








PUBLIC HEALTH MANAGEMENT

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Learning Objectives

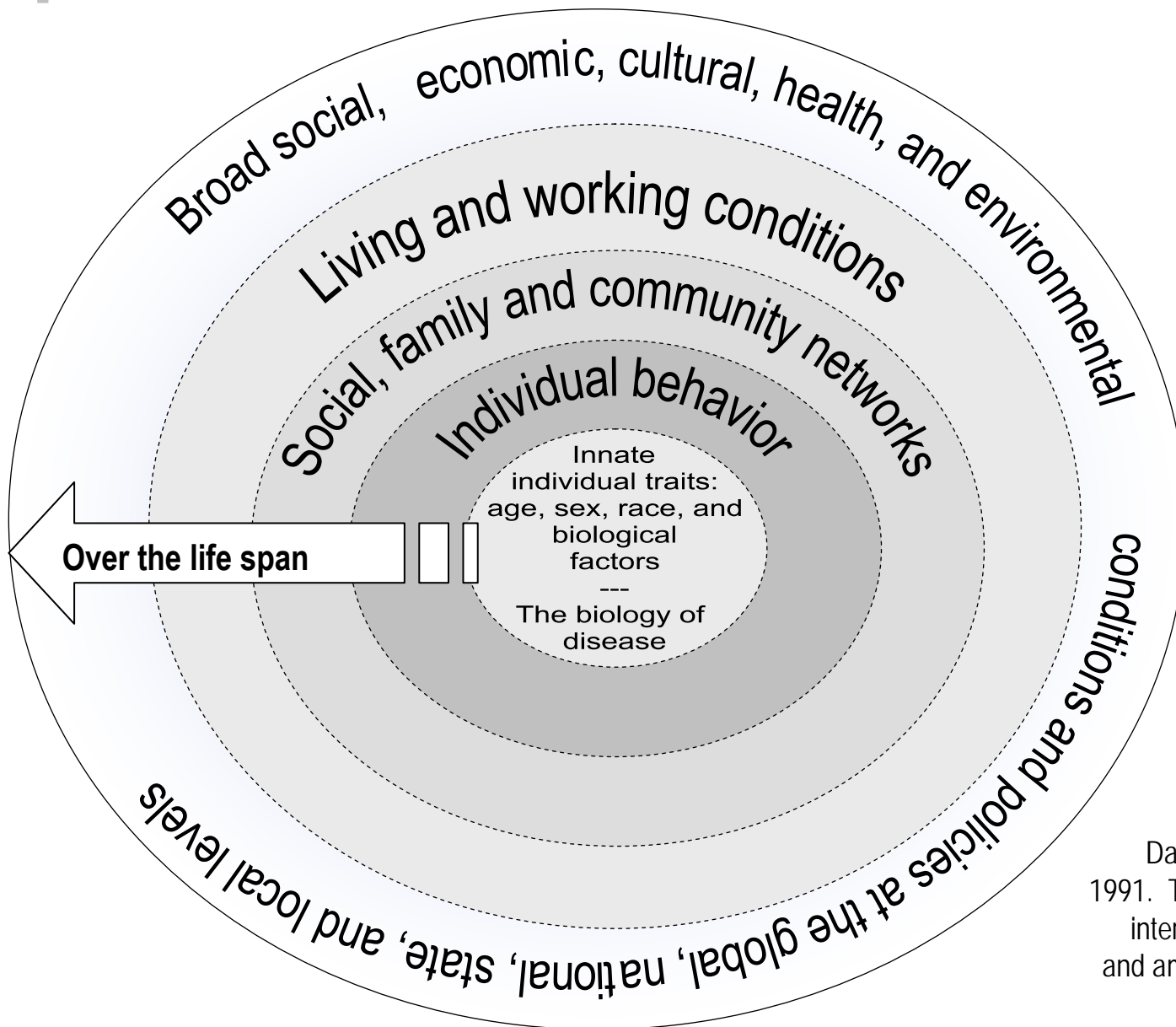
-  **What is public health**
-  **Challenges of public health**
-  **What is public health management**
-  **Basic functions of health management**
-  **Future challenges**

Approach and rationale

- Health = public good
- Government has fundamental, statutory duty to assure the health of the public, *but*
- Government cannot do it alone
- Need for intersectoral engagement in partnership with government
- Health = social goal of many sectors and communities

IOM, 2003

Approach and rationale



NOTES: Adapted from Dahlgren and Whitehead, 1991. The dotted lines denote interaction effects between and among the various levels of health determinants (Worthman, 1999).

Public Health



"The science and art of *preventing* disease, prolonging life and promoting physical health and efficiency through organized *community* efforts for the sanitation of the environment, the control of communicable infections, the *education* of the individual in personal hygiene, the *organization* of medical and nursing *services* for the early diagnosis and preventive treatment of disease, and the development of the *social machinery* which will ensure to every individual a standards of living adequate for the maintenance of health; organizing these benefits in such a fashion as to enable every citizen to realize his *birthright* of health and longevity."

Winslow, 1920

Public Health



A social and political action aimed at improving health, prolonging life and improving the quality of life among whole populations through health promotion, disease prevention and other forms of health interventions. Public health tracks down the factors influencing disease outbreaks and stops them.



...modern sanitation was one of the greatest public health accomplishments of the late 19th and early 20th centuries.



**Folic acid
supplementation is
an important public
health measure to
prevent birth
defects.**

Public health prevents childhood disease and death.





Public health reduces tobacco use.



**Public health
keeps restaurant
food safe.**

**Public health keeps entire populations healthy.
When it fails, entire populations suffer.**



Ten Great Public Health Achievements in the 20th Century

- Vaccination
- Motor-vehicle safety
- Safer workplaces
- Control of infectious diseases
- Decline in deaths from coronary heart disease and stroke
- Safer and healthier foods
- Healthier mothers and babies
- Family planning
- Fluoridation of drinking water
- Recognition of tobacco use as a health hazard

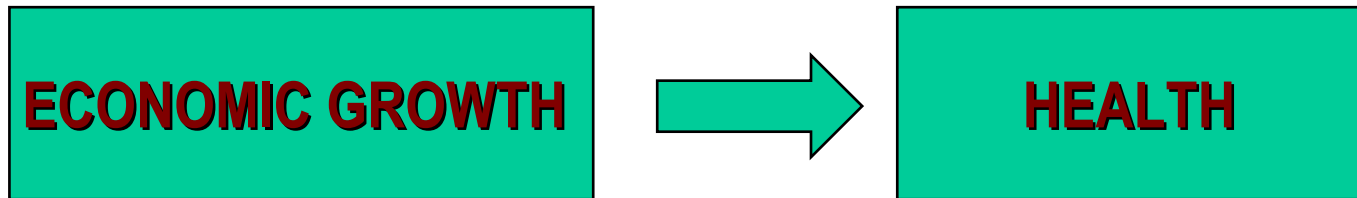
Childhood Immunization

Spend **\$1** = Save **\$27**

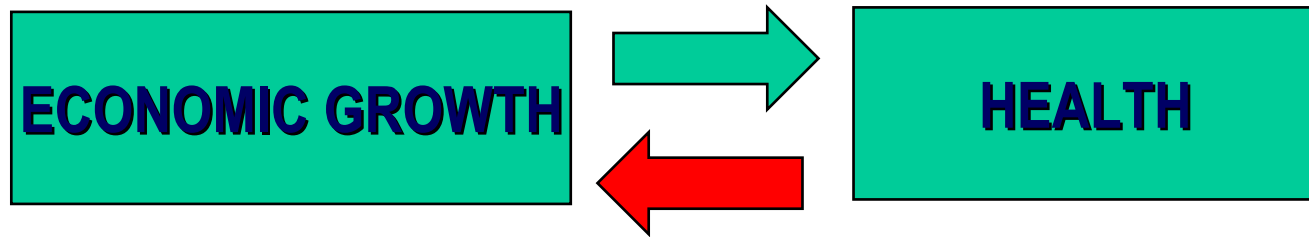
Elderly Immunization

Spend **\$1** = Save **\$2.21**

Standard Economic Model



New Economic Model



CHALLENGES

- **Global**
- **European**
- **South Eastern European**
- **National and local**

New Threats to Public Health

- **Weapons of mass destruction and natural disasters**
 - catastrophic terrorism, especially bioterrorism
 - Earthquakes, floods
- **Emerging infectious disease**
 - emergence of new pathogenic threats (e.g. SARS)
 - re-emergence of old diseases such as TB
 - antimicrobial resistance
- **Non-communicable diseases**
 - global pandemic of tobacco related diseases
 - growing concerns about obesity as a global problem
- **Fertile conditions for new threats**
 - globalization
 - breakdown of public health infrastructure



An actual example: Hurricane Katharine

An actual example:

ED FISCHER
www.CartoonStock.com

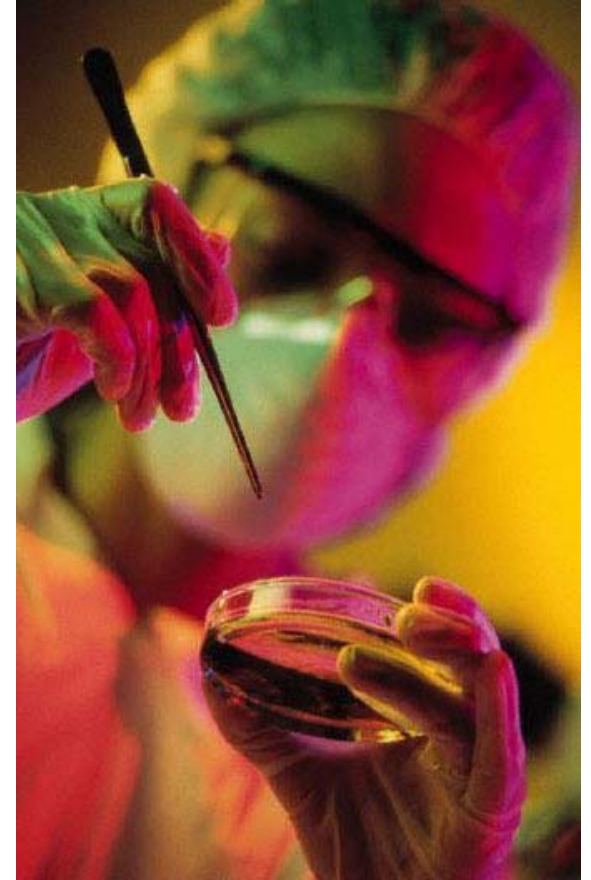


International public health is preparing for whatever comes next.

Public health works overtime to prepare for biological terrorism.



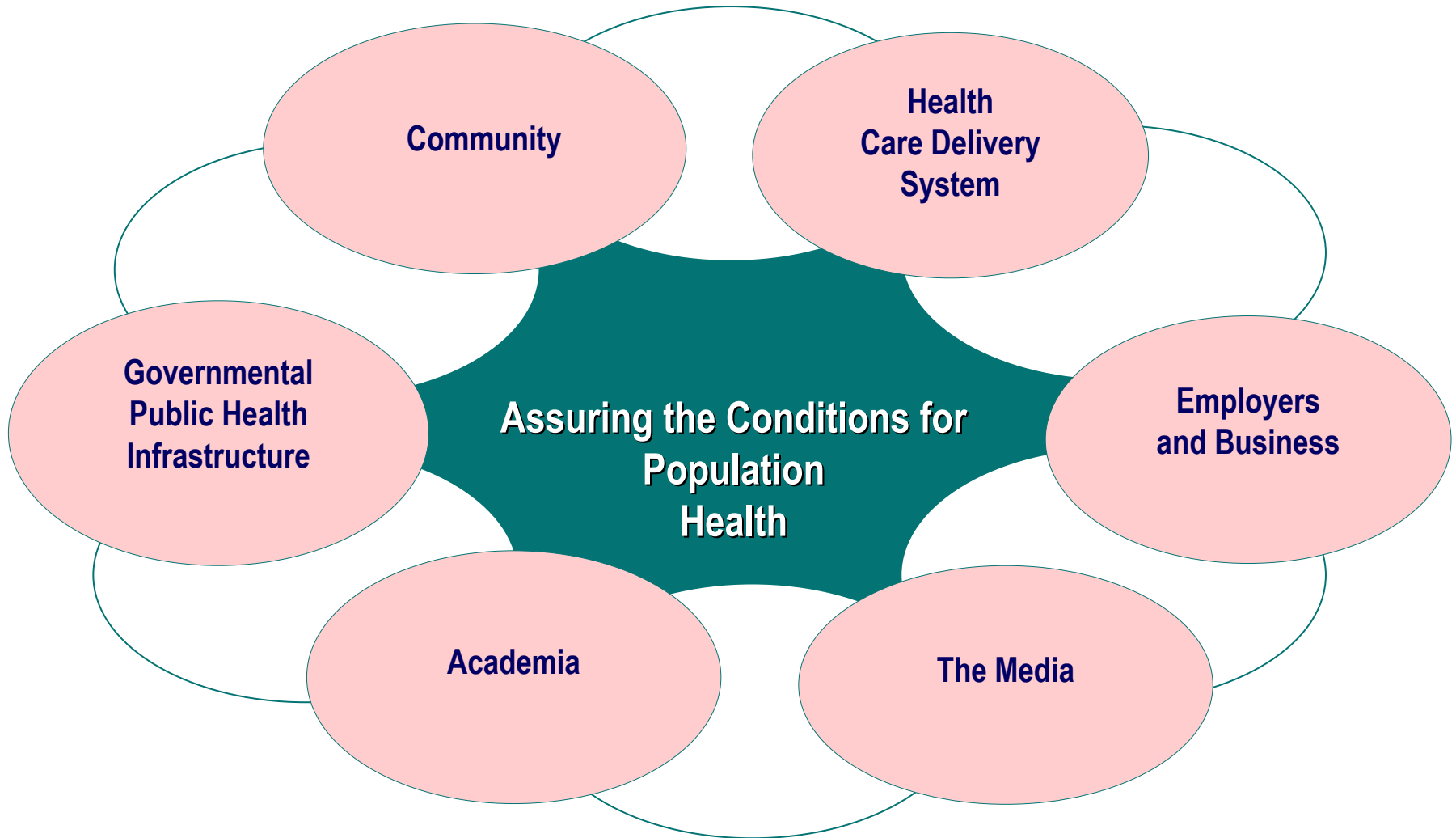
Who is managing public health ?



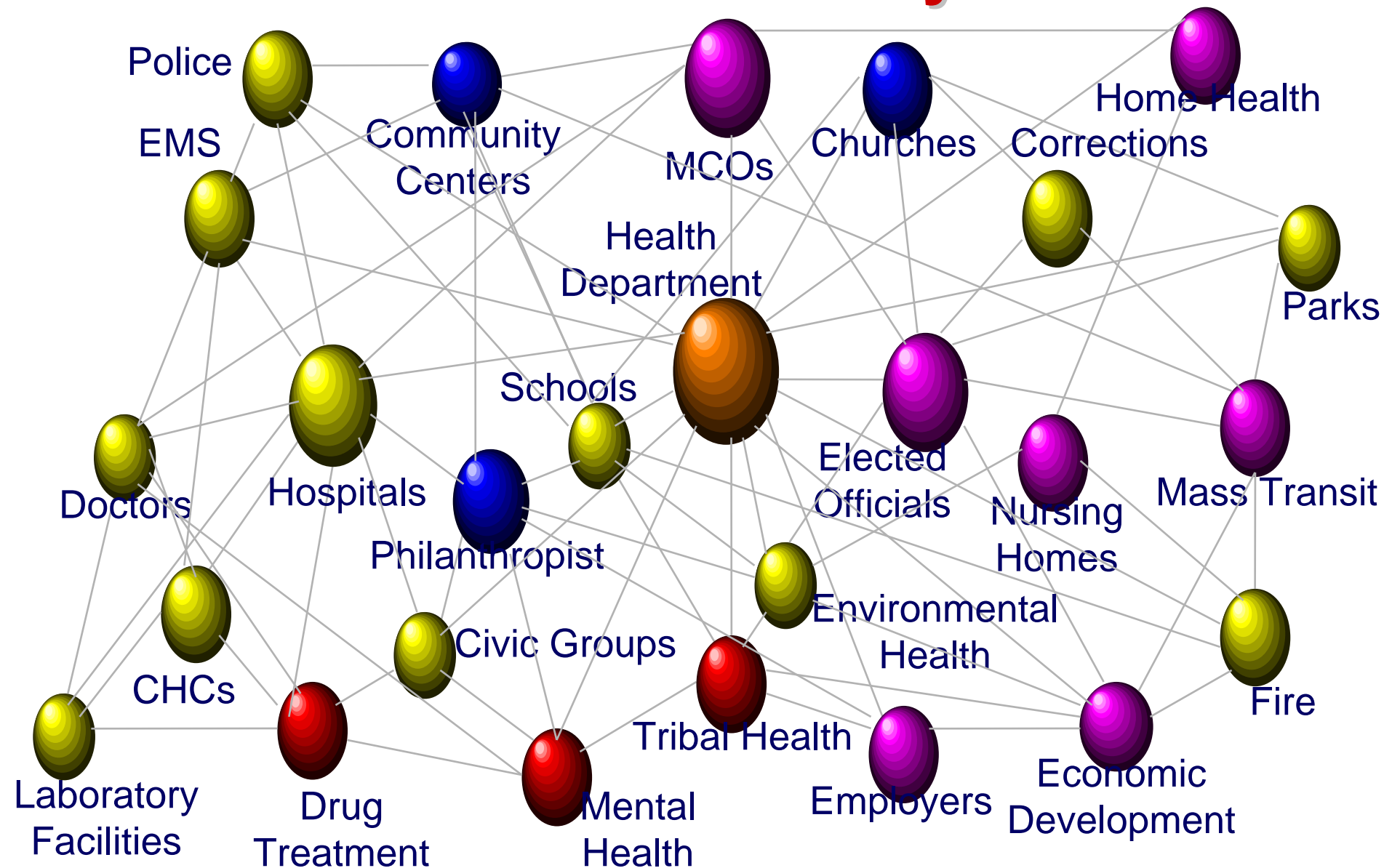
Many people and many organizations help to keep communities healthy.



The Public Health System

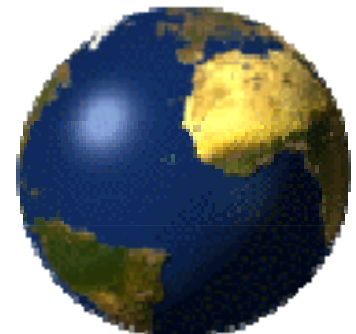


The Public Health System



PUBLIC POLICIES – HEALTH POLICIES

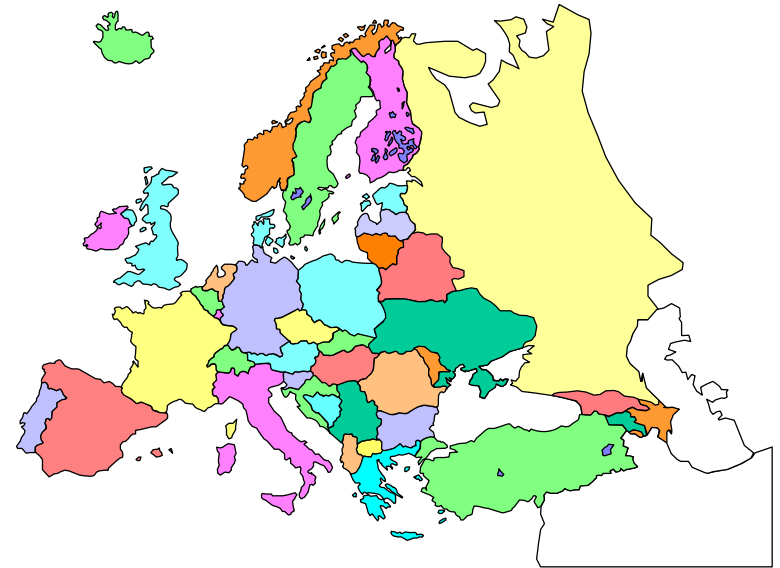
- **UN Millennium Development Goals**
- **Health for all by the year 2000**
- **Health for the 21st Century**
- **EU New Public Health Policy**
- **Global Health Watch**



New Public Health Policy in EU

2003-2008

- Improving health information
- Responding rapidly to health threats
- Addressing health determinants



New Health and Consumer Protection Programme 2007-2013

- Published in April 2005.
- Budget: 1.200 mil Euros





STABILITY PACT FOR SOUTH EASTERN EUROPE

**Public Health Collaboration in South-Eastern Europe – PH-SEE
Programmes for Training and Research in Public Health**

Public Health Strategy of South-Eastern Europe



GOALS OF PUBLIC HEALTH STRATEGY IN SOUTH-EASTERN EUROPE

- Reducing inequalities in health
- Strengthening social participation
- Strengthening human resources in public health
- Improving regional public health information and knowledge
- Establishing intersectoral co-operation



From challenges

.... to solutions !



Public Health Management



20 8 2005

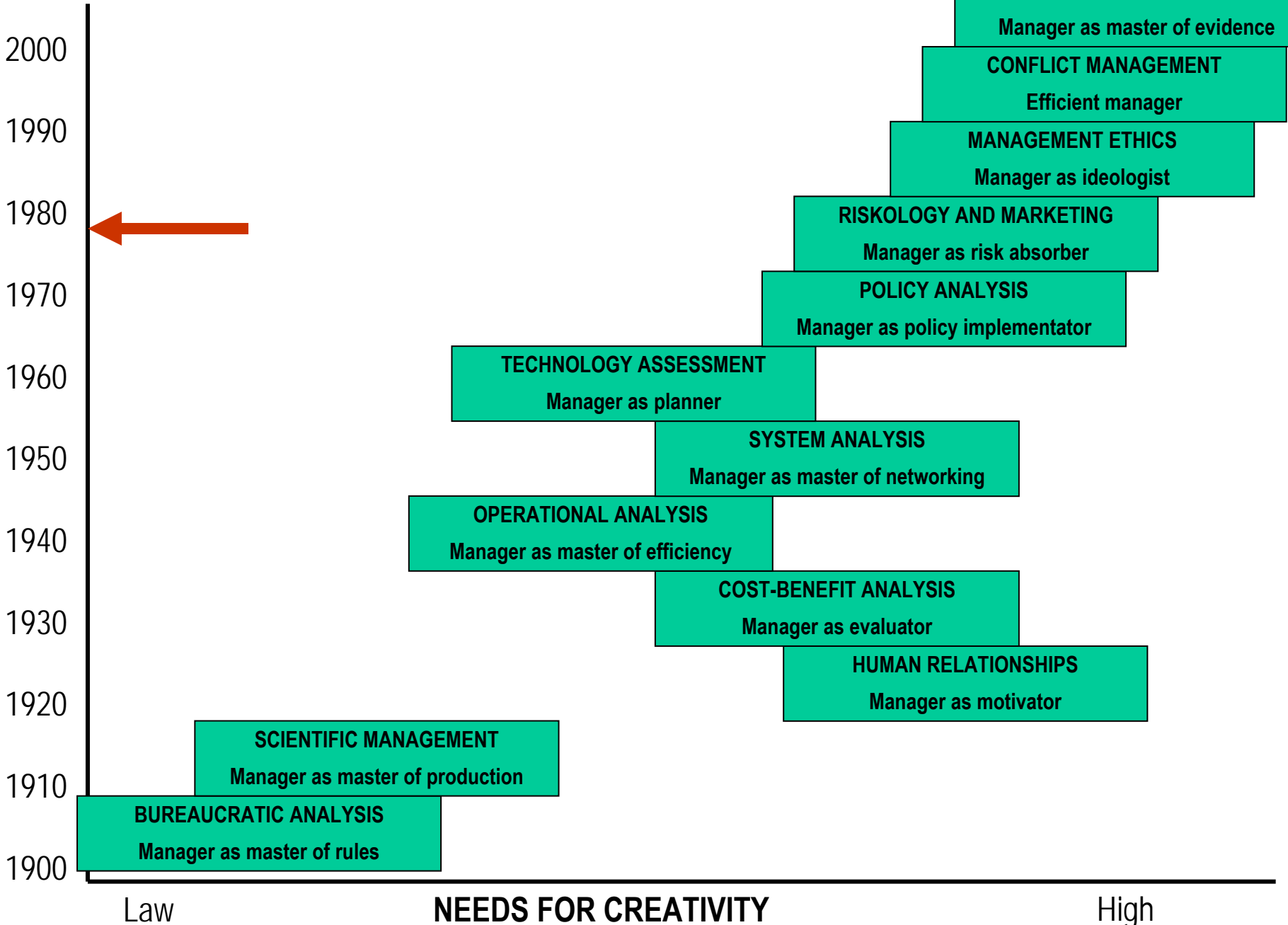




**MANAGEMENT IS A STORY ABOUT
SUCCESS IN 20. CENTURY !**

- P. Drucker

DEVELOPMENT OF MANAGEMENT PRACTICE

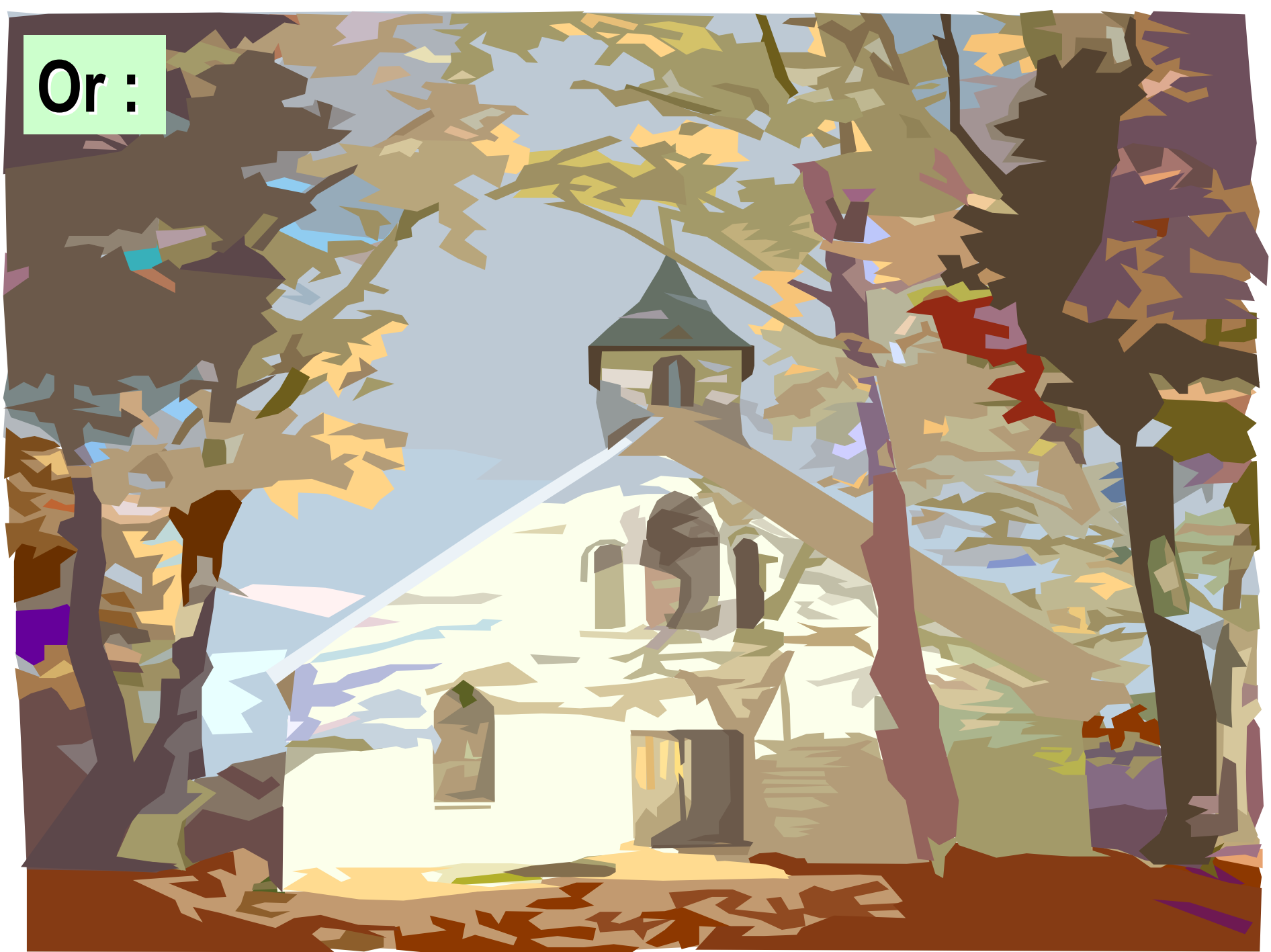




An example:

Ancient Egyptians !

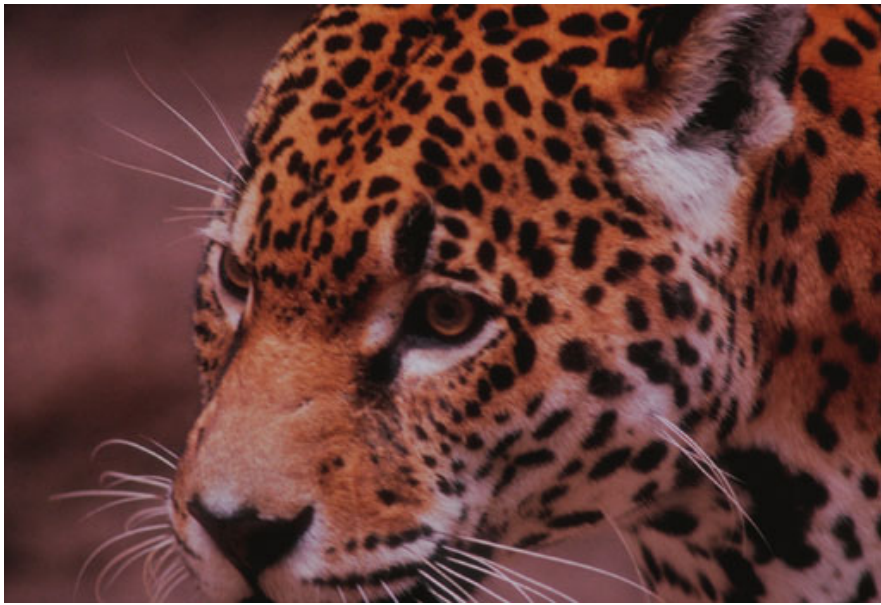
Or :



DEVELOPMENT OF MANAGEMENT THEORY

- Frederick W.Taylor (1856-1915), “scientific management”
- Henry Fayol (1841-1925), “general and industrial rights”
- Frank B.Gilberth (1868-1924)
- Lillian M.Gilberth (1878-1924)
- Max Weber (1864-1920)
- Elton Mayo (1880-1949)
- Hawthorne experiment (1927-1932)
- Abracham Maslow, Frederick Herzberg, Douglas McGregor,...
(after 1950)





Theoretical jungle of management !



OPERATIONAL APPROACH -



management as a complex and open system in a dynamic balance with the environment (economic, technological, sociological, political, legal, ethical and cultural).

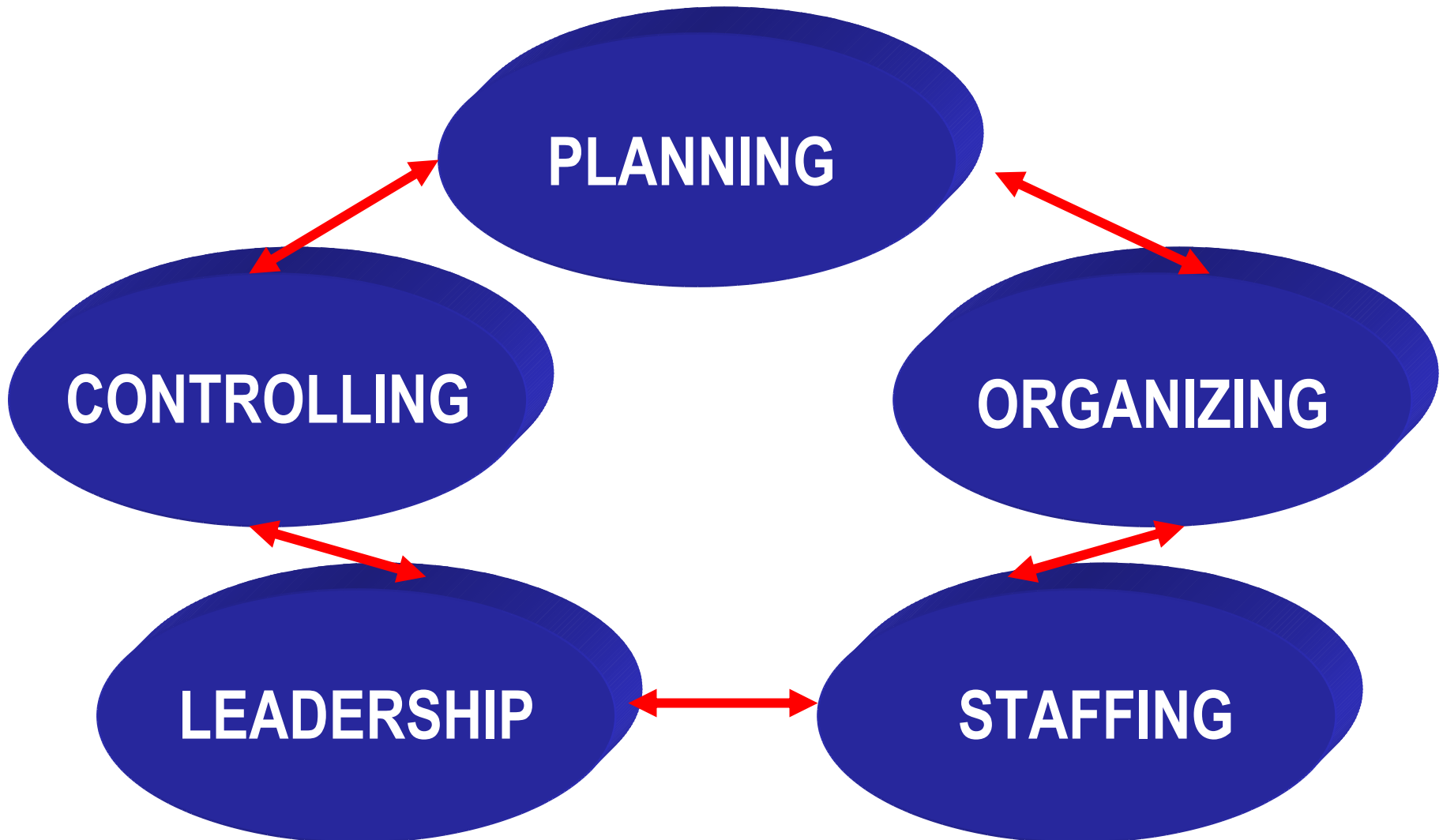
MANAGEMENT



the process, composed of interrelated social and technical functions and activities (including roles), occurring in a formal organizational setting for the purpose of accomplishing predetermined objectives through utilization of human and other resources.

Koontz, Harold, O'Donell 1986

THE MANAGEMENT PROCESS FUNCTIONS



PLANNING IN MANAGEMENT



- **Decision-making related to prospective services activities and objectives as well as how they may accomplished**

ORGANIZING IN MANAGEMENT

- **Interaction of all management organizational resources (manpower, capital, equipment) in order to accomplish the goals most efficiently.**



STAFFING IN MANAGEMENT

🗨️ is acquiring and maintaining human resources, and staffing has both technical and social aspects.

✉️ Technical aspects are:

human resources planning,
job analysis,
recruitment,
testing,
selection,
performance appraisal,
compensation and benefits administration,
employee assistance, and
safety and health



✉️ Social aspects are:

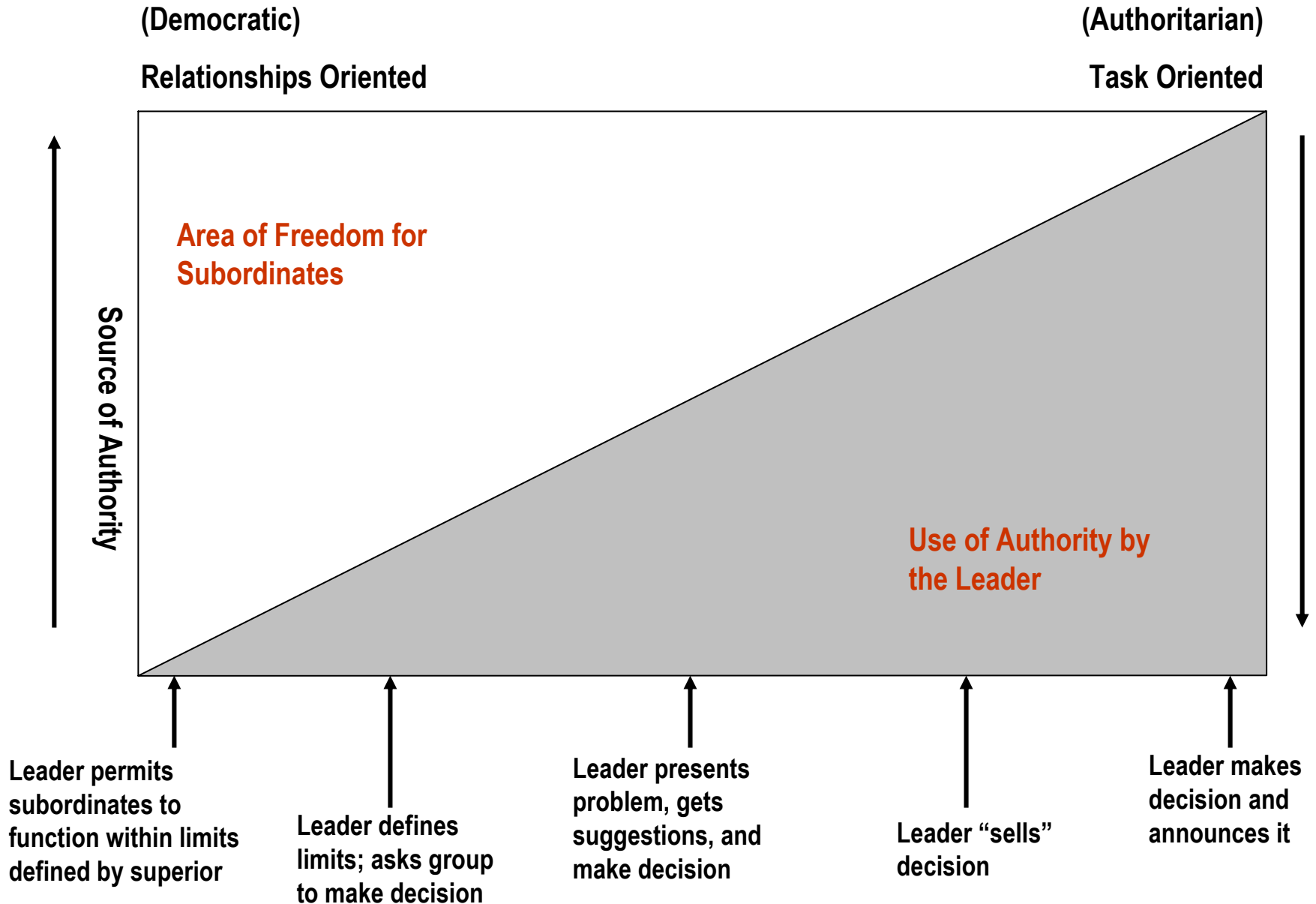
training and development,
promotions,
counseling, and
discipline

LEADERSHIP IN MANAGEMENT

- involves a process of influencing employees to do their best to achieve group goals by team work.



CONTINUUM OF LEADER BEHAVIOR



CRITICAL DIMENSIONS

- result significance
- job nature
- employee qualities
- personal managerial qualities



CONTROLLING IN MANAGEMENT

🗨️ is technical and focuses on monitoring, adjusting, and improving performance. The control function monitors outputs (work results) and inputs (resources used), but also monitors process, or how the work is done.



Controlling means:

establishing performance standards to measure results,
establishing techniques and systems to monitor and intervene

MANAGEMENT

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graph TD; M[MANAGEMENT] --- P[Planning]; M --- S[Staffing]; M --- C[Controlling]; M --- L[Leadership]; M --- O[Organizing];
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Planning

Organizing

Staffing

Leadership

Controlling



REPORT:

Schubert's Unfinished Symphony

During considerable periods of time the four musicians on the oboes had nothing to do. Their numbers should be reduced and their work distributed to the rest of the orchestra.

Forty violins are playing the same notes. This seems to be an unnecessary duplication, so this part should be drastically cut. If you want more volume, an electronic amplifier should be used.

There is no need to repeat on the horns the passage already played by the string instruments. If these parts were eliminated the concert would be reduced to 20 minutes.

If Schubert had worried about these problems, he probably would have finished his "Unfinished Symphony".

“If we could solve the problems in communications, we would indeed solve most of the problems not only of public health and management but of the world !”





Your questions...