DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

Overview

Domain 8: Program Planning and Management describes how state, Tribal, local, and territorial (STLT) health departments translate public health priorities into coordinated, sustainable action. This domain focuses on the systems, planning processes, partnerships, funding strategies, and emergency readiness efforts that allow governmental public health to function effectively.

Program planning and management reflect the operational backbone of governmental public health practice.

DOMAIN 8: PROGRAM PLANNING AND MANAGEMENT

Core Job Tasks

As identified in the 2024 Governmental Public Health Job Task Analysis, Domain 8 includes:

- **8.1** Leverage and pursue funding opportunities
- **8.2** Cultivate partnerships to advance public health goals
- **8.3** Plan, develop, and implement strategic initiatives
- **8.4** Apply evaluation and quality improvement principles
- **8.5** Develop and evaluate emergency and emergent responses
- **8.6** Ensure alignment across planning documents
- **8.7** Engage in emergency preparedness and contingency planning

These responsibilities span job levels, from supporting grant management to leading cross-jurisdictional initiatives.

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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 8 Job Task		Related CEPH MPH Foundational Competencies
8.1	Leverage and pursue funding opportunities to support and improve public health systems and outcomes	**Competency 10:** Explain basic principles and tools of budget and resource management.
8.2	Cultivate partnerships to further the mission of public health	**Competency 13:** Propose strategies to identify relevant communities and individuals and build coalitions and partnerships for influencing public health outcomes.
8.3	Plan, develop, and implement strategic initiatives of the governmental public health department	**Competency 9:** Design a population-based policy, program, project, or intervention.
8.4	Apply evaluation and quality improvement principles	**Competency 11:** Select methods to evaluate public health programs.

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

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Domain 8 Job Task		Related CEPH MPH Foundational Competencies
8.5	Develop, implement, and evaluate responses to emergent situations, public health emergencies, and/or planned events	**Competency 9:** Design a population-based policy, program, project, or intervention. **Competency 11:** Select methods to evaluate public health programs.
8.6	Ensure alignment when developing and implementing planning documents	*No direct CEPH MPH Foundational Competency alignment identified.*
8.7	Engage in the organization's emergency preparedness, response activities, and contingency plans	*No direct CEPH MPH Foundational Competency alignment identified.*

Instructional materials aligned to Domain 8 reinforce foundational competencies central to accredited education for public health.

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In Practice

In STLT health departments, program planning and management work may include:

- Coordinating grant-funded initiatives and reporting requirements
- Aligning strategic plans, performance management systems, and workforce development plans
- Supporting Public Health Accreditation Board (PHAB) accreditation processes
- Conducting after-action reviews following public health emergencies
- Integrating quality improvement into routine operations
- Maintaining readiness for infectious disease outbreaks, natural disasters, or other crises

Program planning and management connect long-term strategy with real-time response.

DOMAIN 8: PROGRAM PLANNING AND MANAGEMENT

Importance to Governmental Public Health

Effective program planning and management strengthen governmental public health by:

- Sustaining programs beyond short-term funding cycles
- Improving coordination across divisions and partners
- Strengthening emergency preparedness capacity
- Supporting accountability to leadership and the public
- Embedding continuous improvement into daily operations

Strong planning lays the foundation for coordinated, effective action during public health emergencies.

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