



## #HealthierMO

Transforming the Future of Public Health in Missouri

### Public Health 3.0

When local public health agencies (LPHAs) began operating in Missouri more than 150 years ago, their focus was simple – preventing and controlling disease and providing a medical safety net for the underserved. While the mission hasn't changed much in 150 years, the programs and services they offer now vary widely. LPHAs continue to provide the core functions identified following the Institute of Medicine's 1988 report *The Future of Public Health*. Those core functions, or 10 Essential Services, make up what has been called Public Health 2.0 and include monitor health, diagnose and investigate health conditions, inform and educate, mobilize partnerships, develop policies, enforce laws, provide referrals to care, assure a competent workforce, and evaluate.

Local public health agencies in Missouri still provide basic services like immunizations, communicable disease control and prevention, environmental health services, and prevention education. But they also provide unique programs and services that fit the changing needs in their communities – mobile food trucks, a free medical clinic, home health, mental health, outreach to isolated populations, and classes on babysitting, cooking, CPR, and childbirth.

Many counties are making great strides toward improving health through these innovative programs and strong local collaboration. Yet, their successes have not translated to an equitable level of improved health for all Missourians. Missouri ranks in the bottom third in the nation on adult smoking, obesity, excessive drinking, and new chlamydia cases. Health disparities are increasing, so that a person's zip code is a strong determinant of their health.

To address these challenges, the US Department of Health and Human Services is calling for a change – a transformation from Public Health 2.0 to Public Health 3.0, encouraging cross-discipline collaboration in order to ensure the conditions in which everyone can be healthy. Public Health 3.0 emphasizes the need for strong leadership through "Chief Health Strategists". It advocates for a trained public health workforce and consistent quality performance standards. It highlights the importance of relevant, timely data and the need for flexible, sustainable public health funding.

The #HealthierMO initiative seeks to meet the Public Health 3.0 challenge. By engaging stakeholders across Missouri, the initiative hopes to mobilize passionate decision-makers throughout the public health system to help transform the future of public health and offer every Missouri resident the opportunity for a healthier life. ■

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The Missouri Public Health Association is leading the #HealthierMO initiative in partnership with Support KC. Funding for the first phase of this multi-year initiative was provided by the Missouri Foundation for Health and the Health Care Foundation of Greater Kansas City. To learn more, visit [www.HealthierMO.org](http://www.HealthierMO.org).