
Place Matters

rural Oregon and public health

National Organization of State Offices of Rural Health
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Lillian Shirley, Director, Public Health Division

The logo for the Oregon Health Authority. The word "Oregon" is in a smaller, orange, serif font. The word "Health" is in a large, blue, serif font. The word "Authority" is in a smaller, orange, serif font, positioned below "Health". A thin blue horizontal line is positioned below "Health" and above "Authority".

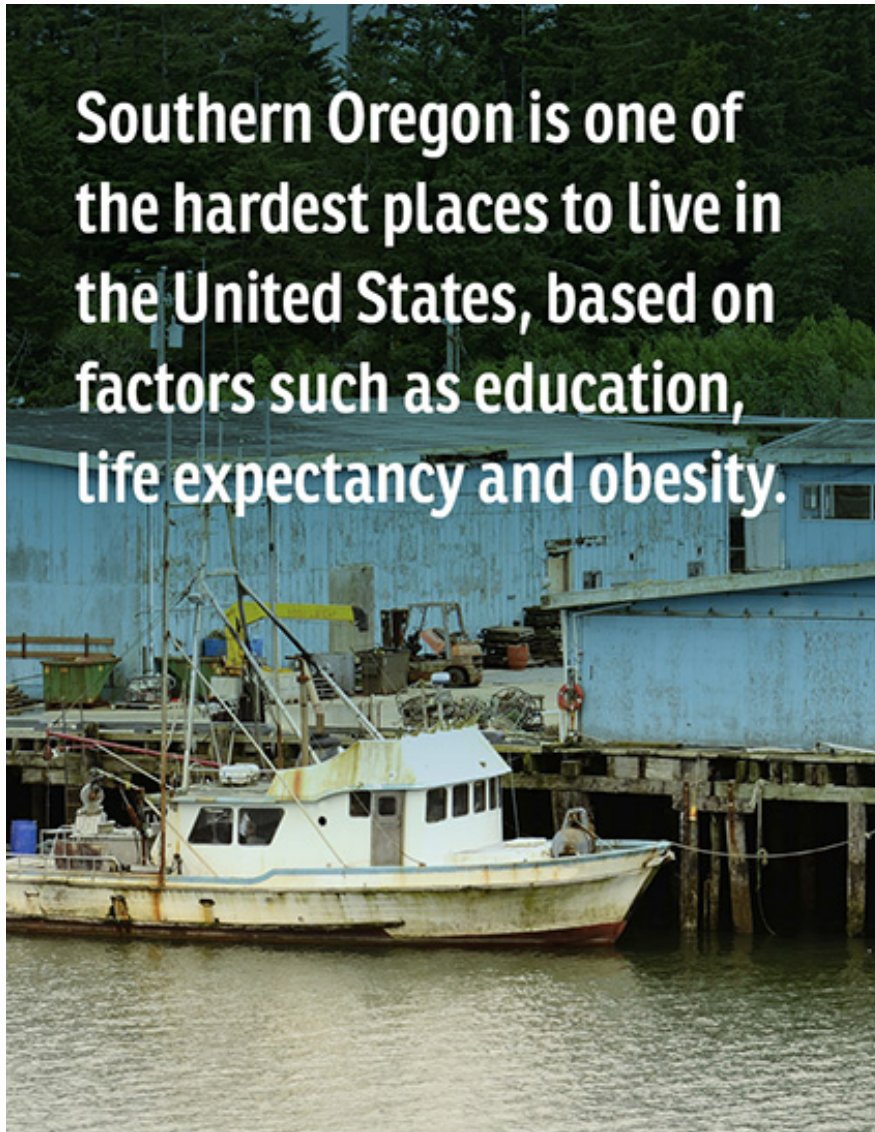
Oregon
Health
Authority

Place Matters





Southern Oregon is one of the hardest places to live in the United States, based on factors such as education, life expectancy and obesity.





The value of public health

“Our public health efforts provide the foundational elements for improving the health and well-being of our population. The return on the investment in public health is probably the wisest investment we can make with regard to improving the health of Oregonians.”

-Dr. Joe Robertson
President, Oregon Health
Sciences University



A place-based approach to health in rural Oregon

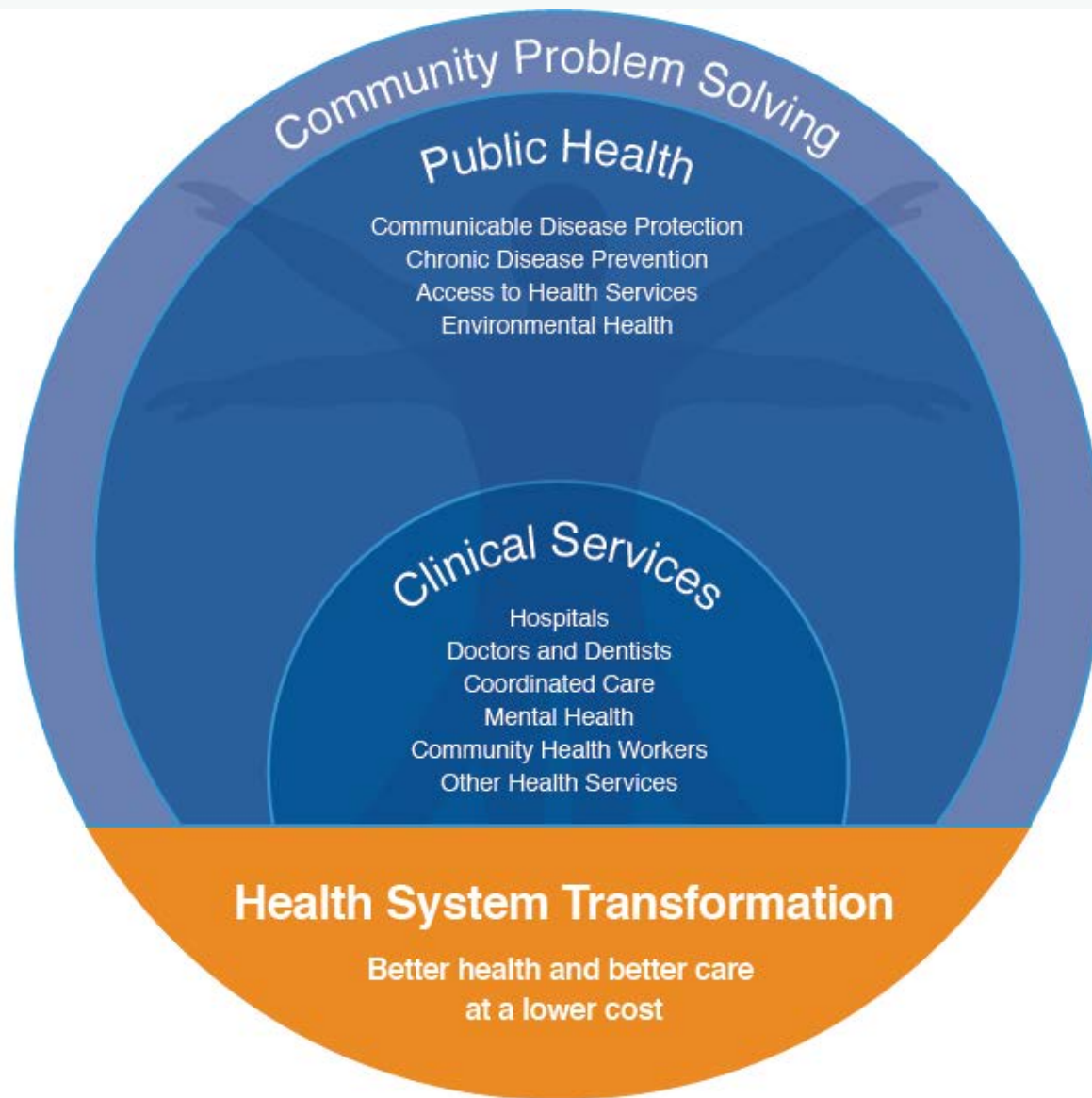
Preparing for the emerging threats



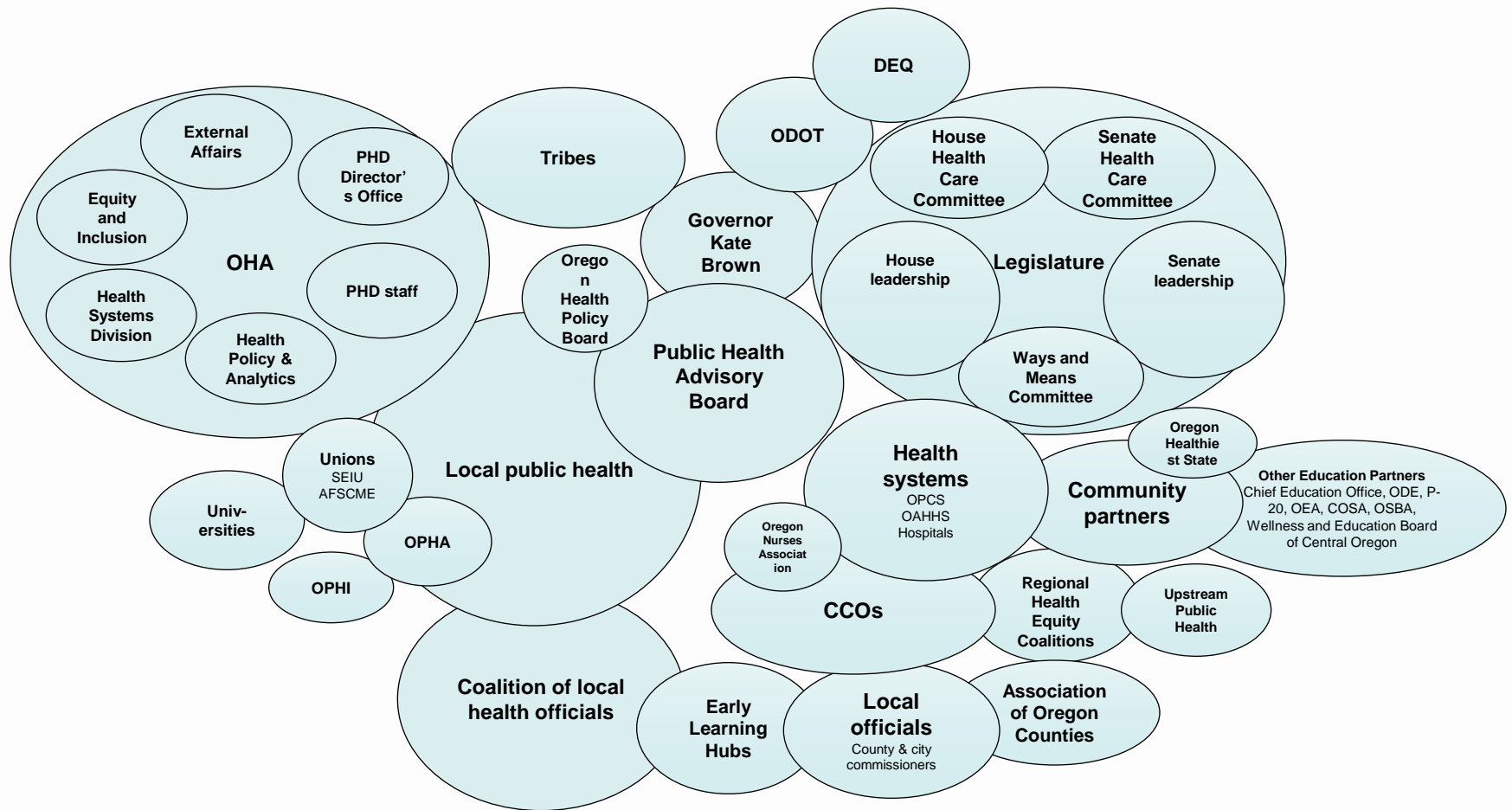


Protection in every community





Achieving health in rural Oregon



Public Health



Primary Care

Working together to ...

Monitors and addresses the risk factors and health needs of **POPULATIONS** (defined by geography, demographics, etc.).

... promote and advocate for **HEALTH PROMOTION POLICIES AND PRACTICES** (e.g., access to healthy foods, school wellness policies, tobacco-free places).

Monitors and addresses the risk factors and health needs of **INDIVIDUALS**.

WORKS IN COMMUNITIES and mobilizes partners to prevent or mitigate the underlying causes of disease and injury.

... create and promote evidence-based **HEALTH AND WELLNESS PROGRAMS AND SERVICES**.

WORKS DIRECTLY WITH PATIENTS to prevent, detect, treat and manage disease and injury.

Promotes changes in **COMMUNITY CONDITIONS** through policies, environments and systems.

... develop and promote evidence-based **CLINICAL PRACTICE GUIDELINES**.

Promotes changes in **INDIVIDUAL HEALTH BEHAVIORS**.

Draws on data primarily based on **EPIDEMIOLOGY, DEMOGRAPHICS AND ECONOMICS**.

... provide **HEALTH CONSULTATION AND RESOURCES** (for schools, childcare providers, employers, community groups, and leaders, etc.)

Draws on data primarily based on **MEDICAL SCIENCE AND PATIENT HISTORY**.

Develops, implements, enforces and evaluates **HEALTH POLICIES** at the local, county, state and federal levels.

...create communities where **people can thrive**.

Develops and implements **PRACTICE POLICIES** that are informed by evidence-based guidelines and health policy.

THE **BACKBONE** OF
Community
Health and Wellness





discussion