Overview

Domain 6: Information and Data describes how state, Tribal, local, and territorial (STLT) health departments collect, manage, analyze, interpret, visualize, evaluate, and communicate data to inform governmental public health decision-making, planning, and action. This domain focuses on data stewardship, data collection and analysis, surveillance, program evaluation, data visualization, assessment, and communication practices that support both day-to-day operations and evidence-informed public health practice.

Information and data are foundational to governmental public health, enabling health departments to identify priorities, respond to emerging threats, allocate resources effectively, and maintain accountability to the communities they serve.

DOMAIN 6: INFORMATION AND DATA

Core Job Tasks (6.1–6.9)

As identified in the 2024 Governmental Public Health Job Task Analysis, Domain 6 includes:

6.1 Comply with data use, security, and dissemination policies
6.2 Manage the usage of data
6.3 Engage in primary data collection using various quantitative and qualitative methods
6.4 Engage in secondary data usage using various quantitative and qualitative methods
6.5 Conduct program evaluations in consultation with key partners
6.6 Conduct ongoing and/or new surveillance analyses to monitor emerging health trends
6.7 Create and/or maintain data visualizations
6.8 Communicate data in collaboration with relevant audiences
6.9 Conduct comprehensive jurisdictional assessments focused on population health status and public health issues facing the community

These responsibilities occur across job levels, from supporting data collection and management to leading complex analyses, interpretation, and data-informed decision-making.

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DOMAIN 6: INFORMATION AND DATA

Alignment with CEPH MPH Foundational Competencies

This section shows how governmental public health job tasks connect to the CEPH MPH Foundational Competencies[1] taught in public health degree programs. By mapping job tasks to competencies, students can see how the knowledge and skills they develop in the classroom relate to real-world public health work in STLT health department settings.

The mapping is intended to help students better understand how academic learning prepares them for careers in governmental public health and supports continued professional growth through hands-on experience and training in the field.

Domain 6 Job Task	Related CEPH MPH Foundational Competencies
6.1 Comply with data use, security, and dissemination policies	*No direct CEPH MPH Foundational Competency alignment identified.*
6.2 Manage the usage of data	*No direct CEPH MPH Foundational Competency alignment identified.*
6.3 Engage in primary data collection using various quantitative and qualitative methods	**Competency 2:** Select quantitative and qualitative data collection methods appropriate for a given public health context.
6.4 Engage in secondary data usage using various quantitative and qualitative methods	**Competency 3:** Analyze quantitative and qualitative data using biostatistics, informatics, computer-based programming, and software, as appropriate. **Competency 4:** Interpret results of data analysis for public health research, policy, or practice.
6.5 Conduct program evaluations in consultation with key partners	**Competency 11:** Select methods to evaluate public health programs.

1. https://media.ceph.org/documents/2024.Criteria.pdf

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Domain 6 Job Task		Related CEPH MPH Foundational Competencies
6.6	Conduct ongoing and/or new surveillance analyses to monitor emerging health trends	**Competency 1:** Apply epidemiological methods to settings and situations in public health practice. **Competency 3:** Analyze quantitative and qualitative data using biostatistics, informatics, computer-based programming, and software, as appropriate.
6.7	Create and/or maintain data visualizations	*No direct CEPH MPH Foundational Competency alignment identified.*
6.8	Communicate data in collaboration with relevant audiences	**Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy.
6.9	Conduct comprehensive jurisdictional assessments focused on population health status and public health issues facing the community	**Competency 2:** Select quantitative and qualitative data collection methods appropriate for a given public health context. **Competency 7:** Assess population needs, assets, and capacities that affect communities' health.

Instructional materials aligned to Domain 6 reinforce foundational competencies central to accredited education for public health.

1. https://media.ceph.org/documents/2024.Criteria.pdf

DOMAIN 6: INFORMATION AND DATA

In Practice

In STLT health departments, work related to information and data may include:

- Collecting primary data through surveys, interviews, focus groups, or other methods
- Analyzing quantitative and qualitative data to identify trends, patterns, and differences in health outcomes across populations
- Evaluating programs and interventions to assess effectiveness and inform improvement
- Collaborating with relevant audiences to communicate data in clear, accurate, and useful ways
- Managing and maintaining data systems to ensure data quality, security, accessibility, and appropriate use
- Conducting public health surveillance to monitor emerging health issues
- Creating data visualizations, dashboards, and reports to support decision-making and communication
- Conducting community health assessments and jurisdictional assessments to identify population health needs, priorities, and opportunities for action

Information and data connect evidence, context, and communication to support informed public health decision-making and action.

DOMAIN 6: INFORMATION AND DATA

Importance to Governmental Public Health

Information and data strengthen governmental public health by:

- Supporting timely and evidence-informed decision-making at the program, policy, and leadership levels
- Guiding resource allocation and prioritization of public health programs and interventions within available funding and staffing constraints
- Enhancing transparency, accountability, and public trust through clear and accessible data reporting
- Ensuring data are used ethically, securely, and in alignment with legal and policy requirements
- Identifying health trends and emerging threats
- Strengthening program evaluation and continuous improvement efforts
- Improving communication with communities, partners, and decision-makers

Without strong information and data practices, STLT health departments may struggle to accurately identify community needs, respond effectively to public health threats, or demonstrate the impact of programs and services.