Learning Objectives

- Describe public health nutrition and differentiate it from clinical nutrition practice
- List organizations that employ public health/community nutrition personnel
- Locate and contact a public health/community nutritionist in your community
Learning Objectives (Part 2)

• Create a matrix of strategies to address an important nutrition-related problem using three levels of prevention and three approaches to intervention
Public Health Nutrition

- Strives to improve or maintain optimum nutritional health of the whole population and high risk or vulnerable subgroups within the population.

- Emphasizes health promotion and disease prevention but may include therapeutic and rehabilitative services when these needs are not adequately addressed by other parts of the health care system.
• Uses multiple, coordinated strategies to reach and influence the community, and organizations and individuals that make up the community
• Requires organized and integrated community nutrition efforts with leadership provided by the state and local health agency
Importance of Public Health Nutrition

- Adequate nutrition for all is the goal
- Dietary factors are associated with five of the ten leading causes of death
- Maternal and child nutrition sets the stage for life
- Vulnerable subgroups are at high risk
- Behavior change is challenging
Network of Organizations Involved in Community Nutrition
Core Responsibilities of Public Health

- **Assessment**
  - Systematically assessing nutrition-related needs of the population, identifying priority areas, and monitoring nutrition status of the population and at-risk groups

- **Policy Development**
  - Developing policies, programs and standards that address highest priority nutrition problems and needs

- **Assurance**
  - Implementing effective nutrition strategies by encouraging or enabling other entities, requiring action through regulation or providing services directly
Title V Programs
Maternal and Child Health

- Created in 1935 to meet the critical health needs of mothers and children
- The Maternal and Child Health Bureau (MCHB) in the Health Resources and Service Administration provides national leadership and resources
- Emphasizes a system of community and statewide services to assure access to essential health services
- Must include nutrition services and services for children with special health care needs
The MCH Guiding Principles and System Indicators apply to all levels of the pyramid.

The unique role of Title V is to build systems that incorporate all levels of the pyramid.

Direct Health Care Services
Ensure Access/Fill Gaps
Basic health & prevention, family planning & reproductive health

Enabling Services
Case management (Prenatal Care Coordination), family support, outreach, health education, purchase of health insurance, case management, coordination with Medicaid and WIC, transportation, translation, respite care

Population-Based Services
Newborn screening (Newborn Screening Program), immunization, lead screening, sudden infant death education and counseling, injury prevention, oral health, nutrition, breast feeding promotion, outreach/public education

Infrastructure Building Activities
The Foundation
Needs assessment (APEX-PH), communication, coordination, collaboration, leadership development, data collection/interpretation, training, evaluation, quality assurance, standards and policy development etc.

The Pyramid for the Health System was adapted from materials developed by the federal Maternal and Child Health Bureau, Health Resources and Services Administration, Department of Health and Human Services.
Three Levels of Prevention

• Primary
  • Reducing or removing risk factors by environmental or community change

• Secondary
  • Strategies to stop or slow down disease progression by targeting at-risk groups

• Tertiary
  • Managing and rehabilitating individuals with diagnosed health conditions to improve quality of life
Three Levels of Intervention

• Individual
  • Produce changes in knowledge, behavior or health outcomes of individuals or small groups

• Community
  • Targeted toward large groups or populations but cannot be personalized

• System
  • Changes in organizations, policies, laws, or structures of the systems that serve individuals and communities
## Intervention Matrix

### Public Health Intervention Matrix

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<td>System/Policy</td>
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Tools for Communicating “Good Nutrition” to the Public

The Center for Nutrition Policy and Research in the US Department of Agriculture oversees the development of dietary guidance tools and nutrition education initiatives. These include:

- Dietary Guidelines for Americans
- Food Guide Pyramid
- Food Factions Nutrition Label
Public Health Nutrition Positions

- Community Nutrition Educator
- Community Nutritionist/Community Dietitian
- Public Health Nutritionist
- Public Health Nutrition Director
Core Public Health Nutrition Competencies

- Biostatistics and vital health statistics
- Epidemiology
- Environmental science
- Health policy, planning and administration
- Behavioral science
- Food and nutrition science