Using Public Health 3.0 as A Blueprint to Build Evaluations
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Public Health 3.0 Blueprint

- Chief health strategist
- Structured, cross-sector partnerships
- Accreditation
- Actionable data, clear metrics
- Public health funding that’s enhanced and modified

As our society becomes more interconnected, how can we use the principles of the Public Health 3.0 model to build better evaluations?

- Collect actionable data based on clear metrics
- Support documentation and dissemination of needs assessments
- Facilitate system changes through thoughtful application and utilization of evaluation
- Encourage high-level, forward-thinking planning
- Advocate for alignment, identifying shared visions

The interconnectedness of our society necessitates the soft skills in navigating multiple stakeholders’ voices, including those of the funder and the community-based organization, while maintaining the technical integrity of the evaluation. This type of project management will lead the evaluations of today to the solutions of tomorrow.

Assisting in community needs assessment is a common activity of many evaluators. However, with increasing understanding of disparities, evaluators must revise our standard methods to include voices of those often not involved in this process. The skills required to do this well include strong interpersonal skills tied with a deep understanding of technical methodology.