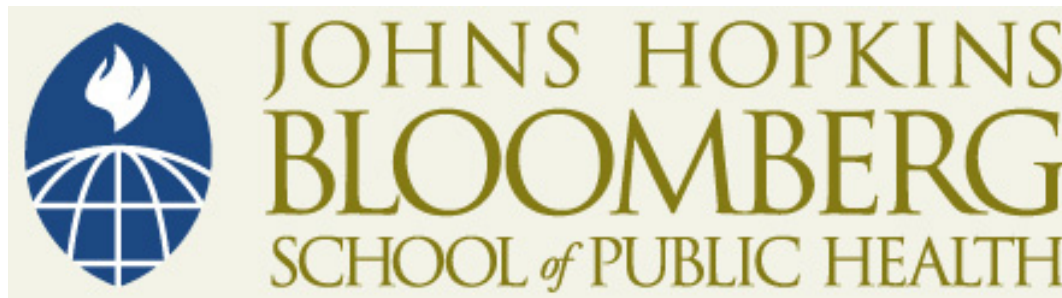


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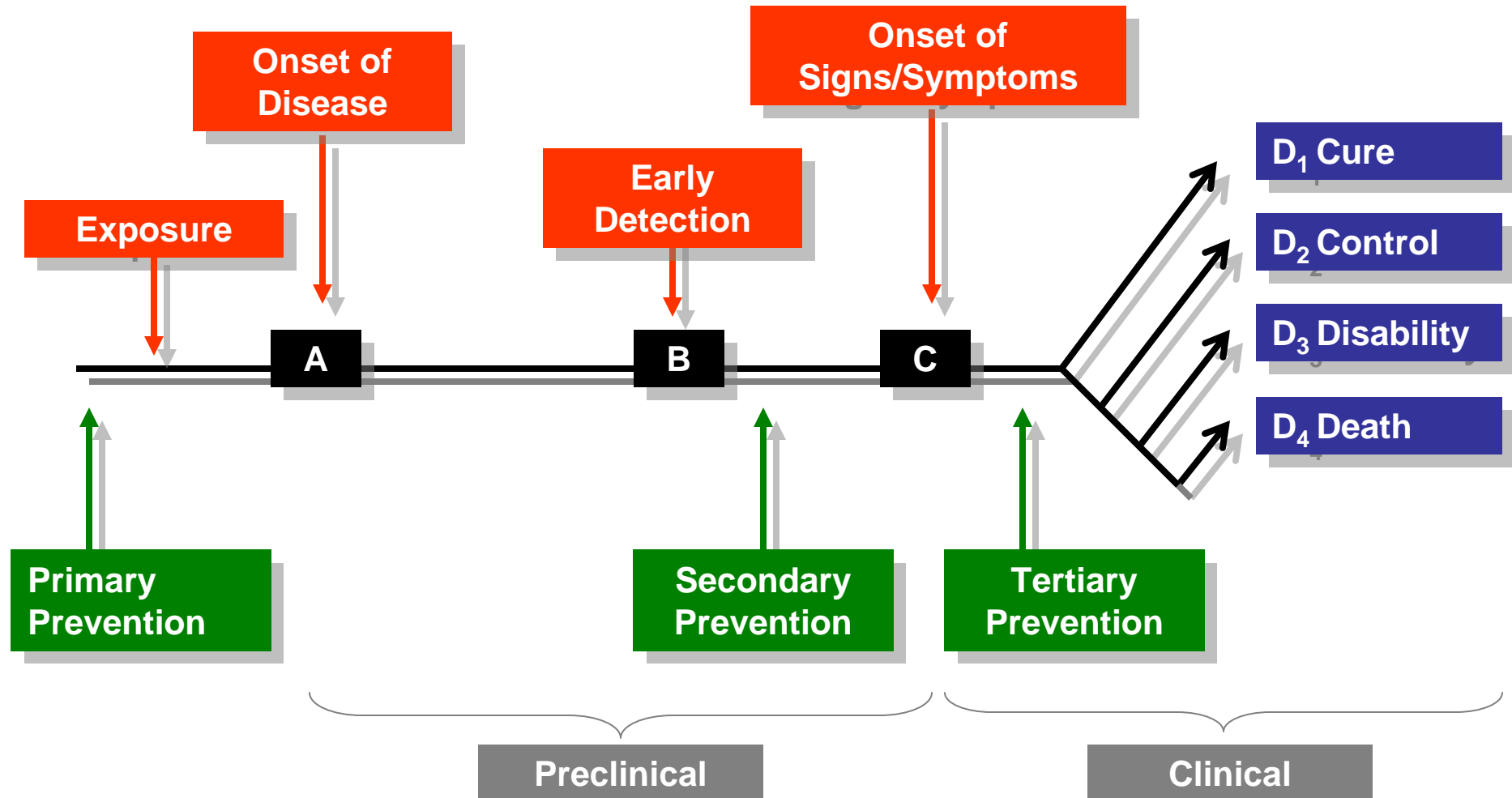
Different PH Approaches

- **Population-based health:** When groups of people become our “patients”
- **Active surveillance:** Monitoring communities for unusual patterns of illness
- **Medical police:** Limiting individual rights so the public can be healthy
- **Social justice:** Providing essential services for those in need; especially when it contributes to the social good

Public Health Approach Defined By Prevention

Did you know there are different types
of prevention?

Natural History Of Cancer & Levels Of Prevention



Surveillance in Public Health

- Not passive intelligence gathering, but ACTIVE surveillance
- Latin -- meaning to look over
- We are “looking over” data to find patterns
- Epidemiology is the application of the scientific method to public health problems
- The scientific method requires the generation and testing of hypotheses

Efficacy vs Effectiveness vs Equity

- Scientist sets up laboratory experiments
 - Single statement as hypothesis
 - Controls for confounding variables
 - Explains variance with “residual effect”
 - Residuals are placebo effect
- Effectiveness Research synthesizes factors
- What methods are the best for studies of equity and empowerment?

Public Health & Social Justice

- Access is more than an geographic issue
- Equity is different from equality
- Equity focuses on outcomes
- Equality addresses inputs (access)
- Public Health Officers function as:
 - Robin Hood
 - Don Quixote
 - Machiavelli