

YOUR TURN

PUBLIC HEALTH BUSINESS PLANNING

A practical guide

Chapter Six: Demonstration of Need and Target Market

County Treasure Hunt. For this exercise, locate and read a health assessment document for your community. These are public documents that are available through your local health department, either in hard copy or online. Use this document to answer the following questions for the most recent year covered:

- What is the county population?
- Is the population growing, shrinking, or maintaining?
- What is the population of elderly residents? (and is it growing/shrinking?)
- What is the population of teenagers? (growing/shrinking?)
- How many rabies cases were there?
- What were the pregnancy rates for teenagers?
- What was the cervical cancer incidence?
- What was the elementary student reported drug use?
- What was the rate of water usage for the county?
- What is the rate of asthma diagnosis?
- What is the level of radon in the county?
- What is the rate of insurance coverage among the employed in the county?
- How many days per week do public school children have physical education?
- What is the unemployment rate?
- What is the rate of non-native residents?
- What are the leading causes of death in the county?
- What neighborhood-level information can you find in this document?
- What are the top three health concerns among community members?

From analyzing this document, what do you think is the most important issue facing your community? What target audience would most benefit from action in this issue area? What further information do you need?