

# 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?

Encourage high-level, forward-thinking planning

Support documentation and dissemination of needs assessments

Advocate for alignment, identifying shared visions

Collect actionable data based on clear metrics

Facilitate system changes through thoughtful application and utilization of evaluation

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.

