**OPTION #2: Case Review: Public-Private Partnerships**

Author name

Institutional affiliation

Course number and name

Instructor name

Assignment due date

**Role Of Corporate Sponsorship in Public Health**

There is a need for public-private partnership in providing adequate public health needs. That has been enhanced by the inability of the public sector to provide good health services to the public due to factors such as lack of resources and management issues. As a result, it has led to interface arrangements that have brought together non-profit and for-profit private sectors to partner with the public sectors in creating a powerful mechanism to address public health issues.

**Elements Of Broad Strategic Thinking Demonstrated**

Strategic thinking assists in developing or coming up with a unique, innovative idea that assists in solving various challenges or creating a good condition like in cases of disease outbreak. The concept of strategic thinking emphasizes the need to strike a balance between current performance and prospects to manage and navigate risk. As indicated in the case that involves corporate sponsorship in public health, some of the common elements of broad strategic thinking that are demonstrated include healthy public policy, social development, and social system development (Brownson, Fielding, & Green, 2018). According to World Health Organization (WHO), both the public and private sectors come together with different levels of expertise and resources to develop a robust health public policy in dealing with epidemic or disease outbreaks. They can also set a robust social system well equipped to enhance effective health service delivery and create a healthy environment.

**Aspects Of Social Development Addressed**

One of the significant social developments addressed in the case is a collaboration between public and private sectors with the primary intention of improving public health within the society. As indicated by WHO, most governments allocate few funds of their health spending on public health and prevention activities, about 3% (Barrett et al., 2013). That has made the sector deteriorate and put the public at risk of various ill-health conditions. Through corporate sponsorship, they can assist in improving public health sectors, thereby creating a healthy environment. That is because they comprise professionals with the right expertise and good health policies that can enhance the well-being of individuals within the society.

**Evidence Of Healthy Public Policy from Corporate Involvement**

Through corporate involvement in public health sectors, healthy public policies can develop that encompass the broader determinants of health. Based on personal opinion, corporate involvement will lead to creating a health policy that promotes the welfare of the entire population. That also includes a policy that ensures the security and protection of people from the spread of infectious disease and environmental hazards (Barrett et al., 2013). Such a policy also provides easy access to safe and quality care to benefit the population. For example, effective health policies that require or recommended healthy foods to the general public. As a result, they can avoid health conditions like obesity caused by poor nutrition, eating habits, or diet.

**Evidence Of Systems Development for Health or Social Policy and Related Programming**

Based on personal opinion, there is clear evidence of system development for exceptional development due to corporate involvement in public health sectors. For instance, through corporation between private and public sectors, they can develop appropriate community-based programs that trend to create a safe environment within the society. The partnership will increase the provision of resources and technical expertise or outreach, all of which are necessary for developing appropriate healthcare-related programs that enhance effective health service delivery or nurse intervention within society. For example, educational and community-based programs that improve health and wellness within the community like educating them on chronic diseases, oral health, injury and violence prevention, tobacco and alcohol use, nutrition, and even unintended pregnancy.

**Information That Stood Out Most and Which That Be Applied in The Local Community**

One of the essential information from this case study that stood out and can apply in the local community is the public health measures necessary to prevent disease transmission within the community (Barrett et al., 2013). One of the significant issues that impact public health is an outbreak of various diseases like influenzas, measles, Chickenpox, Mumps, and even Tuberculosis. As a result, excellent or appropriate health measures are necessary for creating a safe environment within society. Some of these measures include social distancing, personal hygiene strategies, and even antivirals and vaccines to the affected population.

**Concluding**

Public sectors have faced various challenges in providing good health services due to a lack of resources and management issues. Generally, public-private partnership is very significant in improving public health. That is because of an increased level of expertise and resources that both parties bring on board. Corporate involvement is crucial because it can lead to effective health-related programs and policies to enhance a safe environment.

**References**

Brownson, R. C., Fielding, J. E., & Green, L. W. (2018). Building capacity for evidence-based public health: reconciling the pulls of practice and the push of research. *Annual review of public health*, *39*, 27.

H Barrett, D., W Ortmann, L., Dawson, A., Saenz, C., Reis, A., & Bolan, G. (2016). Public health ethics: cases spanning the globe.