

1.0 The Public Health Program

1.1 Mission. The program shall have a clearly formulated and publicly stated mission with supporting goals, objectives and values.

***Interpretation.** While each program must define its own mission, it is expected that all programs of public health will be guided by the broad mission of public health, which was defined by CEPH in 1978 as “enhancing health in human populations, through organized community effort.” Public health embraces an ecological approach that recognizes the interactions and relationships among multiple determinants of health. Thus, all programs of public health will be constituted as a consortium of disciplines, together addressing the health of the community through instruction, research and community service. It is further expected that all programs of public health, at a minimum, will prepare public health practitioners who have a prevention orientation and are able to identify and assess needs of populations; plan, implement and evaluate programs to address identified needs; and otherwise assure conditions that protect and promote the health of populations.*

In addition, the program may define its mission to include other roles and functions, which derive from the purposes of its parent institution, reflect its own aspirations and are responsive to the changing health needs and demands of populations within the program’s defined service area(s). These factors may be important considerations in the program’s definition of its values. The mission, goals and objectives should reflect the program’s defined values.

The mission, goals and objectives must specifically identify what the program has proposed to accomplish through its public health instructional, research and service activities.

The mission, goals and objectives of a program should prescribe and limit the activities of the program in ways that permit both the rational allocation of resources and evaluation of outcomes. The goals and objectives should be the basis of the program’s evaluation activities. There should be clearly delineated relationships between the mission and goals and between the goals and objectives. Each program will be evaluated by CEPH based on its self-defined mission, goals and objectives.

Required Documentation. The self-study document should include the following:

- a. A clear and concise mission statement for the program as a whole.
- b. A statement of values that guides the program.
- c. One or more goal statements for each major function through which the program intends to attain its mission, including at a minimum, instruction, research and service.
- d. A set of measurable objectives with quantifiable indicators related to each goal statement as provided in Criterion 1.1.c. In some cases, qualitative indicators may be used as appropriate.
- e. Description of the manner through which the mission, values, goals and objectives were developed, including a description of how various specific stakeholder groups were involved in their development.
- f. Description of how the mission, values, goals and objectives are made available to the program’s constituent groups, including the general public, and how they are routinely reviewed and revised to ensure relevance.

g. Assessment of the extent to which this criterion is met and an analysis of the program's strengths, weaknesses and plans relating to this criterion.