

Healthy People 2010 Operational Definition

- 7-10. (Developmental) Increase the proportion of Tribal and local health service areas or jurisdictions that have established a community health promotion program that addresses multiple Healthy People 2010 focus areas.**

Comments

This objective was retained at the Healthy People 2010 Midcourse Review despite the current lack of data. An operational definition could not be specified at the time of publication.

A proposed data source is the Directors of Health Promotion and Education survey (formerly the Association of State and Territorial Directors of Health Promotion and Public Health Education).

The proposed measure is the proportion of local health service areas or jurisdictions, identified by Directors of Health Promotion and Education representatives in each State, the District of Columbia, the Territories (American Samoa, Guam, Puerto Rico, and Virgin Islands), and Regional Indian Health Service offices that have health promotion initiatives existing in the identified local health service areas or jurisdictions.

“Local health service areas” refers to local health jurisdictions and local health serving unit catchment areas.

Community health promotion initiative includes all of the following:

(1) Community participation with representatives from at least three of the following community sectors: government, education, business, faith organizations, health care, media, voluntary agencies, and the public;

(2) Community assessment, guided by a community assessment and planning model (such as APEX/PH; Healthy Cities, Healthy Communities; PATCH; or other comprehensive model), to determine community health problems, resources, perceptions, and priorities for action;

- (3) Targeted and measurable objectives to address at least one of the following: health concerns, risk factors, public awareness, services, and protection;
- (4) Comprehensive multifaceted, culturally relevant interventions that have multiple targets for change (individuals, organizations, and environments) and multiple approaches to change, including education, community organization, and regulatory and environmental reforms; and
- (5) Monitoring and evaluation processes to determine whether the objectives are reached.

This objective was adapted from Healthy People 2000 objective 8.10, which tracked the establishment of community health promotion programs that separately or together address at least 3 of the Healthy People 2000 priority areas. This measure will track the proportion of Tribal and local health service areas or jurisdictions that have established a community health promotion program that addresses multiple Healthy People 2010 health focus areas.

See Appendix A for focus area contact information.