

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.

