



Public Health 2035

For the past 10 years, the fields of public health (PH) and healthcare have been undergoing increasingly rapid and significant change. The changes in PH have been so profound that many believe we are in the midst of a true paradigm shift. Instead of focusing our attention and activities exclusively on combatting specific diseases and risk factors, we are increasingly asked to also focus on the underlying conditions in our neighborhoods and of society as a whole that disproportionately limit the opportunity of some members of our society to achieve their optimum health and wellbeing. While we still measure our successes in morbidity and mortality rates, in disease incidence and prevalence, and in numbers of people served. We also recognize that we need to consider whether and to what degree we are successful in increasing health equity in California.

There are many forces driving change in the PH paradigm. Among the most powerful are the recognition of the role societal factors like poverty, racism and education play in health outcomes, and the ever increasing cost of a healthcare system that has had little emphasis on prevention. Implementation of healthcare reform with its mandate for health insurers and primary care providers to take on more of the responsibility for the health of the populations they serve, is leading PH to consider its priorities in a new paradigm

where the healthcare sector is a bigger player in a realm that has historically belonged almost exclusively to PH. Importantly, this shift is occurring during a time when funding for government services, including for PH, is limited and likely to stay that way for the foreseeable future.

There is no doubt that the public health department of the future will be much different, and change is underway at the California Department of Public Health. Under CDPH Director, Dr. Karen Smith's leadership, the department has begun a process of envisioning the optimal public health department will look like 20 years from now. In the process we are asking what type of work will we be doing, what kind of skills will future employees need, among other questions. This process, now known as the Public Health 2035 (PH) Initiative is building a road to fulfilling this vision.

The PH 2035 Initiative remains true to the Department's organizational vision of healthy individuals and families in healthful communities and its mission of dedication to optimizing the health and well-being of the people of California. At the same time, the Initiative is working to transform the Department into an organization that

is able to continuously evolve as the environment and science of public health evolve. Keeping the vision of CDPH in 2035 in mind as we make decisions about what we do and how we do it will create the transformation needed for us to become the best possible health department of the future.

To begin, we have identified the areas of technology, human resources, policy and budgets as key areas where we will begin to integrate an explicit focus on evolving the Department toward the future into our existing business processes. We are identifying opportunities across the department where consideration of the likely future of programs and activities will help inform strategies that will both further work toward current objectives and position the program to better address future issues.

As the Department moves into the future, we will continue every day to provide the public health services which are essential to the health and wellbeing of the people and communities in California.

For more information on PH2035 please email PH2035@cdph.ca.gov

CDPH's Public Health 2035 Initiative:

- ✓ To drive greater quality of life and better health outcomes across all California communities.
- ✓ To be a change leader, engaging communities through systems of prevention based on collaborative and science-based practices that reduce health care system dependence and improve health equity throughout California.
- ✓ CDPH will be a transparent, continuously evolving, data driven organization that delivers transformative, leading edge public health knowledge and services.
- ✓ By 2035, CDPH will support and empower the development of healthy communities through public health policy, guidelines, funding opportunities, technical assistance and workforce development to help fully realize each community's vision.