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CLASSROOM TO CAREER

Governmental Public Health Toolkit

CENTER FOR PUBLIC HEALTH WORKFORCE DEVELOPMENT
ASPPH

DOMAIN 8

Program Planning and Management



DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

Learning Objectives

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

- Develop an action plan for implementing and evaluating a governmental public health strategic initiative
- Apply program planning and management tasks commonly performed in governmental public health roles
- Describe how strategic planning, preparedness activities, and emergency response planning support governmental public health systems, organizational readiness, and population health outcomes



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DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

Topic Overview

Governmental public health agencies rely on planning, partnerships, evaluation, and preparedness activities to support effective programs, services, and emergency response operations. State, Tribal, local, and territorial (STLT) health departments routinely navigate challenges such as:

- Workforce and operational capacity constraints
- Evolving community health needs and emerging public health threats
- Coordination across multiple agencies, sectors, and partners
- Balancing long-term strategic goals with urgent response demands

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

- Secure and manage resources that support governmental public health priorities
- Build and sustain partnerships that strengthen community health and agency capacity
- Develop, implement, and evaluate strategic initiatives and organizational plans
- Support emergency preparedness, response, and operational readiness
- Align planning, evaluation, and improvement efforts to strengthen governmental public health performance

Sources: Public Health Accreditation Board (PHAB) Standards & Measures (Version 2022) https://phaboard.org/accreditation-recognition/standards-measures/; CDC Public Health Emergency Preparedness (PHEP) Program https://www.cdc.gov/readiness/php/phep/index.html



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Job Tasks



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DOMAIN 8

8.1

Leverage and pursue funding opportunities to support and improve public health system outcomes

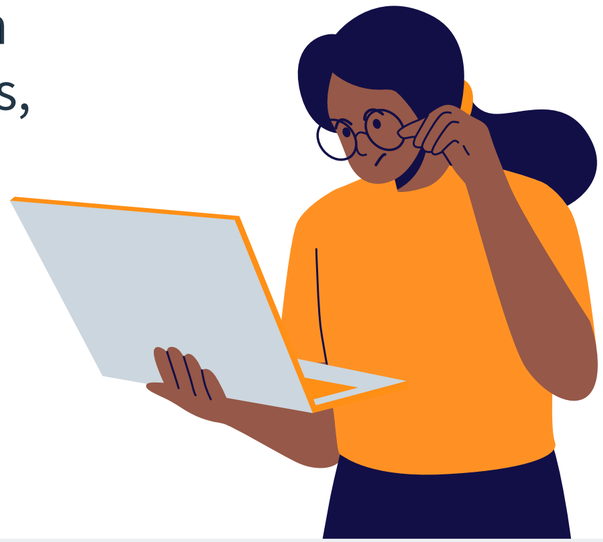


DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.1 Leverage and pursue funding opportunities to support and improve public health system outcomes

What this task *involves*

Identifying, pursuing, and managing funding opportunities that align with governmental public health priorities, agency capacity, and community health needs to strengthen public health infrastructure, services, and population health outcomes.



Source: CDC Public Health Infrastructure Grant (PHIG). https://www.cdc.gov/infrastructure-phig/php/funding-profiles/

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.1 Leverage and pursue funding opportunities to support and improve public health system outcomes

On the job, this looks like:

- Reviewing funding announcements and grant opportunities
- Aligning funding proposals with strategic priorities and program goals
- Coordinating with finance, leadership, and program staff
- Monitoring award requirements, timelines, budgets, and allowable uses of funds

Skills you are practicing:

- Strategic resource planning
- Grant and funding literacy
- Cross-functional coordination
- Systems thinking and prioritization



Source: CDC Public Health Infrastructure Grant (PHIG). https://www.cdc.gov/infrastructure-phig/php/funding-profiles/

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.1 Leverage and pursue funding opportunities to support and improve public health system outcomes

Real-World *Example*

CDC: Public Health Infrastructure Grant (PHIG)

Who receives it: Health departments in all 50 states, Washington, D.C., eight territories and freely associated states, and 48 large local jurisdictions.

What it supports: Flexible investments in public health workforce, foundational capabilities, and data modernization to strengthen the people, services, and systems health departments rely on to meet community needs.

Source: CDC Public Health Infrastructure Grant (PHIG). https://www.cdc.gov/infrastructure-phig/

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.1 Leverage and pursue funding opportunities to support and improve public health system outcomes

Real-World *Example*

What the job task looks like:

- Monitor grant requirements, work plans, budgets, and reporting deadlines
- Coordinate across workforce, data, program, finance, and leadership teams
- Align investments with agency priorities and identified infrastructure needs
- Track spending, deliverables, and performance measures
- Document progress and communicate how investments are strengthening public health capacity

PHIG gives health departments flexibility to invest in the workforce, foundational capabilities, and data systems needed to strengthen public health infrastructure.

Source: CDC Public Health Infrastructure Grant (PHIG). https://www.cdc.gov/infrastructure-phig/

DOMAIN 8 DIRECT AND FIELD SERVICES

INSTRUCTOR GUIDANCE

8.1 Leverage and pursue funding opportunities to support and improve public health system outcomes

Key points to emphasize:

- Financial stewardship and resource management are core governmental public health functions
- Funding decisions shape what programs exist and who is served
- Alignment with strategy is as important as securing funds

Instructional focus:

- Emphasize decision-making and prioritization, not grant-writing mechanisms
- Reinforce that funding work is ongoing, not episodic
- Highlight trade-offs between opportunity, capacity, and sustainability.

DOMAIN 8 DIRECT AND FIELD SERVICES

8.1 Leverage and pursue funding opportunities to support and improve public health system outcomes

CEPH Crosswalk

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.

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

DOMAIN 8

8.2

Cultivate partnerships to further the mission of public health

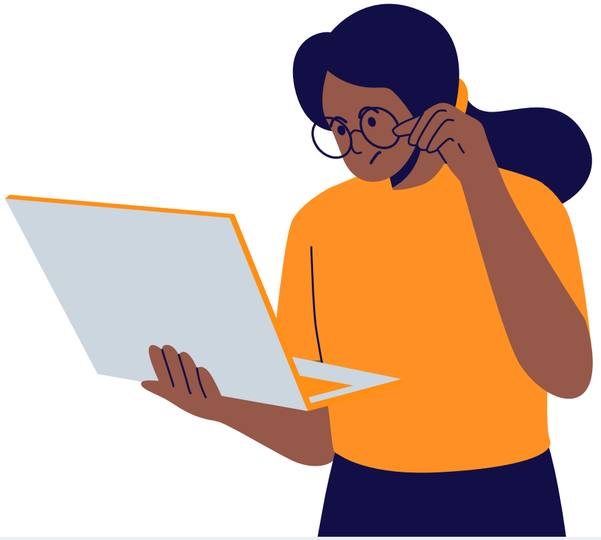


DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.2 Cultivate partnerships to further the mission of public health

What this task *involves*

Building, maintaining, and strengthening partnerships with internal and external partners to advance governmental public health goals and extend the reach and impact of public health initiatives.



Source: U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. Healthy People 2030: Public Health Infrastructure. https://odphp.health.gov/healthypeople/objectives-and-data/browse-objectives/public-health-infrastructure

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.2 Cultivate partnerships to further the mission of public health

On the job, this looks like:

- Identifying partners across sectors and jurisdictions
- Establishing shared goals and expectations
- Coordinating roles and responsibilities across organizations
- Maintaining relationships over time through communication and trust

Skills you are practicing:

- Relationship building and collaboration
- Stakeholder engagement
- Communication and negotiation
- Long-term partnership management



Source: U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. Healthy People 2030: Public Health Infrastructure. https://odphp.health.gov/healthypeople/objectives-and-data/browse-objectives/public-health-infrastructure

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.2 Cultivate partnerships to further the mission of public health

Real-World *Example*

CDC: National Wastewater Surveillance System (NWSS)

Who is involved: State and local health departments, wastewater utilities, public health laboratories, academic partners, and other organizations involved in wastewater monitoring.

How the partnership works: Partners contribute different expertise and resources. Wastewater utilities support sample collection, laboratories conduct testing, health departments interpret and use the data, academic and technical partners may support methods, analysis, and evaluation.

What the partnership supports: Coordinated wastewater surveillance that helps public health agencies identify and monitor infectious disease trends and use shared data to inform public health decisions.

Partnership takeaway: NWSS depends on sustained coordination, clearly defined roles, data sharing, communication, and trust across organizations that do not traditionally perform the same functions.

Source: CDC National Wastewater Surveillance System (NWSS). https://www.cdc.gov/wastewater/about/index.html

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

INSTRUCTOR GUIDANCE

8.2 Cultivate partnerships to further the mission of public health

Key points to emphasize:

- Partnerships require ongoing relationship building, not just one-time collaboration
- Effective partnerships depend on clear roles, shared goals, communication, trust, and accountability
- Public health agencies often rely on partners with different expertise, authority, resources, and perspectives
- Maintaining a partnership requires attention even when there is no immediate project or emergency driving the work

Instructional focus:

- Ask students to identify what each partner contributes and what each partner needs from the relationship
- Encourage students to think beyond formal agreements and consider communication, trust, shared decision-making, and relationship maintenance
- Reinforce that partnership development is an ongoing management responsibility, not simply a step completed at the beginning of a project

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.2 Cultivate partnerships to further the mission of public health

CEPH Crosswalk

Domain 8 Job Task	Related CEPH MPH Foundational Competencies
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.

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

DOMAIN 8

8.3

Plan, develop, and implement strategic initiatives of the governmental public health department

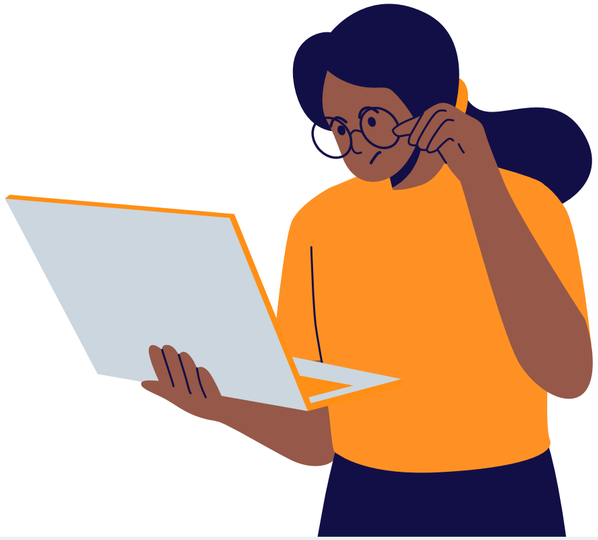


DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.3 Plan, develop, and implement strategic initiatives of the governmental public health department

What this task *involves*

Translating organizational priorities into strategic initiatives; coordinating implementation across the agency; monitoring progress toward goals; and adapting strategies based on performance, changing conditions, and organizational priorities.



Source: Public Health Accreditation Board. Standards & Measures for Initial Accreditation, Version 2022 (Measure 10.1.2: Strategic Plan). https://phaboard.org/accreditation-recognition/standards-measures/

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.3 Plan, develop, and implement strategic initiatives of the governmental public health department

On the job, this looks like:

- Establishing strategic priorities, goals, and measurable objectives
- Coordinating implementation across programs and divisions
- Monitoring progress using performance measures and work plans
- Managing timelines, resources, and organizational priorities
- Adjusting strategies in response to changing community needs, data, and organizational capacity

Skills you are practicing:

- Strategic planning and execution
- Project management
- Organizational coordination
- Adaptive decision-making



Source: Public Health Accreditation Board. Standards & Measures for Initial Accreditation, Version 2022 (Measure 10.1.2: Strategic Plan). https://phaboard.org/accreditation-recognition/standards-measures/

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.3 Plan, develop, and implement strategic initiatives of the governmental public health department

Real-World *Example*

Public Health Accreditation Board (PHAB) Accreditation: Strategic Planning Requirements

Who uses it: State, Tribal, local, and territorial health departments pursuing or maintaining PHAB accreditation.

What it requires: A structured approach to setting organizational priorities, establishing measurable objectives, coordinating implementation, and monitoring progress toward strategic goals.

Why it matters: PHAB accreditation provides a national framework for health departments to demonstrate performance, accountability, and continuous improvement.

Source: Public Health Accreditation Board (PHAB). Standards & Measures for Initial Accreditation, Version 2022, Measures 5.2.2 and 10.1.2. https://phaboard.org/accreditation-recognition/initial-accreditation/

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.3 Plan, develop, and implement strategic initiatives of the governmental public health department

Real-World *Example*

What the job task looks like:

- Translate agency priorities into specific goals, objectives, and action steps
- Coordinate implementation across programs, divisions, and leadership teams
- Assign responsibilities and clarify who is accountable for each activity
- Track timelines, milestones, performance measures, and other indicators of progress
- Review implementation regularly and adjust activities when priorities, resources, or conditions change

Strategic planning is not just developing a plan. It also requires coordinating implementation, monitoring progress, and adapting the work over time.

Source: Public Health Accreditation Board (PHAB). Standards & Measures for Initial Accreditation, Version 2022, Measures 5.2.2 and 10.1.2. https://phaboard.org/accreditation-recognition/initial-accreditation/

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

INSTRUCTOR GUIDANCE

8.3 Plan, develop, and implement strategic initiatives of the governmental public health department

Key points to emphasize:

- Strategic initiatives require both planning and execution
- Implementation is rarely linear
- Governmental public health strategy must adapt to changing community needs, emergencies, workforce realities, and resource constraints

Instructional focus:

- Emphasize coordination and follow-through
- Reinforce that strategy is an active process, not a document
- Encourage students to consider implementation barriers

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.3 Plan, develop, and implement strategic initiatives of the governmental public health department

CEPH Crosswalk

Domain 8 Job Task	Related CEPH MPH Foundational Competencies
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.

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

DOMAIN 8

8.4

Apply evaluation and quality improvement principles

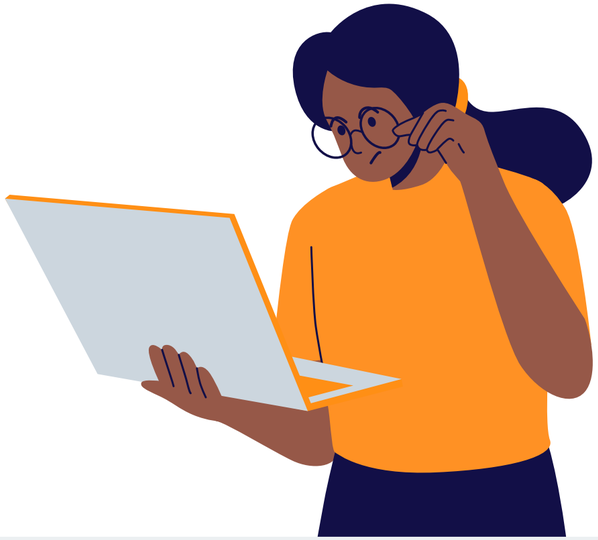


DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.4 Apply evaluation and quality improvement principles

What this task *involves*

Using evaluation and quality improvement approaches to assess program performance, identify areas for improvement, and support continuous improvement and organizational learning within governmental public health systems



Source: PHAB Accountability and Performance Management Resources
https://www.phinfrastructure.org/resource/round-up-of-accreditation-resources-to-support-accountability/

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.4 Apply evaluation and quality improvement principles

On the job, this looks like:

- Defining performance measures and outcomes
- Collecting and reviewing data to assess effectiveness
- Identifying gaps, inefficiencies, or opportunities for improvement
- Using findings to inform governmental public health decision-making, resource allocation, and program improvements

Skills you are practicing:

- Analytical thinking
- Performance measurement
- Continuous quality improvement
- Evidence-informed decision-making



Source: PHAB Accountability and Performance Management Resources
https://www.phinfrastructure.org/resource/round-up-of-accreditation-resources-to-support-accountability/

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.4 Apply evaluation and quality improvement principles

Real-World *Example*

NACCHO: Project Public Health Ready (PPHR)

Who uses it: Local health departments across the U.S.

What it supports: Continuous quality improvement and preparedness capability (planning, training, exercises, after-action improvement)

Source: NACCHO Project Public Health Ready (PPHR) https://www.naccho.org/programs/public-health-preparedness/pphr

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

INSTRUCTOR GUIDANCE

8.4 Apply evaluation and quality improvement principles.

Key points to emphasize:

- Evaluation supports organizational learning, accountability, and governmental public health performance improvement
- Quality improvement is iterative and continuous
- Data use should inform action

Instructional focus:

- Emphasize practical application over methodology depth
- Reinforce learning loops and feedback
- Connect evaluation to real-world decision-making

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.4 Apply evaluation and quality improvement principles

CEPH Crosswalk

Domain 8 Job Task	Related CEPH MPH Foundational Competencies
8.4 Apply evaluation and quality improvement principles	**Competency 11:** Select methods to evaluate public health programs.

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

DOMAIN 8

8.5

Develop, implement, and evaluate responses to emergent situations, public health emergencies, and/or planned events

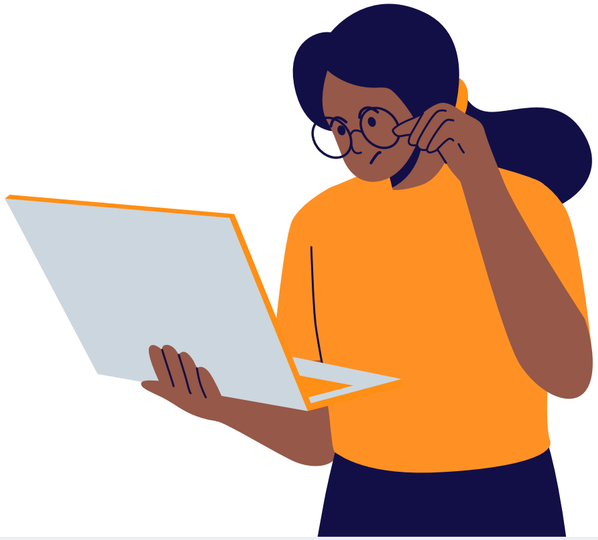


DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.5 Develop, implement, and evaluate responses to emergent situations, public health emergencies, and/or planned events

What this task *involves*

Preparing for and responding to emergencies, outbreaks, and other governmental public health incidents through coordinated planning, implementation, and evaluation of response efforts



Source: CDC Public Health Response Readiness Framework
https://www.cdc.gov/readiness/php/next-gen-phep/index.html

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.5 Develop, implement, and evaluate responses to emergent situations, public health emergencies, and/or planned events

On the job, this looks like:

- Developing response plans and protocols
- Coordinating response activities across governmental agencies, healthcare partners, emergency management organizations, and community partners
- Implementing response actions under time pressure
- Evaluating response effectiveness to inform future preparedness

Skills you are practicing:

- Crisis planning and response
- Rapid decision-making
- Coordination under pressure
- After-action evaluation and learning



Source: CDC Public Health Response Readiness Framework
https://www.cdc.gov/readiness/php/next-gen-phep/index.html

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.5 Develop, implement, and evaluate responses to emergent situations, public health emergencies, and/or planned events

Real-World *Example*

Large-Scale Vaccination Clinics During a Public Health Emergency

Who is involved: State and local health departments, healthcare providers, emergency management partners, community organizations, and other local partners.

What the response involves: Rapidly organizing temporary vaccination sites to increase access to vaccines during a public health emergency.

Source: CDC. Planning a Vaccination Clinic https://www.cdc.gov/vaccines/hcp/clinic-planning/planning; Staffing a Vaccination Clinic https://www.cdc.gov/vaccines/hcp/clinic-planning/staffing

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.5 Develop, implement, and evaluate responses to emergent situations, public health emergencies, and/or planned events

Real-World *Example*

What the job task looks like:

- Develop procedures for patient flow, registration, screening, vaccination, documentation, and follow-up
- Coordinate staff and partners across public health, healthcare, emergency services, facilities, and other supporting organizations
- Set up and operate vaccination sites that can respond to changing demand and community needs
- Monitor clinic operations, identify problems, and make adjustments in real time
- Review results after the event to identify lessons learned and improvements for future response activities

Large-scale vaccination clinics demonstrate how public health agencies plan, coordinate, implement, and evaluate a response under rapidly changing conditions.

Source: CDC. Planning a Vaccination Clinic https://www.cdc.gov/vaccines/hcp/clinic-planning/planning; Staffing a Vaccination Clinic https://www.cdc.gov/vaccines/hcp/clinic-planning/staffing

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

INSTRUCTOR GUIDANCE

8.5 Develop, implement, and evaluate responses to emergent situations, public health emergencies, and/or planned events

Key points to emphasize:

- Governmental public health emergency response builds on routine planning, coordination, and operational readiness activities
- Decision-making often occurs with incomplete information
- Evaluation improves future preparedness

Instructional focus:

- Focus on coordination and decision-making, not technical response details
- Reinforce reflection and improvement after events

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.5 Develop, implement, and evaluate responses to emergent situations, public health emergencies, and/or planned events

CEPH Crosswalk

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.

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

DOMAIN 8

8.6

Ensure alignment when developing and implementing planning documents

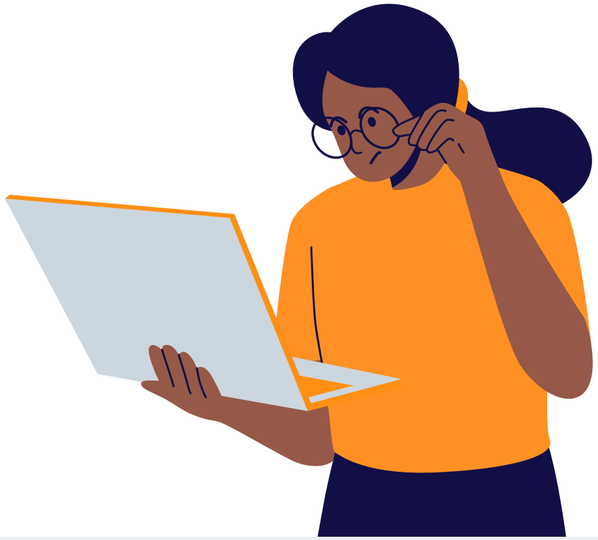


DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.6 Ensure alignment when developing and implementing planning documents

What this task *involves*

Ensuring that organizational planning documents are aligned with one another, with funding requirements, and with broader governmental public health priorities



Source: ASTHO Organizational Strategic Planning Guide
https://www.astho.org/globalassets/report/organizational-strategic-planning-guide.pdf

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.6 Ensure alignment when developing and implementing planning documents

On the job, this looks like:

- Reviewing strategic plans, emergency plans, and improvement plans together
- Identify overlaps, gaps, or inconsistencies
- Coordinating updates across planning efforts
- Ensuring plans reinforce agency priorities, funding requirements, workforce capacity, and operational goals

Skills you are practicing:

- Systems alignment
- Organizational analysis
- Attention to detail
- Strategic coordination



Source: ASTHO Organizational Strategic Planning Guide
https://www.astho.org/globalassets/report/organizational-strategic-planning-guide.pdf

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.6 Ensure alignment when developing and implementing planning documents

Real-World *Example*

CDC: Data Modernization Initiative (DMI), Workforce Plans, and Grant Workplans Alignment

Who uses it: State, Tribal, local, and territorial health departments

What it supports: Coordinated planning across informatics, workforce, and program reporting requirements

Sources: CDC Data Modernization Initiative https://www.cdc.gov/data-modernization/php/index.html; CDC Data Modernization Initiative Planning Guide https://www.cdc.gov/csels/dmi-support/docs/DMI_Plan_User_Guide.pdf; CDC Data Modernization Implementation Planning Guidance https://www.cdc.gov/csels/dmi-support/guidance-portal/data-modernization-implementation-planning.html

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.6 Ensure alignment when developing and implementing planning documents

Real-World *Example*

What the job task looks like:

- Review strategic priorities alongside data modernization plans and grant workplans
- Identify gaps (new data systems planned but no workforce/training plan to support them)
- Align deliverables and timelines across divisions (e.g., IT/informatics, program teams)
- Ensure proposals and implementation plans match funding rules and broader public health priorities

DMI work requires consistent alignment between what's promised in funding proposals and what's feasible in operational plans.

Sources: CDC Data Modernization Initiative https://www.cdc.gov/data-modernization/php/index.html; CDC Data Modernization Initiative Planning Guide https://www.cdc.gov/csels/dmi-support/docs/DMI_Plan_User_Guide.pdf; CDC Data Modernization Implementation Planning Guidance https://www.cdc.gov/csels/dmi-support/guidance-portal/data-modernization-implementation-planning.html

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

INSTRUCTOR GUIDANCE

8.6 Ensure alignment when developing and implementing planning documents

Key points to emphasize:

- Misalignment creates confusion and inefficiency
- Alignment supports coordinated governmental public health action, accountability, and organizational effectiveness
- Planning documents provide a roadmap for action - they are a means to achieving public health goals, not an end in themselves

Instructional focus:

- Emphasize integration across planning efforts
- Reinforce organizational coherence

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.6 Ensure alignment when developing and implementing planning documents

CEPH Crosswalk

Domain 8 Job Task	Related CEPH MPH Foundational Competencies
8.6 Ensure alignment when developing and implementing planning documents	***No direct CEPH MPH Foundational Competency alignment identified***

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

DOMAIN 8

8.7

Engage in organization’s emergency preparedness, response activities, and contingency plans

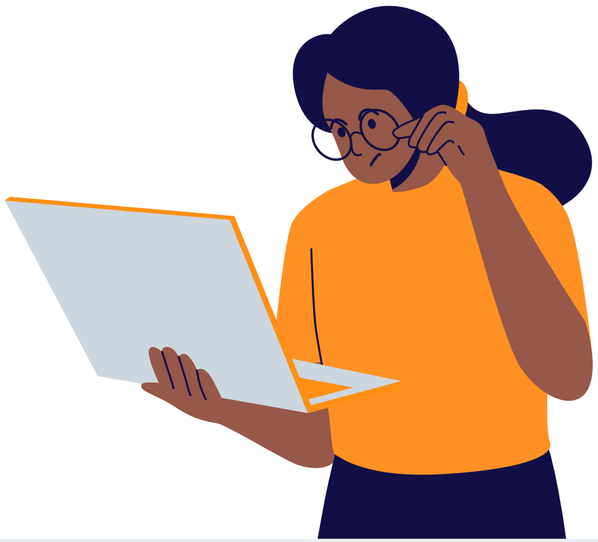


DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.7 Engage in organization's emergency preparedness, response activities, and contingency plans

What this task *involves*

Participating in ongoing preparedness activities and response efforts to ensure the governmental public health agency is prepared to respond effectively to emergencies and operational disruptions



Source: CDC Public Health Emergency Preparedness (PHEP) Program
https://www.cdc.gov/readiness/php/phep/index.html

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.7 Engage in organization's emergency preparedness, response activities, and contingency plans

On the job, this looks like:

- Participating in emergency preparedness planning and exercises
- Supporting governmental public health response operations during emergencies, outbreaks, and other incident responses
- Following and adapting contingency plans as needed
- Contributing to preparedness improvements based on experience

Skills you are practicing:

- Emergency preparedness
- Team-based response coordination
- Situation awareness
- Operational resilience



Source: CDC Public Health Emergency Preparedness (PHEP) Program
https://www.cdc.gov/readiness/php/phep/index.html

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.7 Engage in organization's emergency preparedness, response activities, and contingency plans

Real-World *Example*

CDC: Public Health Emergency Preparedness (PHEP) Exercises and Response Activities

Who is involved: State, Tribal, local, and territorial health departments participating in emergency preparedness planning, training, exercises, and response activities.

What it supports: Organizational readiness through emergency planning, workforce training, preparedness exercises, and coordinated public health response.

Sources: CDC. Public Health Emergency Preparedness (PHEP) Cooperative Agreement. https://www.cdc.gov/readiness/php/phep; CDC. Public Health Emergency Preparedness and Response Capabilities: National Standards for State, Local, Tribal, and Territorial Public Health. https://www.cdc.gov/readiness/php/capabilities

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

INSTRUCTOR GUIDANCE

8.7 Engage in organization's emergency preparedness, response activities, and contingency plans

Key points to emphasize:

- Preparedness is continuous, not episodic
- Every governmental public health employee has a role in organizational preparedness and emergency readiness
- Experience informs improvement

Instructional focus:

- Emphasize participation and readiness
- Reinforce learning through practice and reflection

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

8.7 Engage in organization's emergency preparedness, response activities, and contingency plans

CEPH Crosswalk

Domain 8 Job Task	Related CEPH MPH Foundational Competencies
8.7 Engage in the organization's emergency preparedness, response activities, and contingency plans	*No direct CEPH MPH Foundational Competency alignment identified.*

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

DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

Discussion Prompt

Small-group discussion (or individual reflection):

1. What organizational capacities are necessary for a governmental public health agency to successfully implement a strategic initiative?
2. How do funding, partnerships, workforce capaciy, and planning influence implementation success?
3. What indicators would you use to measure progress and demonstrate accountability to agency leadership, funders, and the public?
4. How can STLT health departments balance long-term strategic goals with urgent community needs and emergency response responsibilities?



DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

Key Takeaways

Wrap-up

- Governmental public health strategic initiatives require clear planning, partnerships, workforce capacity, and sustainable resources
- Evaluation and quality improvement strengthen implementation
- Emergency preparedness and response planning should align with long-term governmental public health priorities and agency goals



DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

Next Steps

Wrap-up

- Practice writing a simple action plan (goal, actions, partners, measures)
- In practicums or internships, observe how plans are put into action, monitored, and adjusted over time
- Reflect on how emergency response fits into broader program goals



DOMAIN 8 PROGRAM PLANNING AND MANAGEMENT

Next Steps

Wrap-up

- Reflect on what communication practices help build trust in governmental public health agencies
- Identify one strategy that improves accessibility and one strategy that strengthens public trust in governmental public health communication
- Consider how early-career professionals can contribute to accurate, community-centered communication practices
- Think about how communication decisions influence public trust, health behaviors, and governmental public health effectiveness during both routine operations and emergencies



Q & A



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