

PREPARING FOR HEALTHY PEOPLE

2030

Healthy People is in its fifth iteration of setting goals and monitoring objectives to promote the health and well-being of people living in the United States. Healthy People 2030 envisions a society in which all people can achieve their full potential for health across the lifespan. This iteration of the program emphasizes the need to engage key stakeholders, build relationships with community health leaders and groups, and develop evidence-based resources.

HEALTHY PEOPLE 2030 HAS THREE OBJECTIVE TYPES:

CORE OBJECTIVES



Core objectives are measurable objectives of high national importance (i.e., direct impact on health, broad and comprehensive applicability, substantial burden, and/or national public health priority).

For core objectives, consider the following steps:

DEVELOPMENTAL OBJECTIVES



Developmental objectives represent high-priority issues that do not have reliable baseline data, but for which evidence-based interventions have been identified.

For developmental objectives, consider the following steps:

RESEARCH OBJECTIVES



Research objectives represent significant opportunities for progress in areas with limited research, a high degree of health or economic burden (preventable or otherwise), or evidence of substantial disparities between populations.

For research objectives, consider the following steps:

For all objective types, **convene** a task force or advisory group to ensure community members and community partners are co-creators of shared goals and values.

Compare evidence-based programs and approaches to existing programs to identify areas of opportunity. Visit The Office of Disease Prevention and Health Promotion's (ODPHP) [Evidence-Based Resources Directory](#), ASTHO's [Health Equity and Public Health Department Accreditation blog](#), and Trust for America's Health [Promoting Health and Cost Control in States Report](#) for more information.

Identify opportunities for advancing health equity within related programs and approaches. Consider using the [SCAMPER brainstorming tool](#) with your team to think through different scenarios to integrate health equity.

Develop data collection plan.

Use [Plan-Do-Study-Act cycles](#) when implementing the data plan to test and identify effective data collection workflows.

Identify reliable data sources for developmental objectives and share ongoing work at the state level to add to the evidence base for research objectives.

Initiate and/or update [root cause analyses](#), [force-field analyses](#), and [fishbone diagrams](#).

Explore innovative funding sources that can support upstream interventions in prevention and social determinants of health.

HOW CAN YOUR HEALTH AGENCY ALIGN WITH NATIONAL PRIORITIES?

1. Map your health improvement plans to the Healthy People 2030 topic areas. View the proposed objectives [here](#).
2. Mark each objective from your health improvement plan with its corresponding type based on the updated Healthy People 2030 categorizations.
3. Align with your team on which objectives from your health improvement plan are now considered core, developmental, or research.
4. If there are any objectives in your health improvement plan missing from Healthy People 2030, mark them for follow up.

