

# EVIDENCE-BASED DECISION MAKING:

## *The Intersection of Public Health and Health Care*

**EVIDENCE-BASED DECISION MAKING** = A process for making decisions about a program, practice, or policy that is grounded in the best available research evidence.<sup>1</sup> The need for evidence-based decision making in public health and health care calls for practitioners to include evidence-based decision making in their work and helps meet the demands for population health approaches to problem solving that yields measurable outcomes.

### DOMAINS THAT INFLUENCE EVIDENCE-BASED DECISION MAKING



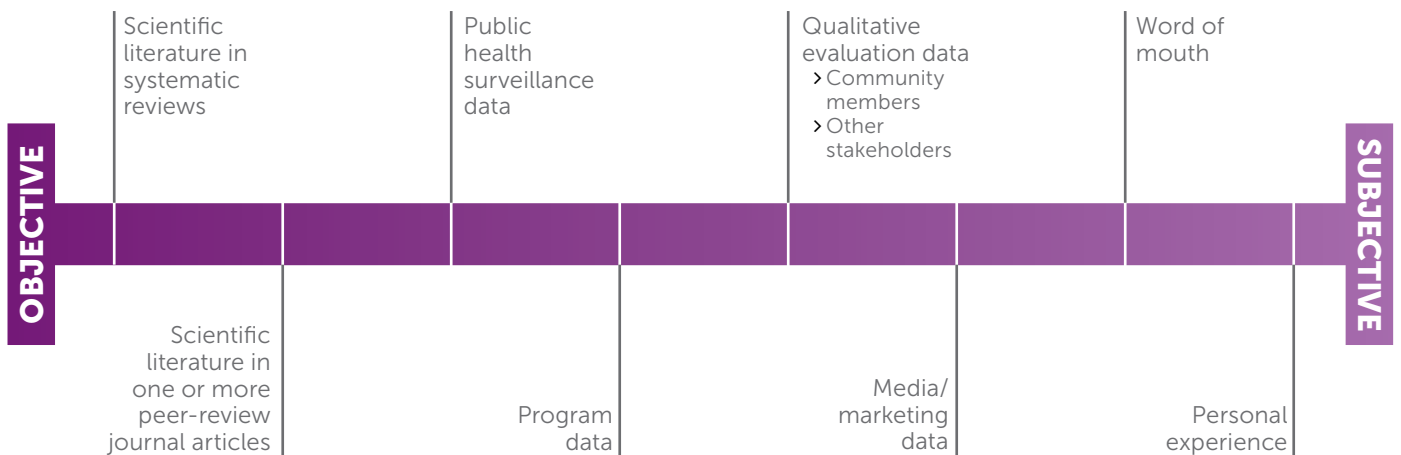
SOURCE: Jacobs, J., Jones, E., Gabella, B., Spring, B., & Brownson, R. (2012). Tools for Implementing an Evidence-Based Approach in Public Health Practice. *Preventing Chronic Disease* 9, 1-9:110324. DOI: <http://dx.doi.org/10.5888/pcd9.110324>

### EVIDENCE-BASED DECISION MAKING RESULTS IN

- Informing Interventions
- Reducing duplication of efforts
- Yielding measurable outcomes
- Ensuring practice is informed and strengthened by current research
- Closing the gap between what is known and practiced

## WHAT IS EVIDENCE?

Evidence can exist in different forms, varying from objective to subjective data. Both types are data and are important for prevention efforts.<sup>1</sup>



SOURCE: Prevention Research Center in St. Louis, Washington University in St. Louis

# 3 THE BUCKETS OF PREVENTION

SOURCE: Auerbach J. *The 3 Buckets of Prevention*, *J Public Health Management Practice* [https://journals.lww.com/jphmp/Citation/2016/05000/The\\_3\\_Buckets\\_of\\_Prevention1.aspx](https://journals.lww.com/jphmp/Citation/2016/05000/The_3_Buckets_of_Prevention1.aspx)



## INTERSECTION OF PUBLIC HEALTH & HEALTH CARE

- ▶ Maximize the likelihood that clinicians, insurers, and professionals who practice public health attend to traditional office-based as well as innovative clinical approaches that do not neglect the community factors that impact health outcomes.
- ▶ Coordinated multi-sector initiatives, guided by evidence and promoting all buckets simultaneously may result in largest gains.

TRADITIONAL CLINICAL INTERVENTIONS <sup>2</sup>	INNOVATIVE CLINICAL INTERVENTIONS <sup>2</sup>	COMMUNITY-WIDE INTERVENTIONS <sup>2</sup>
<p>These interventions involve care provided by health care providers during a routine one-to-one encounter. Examples include:</p> <ul style="list-style-type: none"> <li>• Seasonal flu vaccines</li> <li>• Colonoscopies</li> <li>• Screening for obesity and tobacco use</li> </ul>	<p>Interventions that are patient-focused but have not been paid for by insurance and occur outside the health care provider's office. Examples include:</p> <ul style="list-style-type: none"> <li>• Home-based approaches to identify environmental triggers and provide customized, home-based preventive educational counseling</li> <li>• Centers for Disease Control &amp; Prevention National Diabetes Prevention Program</li> <li>• Community health workers provide home-based education and trigger remediation for the families of children with moderate to severe asthma</li> </ul>	<p>These interventions no longer focus on a single patient, rather an entire population. Examples include:</p> <ul style="list-style-type: none"> <li>• Cigarette taxes, smoking ban regulations or laws, &amp; advertising campaigns all have impact on reducing cigarette use</li> <li>• Community-wide, coordinated efforts to promote healthy eating and increased physical activity have resulted in a decline in childhood risk for obesity</li> </ul>

**To Learn More about Evidence-Based Decision Making in Public Health and Health Care, visit [GoodAndHealthySD.ORG](http://GoodAndHealthySD.ORG)**

**REFERENCES**

1. Prevention Research Center in St. Louis, Washington University in St. Louis
2. Auerbach, J. (2016). The 3 buckets of prevention. *Journal of Public Health Management and Practice* 22(3): 215–218. doi: 10.1097/PHH.0000000000000381
3. Jacobs, J., Jones, E., Gabella, B., Spring, B., & Brownson, R. (2012). Tools for Implementing an Evidence-Based Approach in Public Health Practice. *Preventing Chronic Disease* 9, 1-9:110324. DOI: <http://dx.doi.org/10.5888/pcd9.110324>

