

YOUR TURN

**PUBLIC HEALTH
BUSINESS PLANNING**

A practical guide

Chapter Two: Defining Public Health Entrepreneurial Business Planning

There's a lot in this chapter, but we're going to focus on brainstorming, which is probably the most important thing you can do at this stage of the process.

Here are two possible exercises to get you thinking:

1. Pick an example we talk about in this chapter or Chapter 1 and explore it in more depth. This can be a general topic, such as "behavioral health care as a public health issue" or specific to a case we describe, such as regulations related to wastewater treatment in Virginia. Choose something that interests you – or something you've never thought about before – and write about it. At this point, most of what you might want to do is ask questions and suggest answers that, if you were to explore this topic further, you'd want to answer. Say you choose "caring for low-income at-risk pregnant women" – What cost figures can you find related to this challenge? What do you think might be some of the factors involved? Call someone who works in any way in this field and ask them about it. What organizations in your community are dealing with this challenge? Brainstorm ideas for who else in your community might have an interest in taking care of at-risk pregnant women – the schools? the hospital? places of worship? a retailer whose products have to do with babies? Who else beyond your community? If you were going to develop an initiative on this topic, who would be your "dream team" of partners? What would be your dream project?

See if you can write a few pages – then write some more. The idea is to get ideas and thoughts down on paper. Share what you've written with someone else and ask them to add their own thoughts.

2. The following is a list of what we call "Balled-up Thrown-away Ideas" – that former Management Academy students have produced in brainstorming sessions. Some are pretty crazy; others might be interesting. Choose one and flesh it out – brainstorm your own ideas about how it might work, where you might look for partners, how it might go over in your community. Whose support would you need? How might you tweak it for your audience? What other ideas does it bring to mind? Ideally, do this aloud with a partner and take notes.

- Establish Trust, contract with local businesses for blood pressure, blood sugar, diabetes education; contract with local colleges for student services, HIV/STD counseling
- Start charging for advertising
- Charge for some of the "softer" services we do

- Commemorative Birth Certificate with baby picture (for sale at extra charge)
- Require all county commissioners and board of health members to pass a course: "What is Public Health" and why is it necessary in your community. Cost of the class \$1,500.00. Exam is given; \$360 for each re-test.
- Develop a resource (home visitor program) for teens who are pregnant for the first time. Who would want to fund?
- Create a web page; have an on-line mall for health care related items, use EH reports
- Public speaking-charge a fee
- Work with grocery chains to jointly market services
- Charge a fee for education programs (local community college, etc.)
- Partner with the local chamber of commerce & coalitions on teen programs
- Charge qualified contractors for inclusion on list on back of septic applications (or charge for approval process that allows them to be placed on back of application)