

## Public Health Interventions with Definitions

Public Health Intervention	Definition
Surveillance	Describes and monitors health events through ongoing and systematic collection, analysis, and interpretation of health data for the purpose of planning, implementing, and evaluating public health interventions. [Adapted from MMWR, 1988]
Disease and other health event investigation	Systematically gathers and analyzes data regarding threats to the health of populations, ascertains the source of the threat, identifies cases and others at risk, and determines control measures.
Outreach	Locates populations-of-interest or populations-at-risk and provides information about the nature of the concern, what can be done about it, and how services can be obtained.
Screening	Identifies individuals with unrecognized health risk factors or asymptomatic disease conditions in populations.
Case-finding	Locates individuals and families with identified risk factors and connects them with resources.
Referral and follow-up	Assists individuals, families, groups, organizations, and/or communities to identify and access necessary resources in to prevent or resolve problems or concerns.
Case management	Optimizes self-care capabilities of individuals and families and the capacity of systems and communities to coordinate and provide services.
Delegated functions	Direct care tasks a registered professional nurse carries out under the authority of a health care practitioner as allowed by law. Delegated functions also include any direct care tasks a registered professional nurse entrusts to other appropriate personnel to perform.
Health teaching	Communicates facts, ideas and skills that change knowledge, attitudes, values, beliefs, behaviors, and practices of individuals, families, systems, and/or communities.
Counseling	Establishes an interpersonal relationship with a community, a system, family or individual intended to increase or enhance their capacity for self-care and coping. Counseling engages the community, a system, family or individual at an emotional level.
Consultation	Seeks information and generates optional solutions to perceived problems or issues through interactive problem solving with a community, system, family or individual. The community, system, family or individual selects and acts on the option best meeting the circumstances.
Collaboration	Commits two or more persons or organizations to achieve a common goal through enhancing the capacity of one or more of the members to promote and protect health. [adapted from Henneman, Lee, and Cohen "Collaboration: A Concept Analysis" in <i>J. Advanced Nursing</i> Vol 21 1995: 103-109]
Coalition building	Promotes and develops alliances among organizations or constituencies for a common purpose. It builds linkages, solves

problems, and/or enhances local leadership to address health concerns.

Community organizing

Helps community groups to identify common problems or goals, mobilize resources, and develop and implement strategies for reaching the goals they collectively have set. [adapted from Minkler, M (ed) *Community Organizing and Community Building for Health* (New Brunswick, NJ: Rutgers Univ. Press) 1997; 30]

Advocacy

Pleads someone's cause or act on someone's behalf, with a focus on developing the community, system, individual or family's capacity to plead their own cause or act on their own behalf.

Social marketing

Utilizes commercial marketing principles and technologies for programs designed to influence the knowledge, attitudes, values, beliefs, behaviors, and practices of the population-of-interest.

Policy development

Places health issues on decision-makers' agendas, acquires a plan of resolution, and determines needed resources. Policy development results in laws, rules and regulation, ordinances, and policies.

Policy enforcement

Compels others to comply with the laws, rules, regulations, ordinances and policies created in conjunction with policy development.