

CERTIFIED IN PUBLIC HEALTH ESSENTIALS

EXAM CONTENT OUTLINE

DOMAIN 1

FOUNDATIONS OF PUBLIC HEALTH

1. Identify the impact of historical events that led to current public health practices
2. Identify influential public health figures that have shaped public health science and practice
3. Understand individual and governmental responsibilities toward health
4. Identify the three core functions of public health
5. Identify how the ten essential services align with the three core functions of public health
6. Understand the levels of prevention
7. Understand the importance of ethical use of public health authority in establishing public trust.
8. Understand the concepts of global health, population health, and One Health.
9. Identify the differences between public health and medicine
10. Understand the principles of health equity within public health
11. Identify major organizations that support public health in the United States and globally

DOMAIN 2

DETERMINANTS OF HEALTH

1. Understand the social determinants of health and the impact on individual and communities
2. Understand the biological determinants of health and the impact on individual and communities
3. Understand the behavioral determinants of health and the impact on individual and communities
4. Understand how policy and programming act as determinants of health

DOMAIN 3

HEALTH EQUITY AND SOCIAL JUSTICE

1. Explain the differences between health equity and health disparities
2. Define justice as a concept in public health, e.g. environmental justice, reproductive justice, social justice
3. Identify how injustices affect the health of populations
4. Explain the importance of including culturally inclusive content into public health programs
5. Understand the concept of racism as a public health crisis
6. Advocates for the inclusion of anti-racist and other anti-discriminatory concepts within public health programming
7. Understand implicit and explicit bias to reduce their presence in public health programming
8. Apply health equity in program planning, implementation, and evaluation
9. Engage equitably with partners to ensure shared ownership, mutual respect, and meaningful inclusion of the population served

DOMAIN 4

DATA COLLECTION, INTERPRETATION, AND IMPLEMENTATION

1. Identify appropriate and credible data sources to address a public health issue?
2. Understand the role of primary data collection tools to assess community needs and assets
3. Describe secondary data sources use to assess community needs and assets
4. Identify the differences between qualitative and quantitative data collection methods
5. Evaluate the strengths and limitations of data collection methods
6. Interpret basic data visualizations
7. Identify public health surveillance processes
8. Describe basic tools of epidemiology and biostatistics in understanding health issues
9. Identify sources of evidence-based solutions to public health challenges

DOMAIN 5**POLICY, LAW, AND ETHICS**

1. Understand the legal framework for public health in the United States
2. Describe the structures for policy making at different levels of government
3. Distinguish between federal, state, and local/tribal responsibilities for public health in the United States
4. Discuss the different funding streams that support public health in the United States
5. Describe health insurance mechanisms that fund health care in the United States
6. Distinguish public health policy from health care policy in the United States
7. Understand components of effective advocacy
8. Understand the challenges of balancing access, cost and quality in health care policy
9. Explain how the public health workforce can act as a liaison between the community and policy makers to ensure health policies reflect lived experiences
10. Assess ethical considerations that shape responses to public health issues

DOMAIN 6**COMMUNICATION TOOLS AND STRATEGIES**

1. Understand communication strategies and frameworks
2. Apply appropriate communication strategies and frameworks for a variety of audiences and situations.
3. Enable populations to access and use public health resources and services to achieve health goals
4. Understand when to use risk communication strategies
5. Distribute health information using a variety of channels and educational techniques to meet the needs and preferences of the audience
6. Identify misinformation and provide credible resources to accurately inform the public
7. Educate the community on how to discern between reliable sources of information and misinformation
8. Explain the rationale for consistent public health communications from a single organization

DOMAIN 7

PROGRAM PLANNING, IMPLEMENTATION AND EVALUATION

1. Identify various planning models used in public health
2. Use a logic model to explain the rationale and guide the implementation of a public health intervention
3. Understand the components of a community health assessment
4. Consider stakeholders important to the development and implementation of a public health plan
5. Describe the basic components of program evaluation and its role in accountability and future planning
6. Contributes to development of program budgets
7. Describe resources that can be leveraged in addressing public health priorities
8. Explain the importance of continuous quality improvement for improving policies, programs, services, and organizational performance

DOMAIN 8

COMMUNITY PARTNERSHIPS

1. Suggest partnerships to optimize collaboration and effectiveness
2. Identify and engage diverse community partners to prioritize public health challenges and solutions
3. Contribute to capacity building strategies for community partners to implement public health initiatives
4. Collaborate with community health and clinical health systems to implement programs to improve population health
5. Communicate clear expectations and capabilities of public health to build and maintain trust and accountability with key partners
6. Advocate for and amplify community voices to influence decisions that improve health outcomes and equity
7. Acknowledge historic injustices and lasting impacts to foster trust with affected communities

DOMAIN 9

EMERGENCY PREPAREDNESS

1. Understand partners' roles during preparedness activities to ensure community readiness to respond to emergencies
2. Explain continuity of operations planning (COOP) framework when experiencing disruption in public health operations
3. Describe public health's role in emergency preparedness, response, and recovery efforts at various levels of government

DOMAIN 10

PROFESSIONAL DEVELOPMENT AND LEADERSHIP

1. Demonstrate commitment to develop self to enhance workforce capacity
2. Understand internal organizational structure and chain of command to maintain effective and efficient operations
3. Recognize and adapt to different leadership styles across multiple organizations
4. Define the leadership role of public health as an enterprise within government and across other sectors in promoting the health of the public