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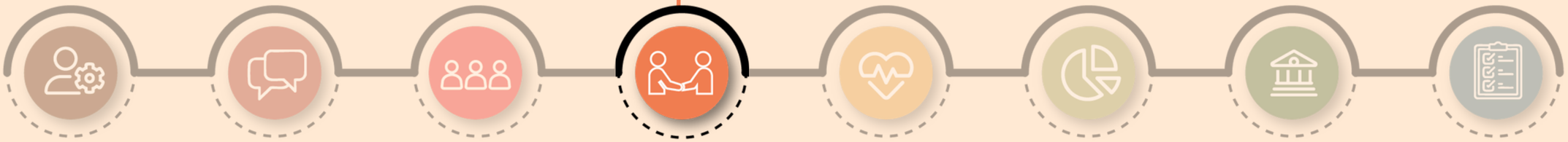
CLASSROOM TO CAREER

Governmental Public Health Toolkit

CENTER FOR PUBLIC HEALTH WORKFORCE DEVELOPMENT
ASPPH

DOMAIN 4

Direct and Field Services



DOMAIN 4 DIRECT AND FIELD SERVICES

Learning Objectives

By the end of this module, students will be able to:

- Apply both of the Domain 4: Direct and Field Services job tasks in realistic governmental public health scenarios
- Identify the characteristics of effective and community-driven service delivery
- Understand how service delivery contributes to community health and the overall work of governmental public health agencies



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DOMAIN 4 DIRECT AND FIELD SERVICES

Topic Overview

Governmental public health agencies provide direct and field-based services that connect individuals, families, and communities to prevention, protection, and care. State, Tribal, local, and territorial (STLT) health departments deliver these services across clinical, community, and field settings to address health needs and improve population health outcomes.

STLT health departments play a critical role in delivering services that support community health, including:

- Disease investigation, contact tracing, and outbreak response
- Environmental health inspections and compliance activities
- Linkage to care, referrals, and navigation to health and social services
- Emergency preparedness, response, and recovery support

This Domain focuses on strategies and practices used in governmental public health agencies to:

- Deliver direct public health services in community settings
- Improve access to public health programs and services
- Connect individuals and families to needed care, resources, and support
- Strengthen community relationships through outreach and engagement
- Support timely, responsive, and coordinated service delivery across diverse populations

Source: Centers for Disease Control and Prevention (CDC). 10 Essential Public Health Services. https://stacks.cdc.gov/view/cdc/59877

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Job Tasks



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DOMAIN 4

4.1

Provide direct public health services to the community

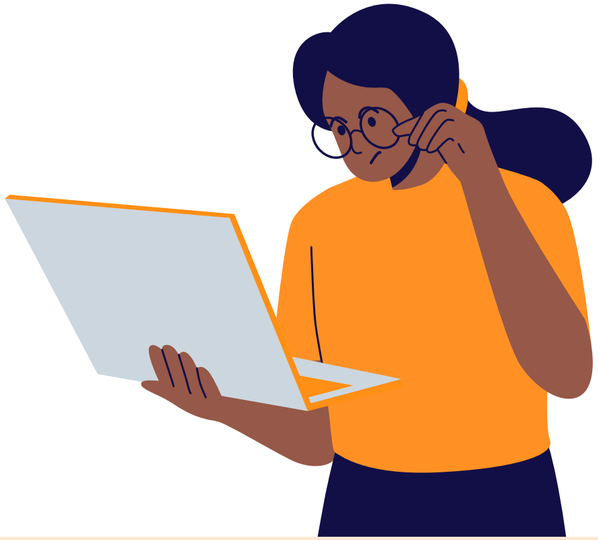


DOMAIN 4 DIRECT AND FIELD SERVICES

4.1 Provide direct public health services to the community.

What this task *involves*

Directly providing governmental public health services that prevent disease, protect health, and connect communities to needed resources and interventions.



Source: Centers for Disease Control and Prevention (CDC). 10 Essential Public Health Services.
https://stacks.cdc.gov/view/cdc/59877

DOMAIN 4 DIRECT AND FIELD SERVICES

4.1 Provide direct public health services to the community.

On the job, this looks like:

Conducting health screenings or home visits

Providing immunizations and vaccines

Operating and providing services through a mobile health clinic

Skills you are practicing:

Clear, plain-language communication

Building trust and sustaining relationships



Source: Centers for Disease Control and Prevention (CDC). 10 Essential Public Health Services. https://stacks.cdc.gov/view/cdc/59877

DOMAIN 4 DIRECT AND FIELD SERVICES

4.1 Provide direct public health services to the community.

Real-World *Example*

Resource: Lessons Learned From a Centers for Disease Control and Prevention Virtual Partner Services Technical Assistance Pilot Project to Respond to a Local Syphilis Outbreak

During a syphilis outbreak in Minnesota, the Minnesota Department of Health (MDH) partnered with the Centers for Disease Control and Prevention (CDC) to expand direct public health services delivered in the community. CDC Disease Intervention Specialists (DIS) worked jointly with MDH to:

- Locate members of the community diagnosed with syphilis
- Interview people
- Notify their partners of potential exposure
- Support timely testing and treatment

This collaboration demonstrated how DIS provide essential, hands-on field services that directly interrupt disease transmission in the community.

Source: Brantley et al., Public Health Reports (2023). Lessons Learned From a CDC Virtual Partner Services Technical Assistance Pilot Project to Respond to a Local Syphilis Outbreak.

DOMAIN 4 DIRECT AND FIELD SERVICES

INSTRUCTOR GUIDANCE

4.1 Provide direct public health services to the community.

When referring to direct public health services, provide the following examples:

STI/HIV testing, treatment, and partner services	Immunizations or mass vaccination clinics	Testing services for chronic conditions (e.g. high cholesterol, diabetes, etc.)	Home visits and maternal-child health services

KEY IDEA

Service delivery must align and adapt with evolving community needs, assets, risk factors, and factors influencing access and use of services.

DOMAIN 4 DIRECT AND FIELD SERVICES

4.1 Provide direct public health services to the community.

CEPH Crosswalk

Domain 4 Job Task	Related CEPH MPH Foundational Competencies
4.1 Provide direct public health services in the community	*No direct CEPH MPH Foundational Competency alignment identified.*

Source: CEPH Accreditation Criteria (2024)
https://media.ceph.org/documents/2024.Crit

DOMAIN 4

4.2

Ensure equitable access to and utilization of public health services through guidance, referrals, linkage, case management, and follow up

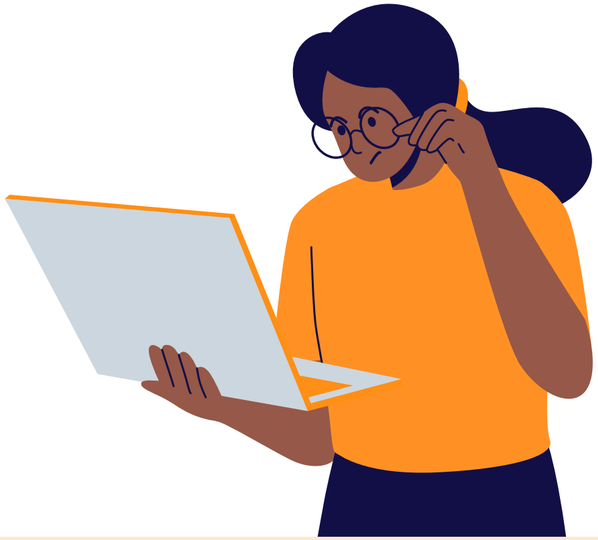


DOMAIN 4 DIRECT AND FIELD SERVICES

4.2 Ensure equitable access to and utilization of public health services through guidance, referrals, linkage, case management, and follow up.

What this task *involves*

Improving access to governmental public health services through guidance, referrals, linkage to care, case management, and follow-up.



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DOMAIN 4 DIRECT AND FIELD SERVICES

4.2 Ensure equitable access to and utilization of public health services through guidance, referrals, linkage, case management, and follow up.

On the job, this looks like:

Maintaining partnerships to create a robust referral network

Communicating with individuals, families, and groups about pressing health concerns and pathways to address those concerns

Skills you are practicing:

Clear, plain-language communication

Building trust and sustaining relationships

Facilitation and leadership

Source: Centers for Disease Control and Prevention (CDC). 10 Essential Public Health Services. https://stacks.cdc.gov/view/cdc/59877

DOMAIN 4 DIRECT AND FIELD SERVICES

4.2 Ensure equitable access to and utilization of public health services through guidance, referrals, linkage, case management, and follow up.

Real-World *Example*

Resource: Seattle-King County (SKC) Healthy Homes Project

The Seattle–King County Healthy Homes Project was designed to improve asthma outcomes among children from low-income households by strengthening asthma self-management and reducing exposure to indoor triggers. The program offered two levels of support. The high-intensity model began with a home visit from a community asthma nurse who provided asthma education, developed an individualized action plan, and supported case management. Families could then receive up to six additional visits from trained community health workers (CHWs), who helped identify and reduce household asthma triggers, provided supplies such as bedding covers and vacuums, and reinforced proper medication use and communication with health care providers. The low-intensity model consisted only of the initial nurse home visit.

Source: Krieger et al., American Journal of Public Health (2005). Seattle–King County Healthy Homes Project.

DOMAIN 4 DIRECT AND FIELD SERVICES

INSTRUCTOR GUIDANCE

4.2 Ensure equitable access to and utilization of public health services through guidance, referrals, linkage, case management, and follow up.

Note the following key terms and definitions:

- **Guidance** – any evidence-based advice or information provided to individuals, families, and communities by governmental public health professionals and agencies to assist with health-related decision-making
- **Referrals** – the structured, collaborative process where a governmental public health agency directs an individual to an organization to address a specific health concern or request
- **Linkage** – the structured, collaborative process where a governmental public health agency directs an individual to a clinical setting to address a specific medical concern or request
- **Case management** – a person-centered process where a governmental public health agency or professional plans, facilitates, and advocates for an individual to meet their complex health needs
- **Follow up** – the process of ongoing support and monitoring following an initial public health action

Knowledge Check (Real World Example):

1. In the example, community asthma nurses provided patient education and training. Which of the terms above best describes what part of Job Task 4.2 the nurses are performing?

DOMAIN 4 DIRECT AND FIELD SERVICES

4.2 Ensure equitable access to and utilization of public health services through guidance, referrals, linkage, case management, and follow up.

CEPH Crosswalk

Domain 4 Job Task	Related CEPH MPH Foundational Competencies
4.2 Ensure equitable access to and utilization of public health services through guidance, referrals, linkage, case management, and follow up	**Competency 7:** Assess population needs, assets, and capacities that affect communities' health. **Competency 21:** Integrate perspectives from other sectors and/or professions to promote and advance population health.

DOMAIN 4 DIRECT AND FIELD SERVICES

Discussion Prompt

Small-group discussion (or individual reflection):

1. What are some local or community organizations that you would partner with to expand your referral network and knowledge as a governmental public health professional?
2. What are some examples of direct or field services you have engaged with? What did you feel was successful or unsuccessful about the service delivery?
3. Identify factors that impact how community members access governmental public health services. How would you design service delivery methods or programs that address these factors?



DOMAIN 4 DIRECT AND FIELD SERVICES

Key Takeaways

Wrap-up

- Align service delivery with the needs, risk factors, and assets of the community being served
- Developing a network based on relationships with community organizations enhances workforce coordination and preparedness in governmental public health.



DOMAIN 4 DIRECT AND FIELD SERVICES

Next Steps

Wrap-up

- "Try on the Hat!" - Engage in more of the linked activities to better understand what a governmental public health role focused on Domain 4: Direct and Field Services might look like
- Reflect on how working in direct and field services may impact your perspective on community health needs
- Consider how the responsibilities and roles of direct or field service governmental public health professionals differ from and interact with those of private healthcare providers



Q & A





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