

**Public Health Needs Assessment
Prioritization Criteria**

IMPORTANCE/NEED

- National comparison data
- Incidence/prevalence (# of persons affected)
- Number of people at risk
- Health equity – disproportionate incidence/effects among subgroups
- Urgency (little change, issue increasing or rapid rise)
- Severity - Health impact of issue on individual/population such as quality of life, short- or long-term disability, death
- Individual health or societal/systems-level consequences of not addressing the issue.
- Lifespan effect (e.g., # of life stages impacted & associated with single vs multiple problems.)

FEASIBILITY

The state or degree of being easily or conveniently done.

Public Health Strategies

- Policy or systems-level approach for population-based impact
- Consistent with mission, conceptual framework, and scope of MCH
- Evidence-based/informed strategies or promising practices available to address
- Ease of implementation/maintenance
- State and local priority progress to date (as determined by mid-course review)

Community/Political Support

- Local community/agency interest and support for the issue
- Federal/state political will (Related to proposed National Performance Measures, MCHB focus, CDPHE Winnable Battle, etc.)

Cost

- Cost of implementing strategies (time, \$\$, other resources such as IT or data); How much do we need to spend to make an impact;
- Cost of not addressing the issue (e.g., issue results in significant economic/social cost along a continuum of none, some, moderate, substantial)
- ROI – cost/benefit (e.g., cost of not intervening is high; effort will result in a large pay-off)

Capacity

- Structural Resources
 - Staff Time
 - Funding (Current, other sources, opportunities for leverage)
- Workforce Capacity
 - State and local staff technical expertise (knowledge, skills, abilities)

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- Technical expertise available thru partnerships/collaborations
- Organizational Relationships
 - Lead entity in Colorado if not MCH
 - Partnerships and collaborations
- Data/Technology resources (resources that allow for information mgmt and data analysis.)

IMPACT

To have a direct effect or impact on.

- Strategies have the potential to be focused and specific
- Efforts could achieve measurable results (structural, outcome, and state performance measures) in two, five, and ten years