTIAL SERVICE #3: Inform, educate, and empower people about health issues

**KS-TRAIN courses:** <http://ks.train.org>. Enroll by the course number.  
**Public Health Learning.com (PHL) courses:**  
<http://www.publichealthlearning.com/Personal/>. Enroll by the course number.

All Core Public Health Competencies are ideally found at the **Advanced level** in each local health department. The Competencies highlighted in **yellow** could be met at the **Advanced level regionally** vs. **locally** when the Essential Service is being provided as a **regional effort**.

### TRAINING FOR ESSENTIAL SERVICE

#### **Awareness level** training for many competencies in Essential Service #3:

**KS-Train: Orientation to Public Health**, (Course # 1000614)

#### **Knowledgeable level** training for many competencies in Essential Service #3:

**CTB Toolkit, Implementing a Social Marketing Effort**, [http://ctb.ku.edu/en/dothework/tools\\_tk\\_13.htm](http://ctb.ku.edu/en/dothework/tools_tk_13.htm)

**CPH Course**, KU School of Med - W

#### **Indicators for Essential Service #3:**

Provide information on public health to individuals, groups, or the community at large

Work with a collaborative network to provide health promotion activities

Assist in the training, evaluation, credentialing, or monitoring of staff performance and quality of work outcomes

Work in a program which helps enforce the local laws and regulations to protect the public's health and ensure safety

### TRAINING FOR COMPETENCIES

#### Analytic/Assessment Skills

**KS-Train: Introduction to Assessment**, (Course # 1001458)

#### **PHL PH 412 Understanding and Measuring Health**

- |   |   |
|---|---|
| 1 | Defines a problem   |
| 2 | Obtains and interprets information regarding risks and benefits to the community                              |
| 3 | Recognizes how the data illuminate ethical, political, scientific, economic, and overall public health issues |

## Policy Development/Program Planning Skills

### PHL PH 431 What is Public Health Policy, Advocacy & Law?

1	Collects, summarizes, and interprets information relevant to an issue
2	States policy options and writes clear and concise policy statements
3	Identifies, interprets, and implements public health laws, regulations, and policies related to specific programs
4	Articulates the health, fiscal, administrative, legal, social, and political implications of each policy option
5	States the feasibility and expected outcomes of each policy option · Decides on the appropriate course of action

## Communication Skills

**KS-Train: Improving Interpersonal Communication and Relationships**, (Course # 1012709)

**KS-TRAIN: Pandemic Influenza - Communications and Administrative Tools**, (Course # 1013841)

**KS-TRAIN: Creating a Crisis/Emergency Risk Communication Plan Using the CDCynergy Tool**, (Course # 1002666)

### PHL PH 456 Communications and Marketing

CTB, Chapter 16, Section 2. **Developing Facilitation Skills**, [http://ctb.ku.edu/en/tablecontents/sub\\_section\\_main\\_1154.htm](http://ctb.ku.edu/en/tablecontents/sub_section_main_1154.htm)

1	Communicates effectively both in writing and orally, or in other ways
2	Solicits input from individuals and organizations
3	Advocates for public health programs and resources
4	Leads and participates in groups to address specific issues
5	Uses the media, advanced technologies, and community networks to communicate information
6	Effectively presents accurate demographic, statistical, programmatic, and scientific information for professional and lay audiences
7	Listens to others in an unbiased manner, respects points of view of others, and promotes the expression of diverse opinions and perspectives (attitude)

## Cultural Competency Skills

**KS-TRAIN: WALD: Cultural Competency Module I**, (Course # 1010194)

**KS-TRAIN: WALD Cultural Competency Module II**, (Course # 1010197)

**KS-TRAIN: HIV Cultural Diversity Training** ( Course 1012967)

**KS-TRAIN: The Newest Immigrants, Low German Mennonite** (Course # 1004396)

1	Utilizes appropriate methods for interacting sensitively, effectively, and professionally with persons from diverse cultural, socioeconomic, educational, racial, ethnic and professional backgrounds, and persons of all ages and lifestyle preferences
2	Identifies the role of cultural, social, and behavioral factors in determining the delivery of public health services
3	Develops and adapts approaches to problems that take into account cultural differences
4	Understands the dynamic forces contributing to cultural diversity (attitude)
5	Understands the importance of a diverse public health workforce (attitude)
<b>Community Dimensions of Practice Skills</b>	
<b>KS-TRAIN: Community Partnerships and Perspectives</b> - Intermediate Level, (Course # 1005185)	
1	Establishes and maintains linkages with key stakeholders
2	Collaborates with community partners to promote the health of the population
3	Identifies how public and private organizations operate within a community
4	Accomplishes effective community engagements
<b>Basic Public Health Sciences Skills</b>	
<b>KS-TRAIN: Orientation to the Essentials of Public Health:</b> Intermediate Level, (Course # 1005183)	
<b>KS- TRAIN: E is for EPI, Session I, Part 1: Epidemiology in the Context of Public Health,</b> (Course # 1004036)	
<b>KS-TRAIN: E is for EPI, Session IV, Part I: Surveillance,</b> (Course # 1004046)	
<b>PHL PH501 Infectious Disease Overview</b>	
<b>KS-TRAIN: Environmental Health Online, An Introduction to Environmental Health,</b> (Course # 1010234)	
1	Defines, assesses, and understands the health status of populations, determinants of health and illness, factors contributing to health promotion and disease prevention, and factors influencing the use of health services
2	Applies the basic public health sciences including behavioral and social sciences, biostatistics, epidemiology, environmental public health, and prevention of chronic and infectious diseases and injuries
<b>Financial Planning and Management Skills</b>	
<b>CTB Toolkit, Writing a Grant Application For Funding,</b> <a href="http://ctb.ku.edu/en/dothework/tools_tk_14.htm">http://ctb.ku.edu/en/dothework/tools_tk_14.htm</a>	
<b>PHL PH 451 What is Public Health Administration?</b>	
<b>KS-TRAIN: Public Health Financial Management,</b> (Course # 1012722)	
1	Develops and presents a budget

2	Manages programs within budget constraints
3	Applies budget processes
4	Develops strategies for determining budget priorities
5	Monitors program performance
6	Prepares proposals for funding from external sources
7	Applies basic human relations skills to the management of organizations, motivation of personnel, and resolution of conflicts
8	Negotiates and develops contracts and other documents for the provision of population-based services
<b>Leadership and Systems Thinking Skills</b>	
<b>Kansas Public Health Leadership Institute(KPHLI)</b> , <a href="http://www.waldcenter.org/kphli/index.html">http://www.waldcenter.org/kphli/index.html</a> Live	
<b>PHL PH 457 Public Health Leadership</b>	
<b>CTB Toolkit, Developing Strategic and Action Plans</b> , <a href="http://ctb.ku.edu/en/dothework/tools_tk_content_page_193.htm">http://ctb.ku.edu/en/dothework/tools_tk_content_page_193.htm</a>	
1	Creates a culture of ethical standards within organizations and communities
2	Helps create key values and shared vision and uses these principles to guide action
3	Identifies internal and external issues that may impact delivery of essential public health services (i.e. strategic planning)
4	Facilitates collaboration with internal and external groups to ensure participation of key stakeholders
5	Uses the legal and political system to effect change

## RESOURCES FOR ESSENTIAL SERVICE #3

### Inform, educate, and empower people about health issues

1. **[Kansas Public Health Information eXchange \(PHIX\)](#)**:  
Part of the **Kansas Health Alert Network**. Accessible only to registered PHIX Professionals.
  - Message Maps
2. **KU Community Tool Box**:  
**Chapter 4. Getting Issues on the Public Agenda**  
[http://ctb.ku.edu/en/tablecontents/chapter\\_1004.htm](http://ctb.ku.edu/en/tablecontents/chapter_1004.htm)  
**Chapter 5. Choosing Strategies to Promote Community Health and Development** [http://ctb.ku.edu/en/tablecontents/chapter\\_1010.htm](http://ctb.ku.edu/en/tablecontents/chapter_1010.htm)  
How to get issues on the public agenda (e.g., gaining public support), and how to choose broad strategies to promote community health and development (e.g., building coalitions).  
**Chapter 6. Promoting Interest in Community Issues**  
[http://ctb.ku.edu/tools/chapter\\_1005.htm](http://ctb.ku.edu/tools/chapter_1005.htm)  
**Chapter 7. Encouraging Involvement in Community Work**  
[http://ctb.ku.edu/tools/chapter\\_1006.htm](http://ctb.ku.edu/tools/chapter_1006.htm) Contains information about how to promote interest in an issue (e.g., persuasion, press releases, and newsletters) and how to encourage involvement (e.g., among diverse groups).  
**Chapter 34. Media Advocacy** [http://ctb.ku.edu/en/tablecontents/chapter\\_1034.htm](http://ctb.ku.edu/en/tablecontents/chapter_1034.htm)
3. **Office of Disease Prevention and Health Promotion fact sheet**:  
<http://odphp.osophs.dhhs.gov/odphpfact.htm>
  - Dietary Guidelines for Americans
  - healthfinder®
  - Healthy People 2010 & Health Communication Focus Area
  - National Health Information Center (NHIC)
  - Prevention Communication Research Database (PCRD)
  - Safe and Bright Futures for Children Initiative
  - Steps to a HealthierUS (Steps)
4. **CDC's Healthy Living web site**: <http://www.cdc.gov/HealthyLiving/>
  - Health related topics
  - Data and statistics
  - Publications
  - Health related tools
5. **Center for Nutrition Policy and Promotion**: <http://www.cnpp.usda.gov/>
6. **"Simply Put"**, Tips for creating easy-to-read print materials your audience will want to read and use, <http://www.dhe.state.ks.us:8080/trainlive/Brochures/Simpput.pdf>
7. **"Dollars and Sense Desktop Publishing Tips"**, Typesetting and layout tips to help your marketing pieces shine!,  
[http://www.dhe.state.ks.us:8080/trainlive/Brochures/Dollars&SenseDTP\\_Tips.pdf](http://www.dhe.state.ks.us:8080/trainlive/Brochures/Dollars&SenseDTP_Tips.pdf)