

YOUR TURN

**PUBLIC HEALTH
BUSINESS PLANNING**

A practical guide

Chapter Eleven: Risks, Exit Plan, and Sustainability

You make plans every day, and every day you think about risk: what if it rains on your ten-year-old's birthday party? How likely is it to rain, based on available information? Will you have to move the party if it rains? Where? What will be lost (or gained) by changing the venue? Would it help if you paired up with another parent to plan a joint party? What can you do to mitigate the risk that you'll have to cancel?

The plans you make as a public health manager are similarly contingent. Just as you look at the weather report to estimate chances of a successful pool party, you must look at economic indicators, past and current examples, statistics and the experiences of others to plan what you *want* to do, what you may *have* to do, and what you *will* do if circumstances do not support your original plans.

Think about the following plans and brainstorm lists of a) what could go wrong; and b) what strategies you would use to mitigate the risks:

1. A surprise birthday party for your boss
2. Go back to school and get an advanced degree
3. Open a taco stand in your city
4. Ban trans fats in local school lunches
5. Start a freestanding non-profit county pediatric dental clinic