

## How Does a Public Health Improvement Plan Make a Difference?

- It provides a baseline by which to monitor change, by answering the question: “What are the recent trends and current conditions?”
- It identifies emerging issues by answering the questions: “What has changed since the last assessment?” “What new concerns do community members have?”
- It helps the community set health priorities and focus resources by answering the questions: “What are the leading causes of disease, disability and death?” “Who is most impacted?” and “What are the best ways to address these issues?”
- It provides facts upon which to base programmatic or organizational decisions by answering the question: “What are the current service levels and where are the unmet needs?”
- It helps partners to plan effective, collaborative interventions by answering the questions: “What’s the best strategy to address this issue?” “Who should be leading this effort?” and “How can we support them?”
- It increases the ability to secure new funding by answering the questions: “What are our greatest public health needs?” “How do we best to address these?” and “What is the level of community support?”
- It supports advocacy for policy changes because it communicates: “Here are the facts. We need things to be different.”