

Table 1: The Nine Public Health Aims for Quality

Aim	Definition	Draft Sub-Characteristics
Population-Centered	Protecting and promoting health conditions and the health for the entire population	<ul style="list-style-type: none"> Analyze at population-level Intervene at population-level
Equitable	Working to achieve health equality	<ul style="list-style-type: none"> Measure disparities Address disparities Address social inequities
Proactive	Formulating policies and sustainable practices in a timely manner, while mobilizing rapidly to address new and emerging threats and vulnerabilities	<ul style="list-style-type: none"> Predict emerging threats Prepare for rapid mobilization Prevent the occurrence of new threats prevention
Health Promoting	Ensuring policies and strategies that advance safe practices by providers and the population and increase the probability of positive health behaviors and outcomes.	<ul style="list-style-type: none"> Advance health promoting policy Disseminate knowledge about positive health behavior Develop provider skills about safe practices Strengthen community action for positive health behaviors
Risk Reducing	Diminishing adverse environmental and social events by implementing policies and strategies to reduce the probability of preventable injuries, illness, or other negative outcomes	<ul style="list-style-type: none"> Identify areas of risk Mitigate the probability of negative outcomes Protect
Vigilant	Intensifying practices and enacting policies to support enhancements to surveillance activities (e.g., technology, standardization, systems thinking/modeling)	<ul style="list-style-type: none"> Develop actionable service alerts Perform community health analysis Implement technology-aided surveillance
Transparent	Ensuring opening in the delivery of services and practices with particular emphasis on valid, reliable, accessible, timely and meaningful data that is readily available to stakeholders, including the public	<ul style="list-style-type: none"> Engage community Communicate openly Make data available
Effective	Justifying investments by using evidence, science, and best-practice to achieve optimal results in areas of greatest need	<ul style="list-style-type: none"> Achieve outcomes Enhance good practice
Efficient	Understanding costs and benefits of public health interventions and to facilitate the optimal utilization of resources to achieve desired outcomes	<ul style="list-style-type: none"> Minimize cost/resources Maximize value (ROI)

*To learn more about the Nine Public Health Aims for Quality, visit <http://www.hhs.gov/ash/initiatives/quality/quality/>.