

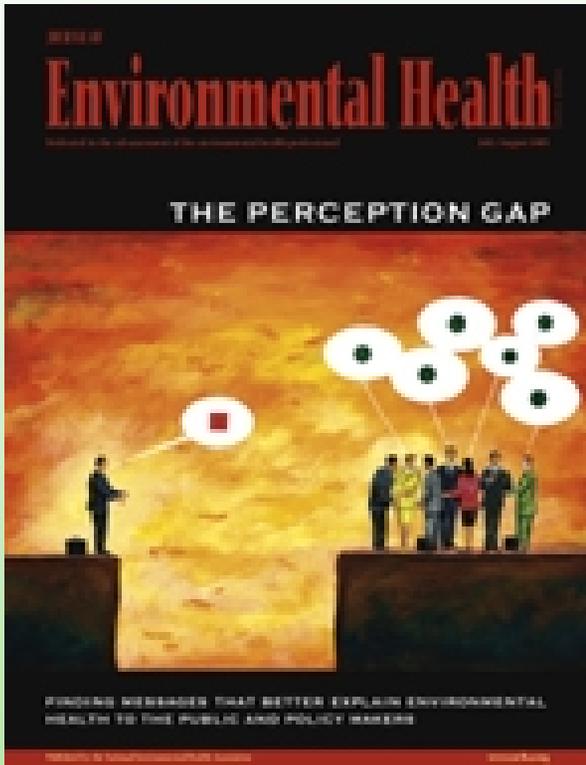
# A Plan to Articulate and Market the Value of the Environmental Health Infrastructure and Environmental Health Services

David W. Pluymers, MSTHA, RS  
Wisconsin Division of Public Health

# Problem Statement:

- Without a modern and comprehensive plan for marketing the value of the EH infrastructure and EH service delivery, the EH profession will struggle to obtain and sustain adequate financial, technical and human resources.

# Problem Statement:



## *Journal of Environmental Health*

The Perception Gap

July/August 2005



“Creating Effective Messages  
About Environmental Health”

Michele Morrone, PhD, RS

Alejandra Tres, MPH

Ruben Aronen

# Project Output & Goal:

- ☞ Output: Create a plan for articulating and marketing the value of the Environmental Health (EH) infrastructure and the value of EH service delivery.
- ☞ Goal: Through marketing, build and sustain the capacity of EH programs to deliver EH services

# The Inspiration:

- ☛ *The National Strategy for Revitalizing EH*: “Improve communication and information sharing among environmental public health agencies, communities, strategic partners, and other stakeholders and better market environmental public health services to policyholders and the public.”
- ☛ *Larry Gordon (2003)*: “Environmental health must be consistently marketed in an organized fashion to ensure the understanding and support of the public, including the media, civic leaders and elected officials.”

# Key Marketing Question:

Pat Bohan:

☞ *“If we were in business, what would our business be?”*

# Can We Market This?

 *National Institute of Environmental Health Sciences:*

“Environmental Health comprises those aspects of human health, disease, and injury that are determined or influenced by factors in the environment...not only...the direct pathological effects of various chemical, physical, and biological agents, but also the effects on health of the broad physical and social environment, which includes housing, urban development, land-use and transportation, industry and agriculture.”

# Can We Market This?

 *The Future of Environmental Health* (1993):

“Environmental health and protection is the art and science of protecting against environmental factors that adversely impact human health or the ecological balances to long-term human health and environmental quality, whether in the natural or human-made environment. These factors include but are not limited to air, food and water contaminants; radiation, toxic chemicals, wastes, disease vectors, safety hazards, and habitat alternations.”

# Almost Something We Can Market...

 Salvato:

“The goal of environmental health programs is not only the prevention of disease, disability, and premature death but also the maintenance of an environment that is suited to humanity’s efficient performance and the preservation of comfort and enjoyment of living today and in the future.”

# Getting Closer to Something Marketable...

Larry Gordon:

“The benefits of environmental health include:

- ☞ reduced disease and disability,
- ☞ lower health care costs, ■
- ☞ enhanced community economic vitality,
- ☞ enhanced productivity,
- ☞ enhanced community educational achievement,
- ☞ fewer social problems, and
- ☞ enhanced quality of life in a more livable environment.”

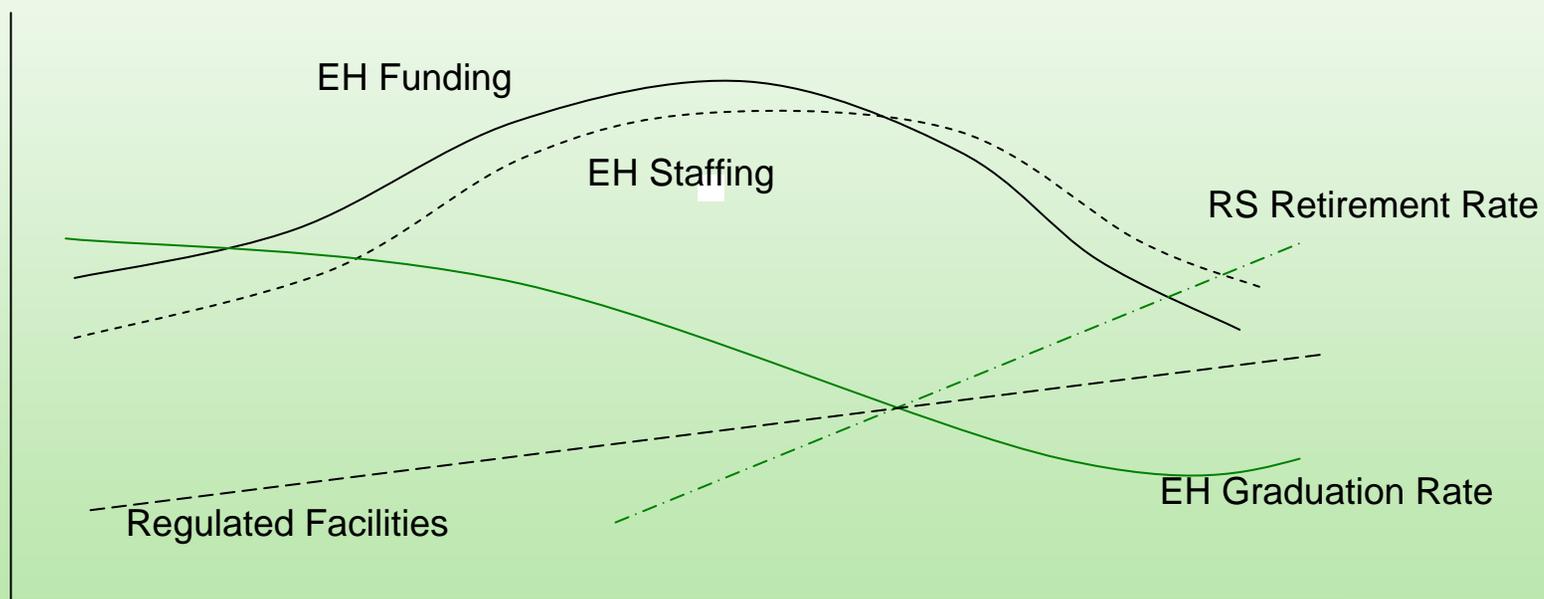
# Possible Messages Worth Marketing...

Environmental Health is...

- ☞ *“Preventing and controlling health hazards in the human environment.”*
- ☞ *“Ensuring clean and safe environments for people at home, work, school and play.”*

Setting the Scenario:

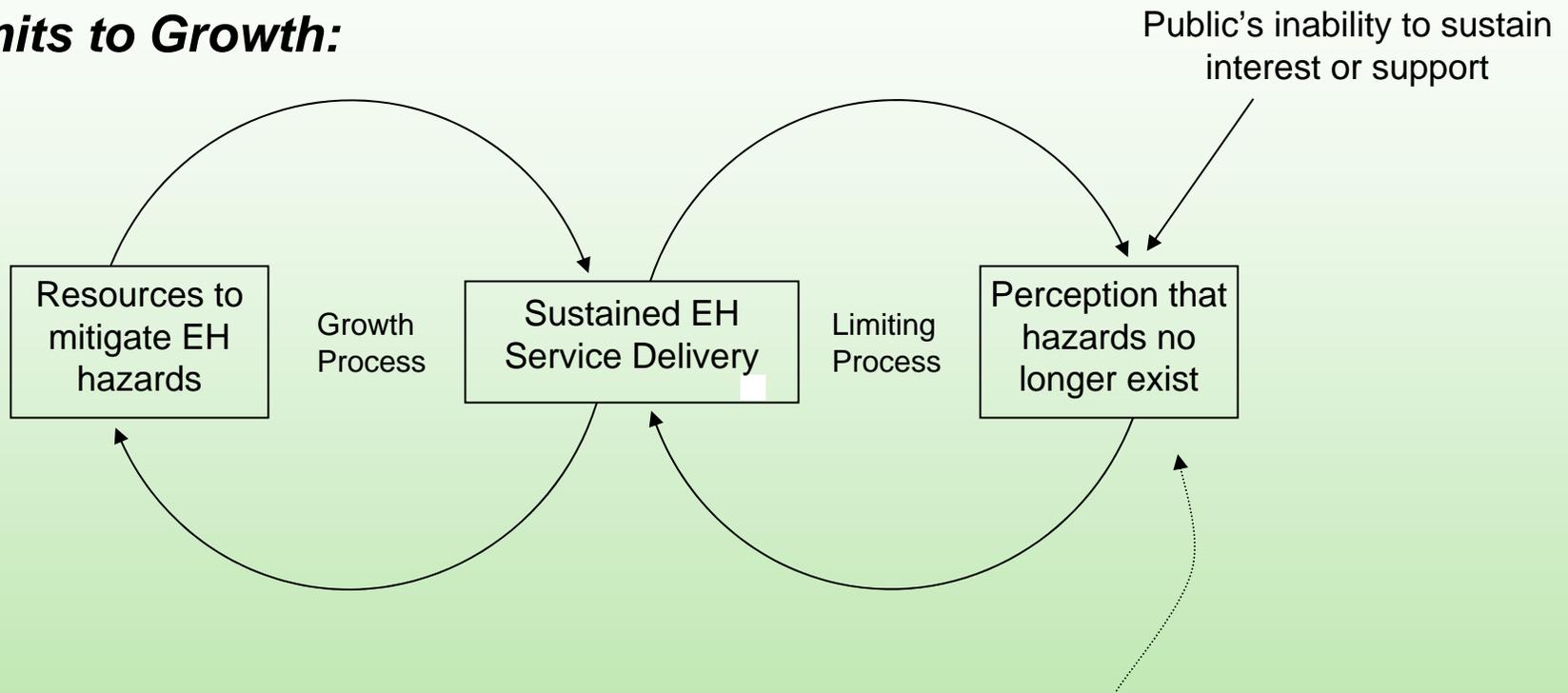
# EH Trends in Wisconsin



Setting the Scenario:

# Victim of Our Own Success

**Limits to Growth:**

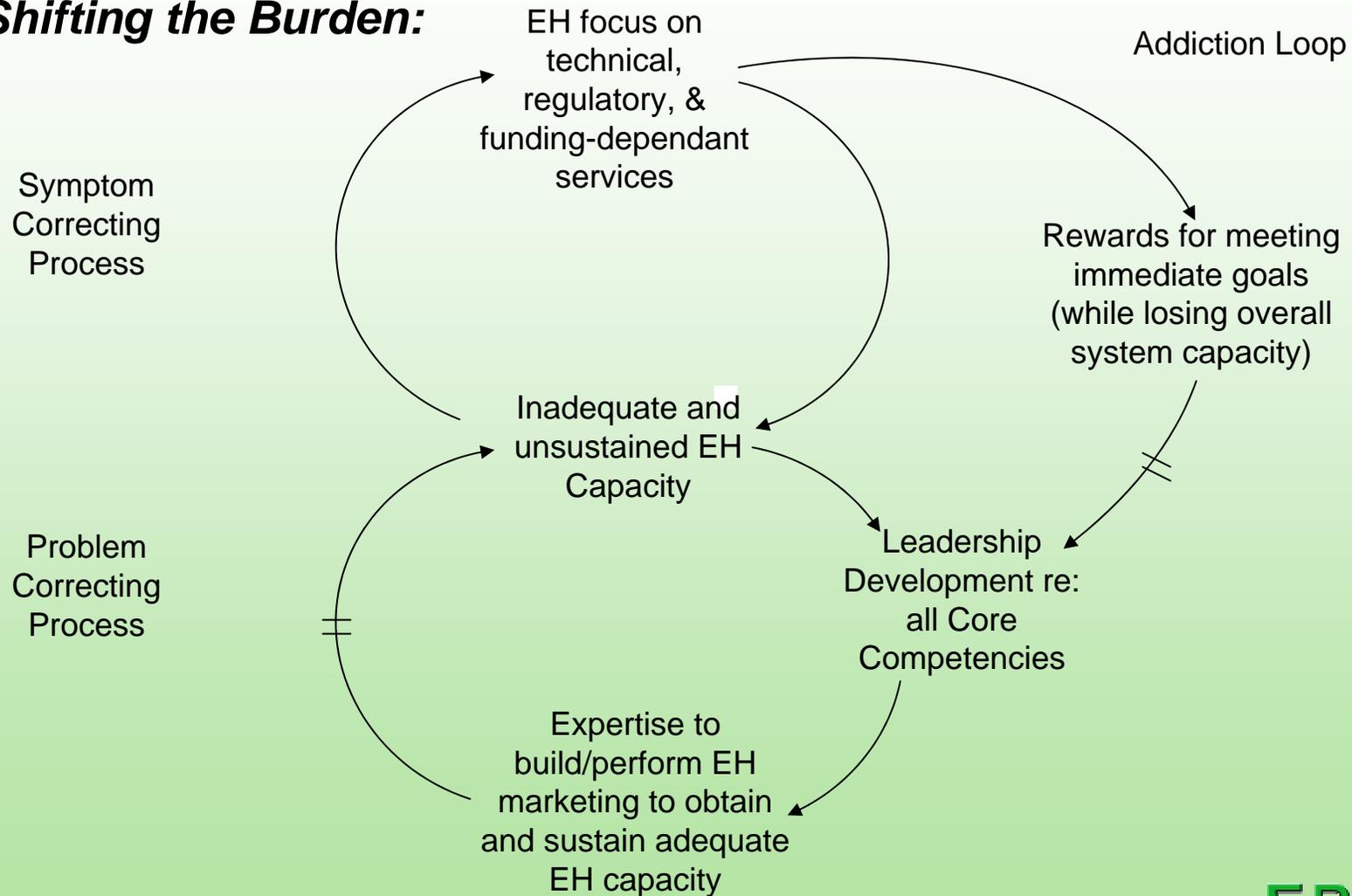


***“In many ways, public health was a victim of its own success.” “This success was soon rewarded with a long repetition of declining public health budgets at all levels of government.” NGA Center for Best Practices (2005)***

Our Response:

# The Immediate is the Enemy of the Important

## Shifting the Burden:



# Essential EH Services:

- ☞ # 3. Inform, educate and empower people about EH issues,
- ☞ #8. Assure a competent EH workforce.

# Core Competencies:

## *EH Competency Project – Recommendations for Core Competencies for Local EH Professionals:*

- ☛ C4. Marketing: “The capacity to articulate basis concepts of EH and public health and convey an understanding of their value and importance to clients and the public.”

# Broad Recommendations:

- ☛ Perform the necessary Marketing Research
- ☛ Provide a Sound Strategy for marketing EH
- ☛ Create a Convincing Argument that marketing the value of EH will be effective (selling it to our own “crusty ol’ Sanitarians”).
- ☛ Create an EH Marketing “Tool Kit” for EH Professionals

# Direct Recommendation:

## Marketing Research:

Pool the resources ( $\geq$ \$100k) of NCEH, NIEHS, NEHA, NACCHO, ASHTO to fund Dr. Michele Morrone of Ohio University to design and execute a valid (~1,500 person) nationwide public opinion survey of EH.

# Thank You

David Pluymers

Wisconsin Division of Public Health

608-261-6867

[pluymdw@dhfs.state.wi.us](mailto:pluymdw@dhfs.state.wi.us)