

Best Practices to Leverage Partnerships to Support Health Equity

An Implementation Cheat Sheet

Public-private sector partnerships serve a critical role in enhancing health equity initiatives. Formal partnerships between health agencies and private companies can lead to resource sharing, expertise exchange, and improved health services delivery. Areas like technology integration, healthcare infrastructure, and community health initiatives can benefit immensely from these relationships. The strategies outlined in this resource provide a comprehensive approach to enhancing health equity through public-private collaboration.

Benefits of Public-Private Sector Partnerships

Funding and Investments: Private sector contributions can fund health equity projects such as mobile health clinics and telehealth services, scaling up successful pilot programs into broader initiatives.

Technology and Innovation: Collaboration with tech companies facilitates access to cutting-edge health technologies, making healthcare more accessible and efficient through AI, health apps, and data analytics.

Workforce Development: Training and employing community health workers from local communities improves employment rates and ensures culturally and linguistically appropriate health services.

Health Education and Awareness Campaigns: Partnering on campaigns can amplify their reach and effectiveness, with the private sector providing resources for marketing, outreach, and educational materials.

Research and Data Sharing: Collaboration on health research enhances understanding of health disparities and the effectiveness of interventions, with private sector partners offering data analytics capabilities and funding.

Supply Chain Assistance: Companies with robust logistics and supply chains can help distribute health resources efficiently, especially in hard-to-reach areas.

Policy Advocacy: Joint advocacy efforts can influence policies promoting health equity, such as regulations that improve access to healthcare or environmental changes that reduce health disparities.

Guidelines for Identifying Potential Partners

Assessment tools like checklists or surveys can evaluate potential partners based on their corporate social responsibility initiatives, health-related missions, and community involvement. Developing a directory of businesses and a framework for mapping key stakeholders is crucial. Comprehensive guidelines ensure effective collaborations, maintain ethical integrity, and maximize the impact and sustainability of health initiatives.

Additional Reading:

- [Strategic Public Private Partnerships](#)
- [New WHO report lays out concrete actions for governments to optimize public–private partnerships for health](#)

Framework for Collaboration

Be sure to clearly define expectations when establishing new partnerships. Outline foundational principles like transparency, mutual respect, and shared goals. Clearly define roles and responsibilities. Use pre-drafted contract templates to institutionalize approaches to partnering with the private sector.

Additional Reading:

- [Public–Private Partnerships in Global Health — Driving Health Improvements without Compromising Values](#)
- [Public-Private Partnerships and CDC](#)

Best Practices for Engagement

Community-Centric Design: Involve community stakeholders in program design and implementation.

Evidence-Based Approaches: Utilize data and research to guide health initiatives.

Scalability and Flexibility: Design adaptable programs to meet changing community needs.

Technology Integration: Leverage digital tools for health education, data collection, and communication.

Maintaining Partner Interest and Involvement: Regular updates, recognition programs, shared branding opportunities, adaptive engagement strategies, and feedback mechanisms help sustain partner interest and involvement.

Additional Reading:

- [Forming Partnerships - Private Sector \(including Foundations\) - The Global Fund to Fight AIDS, Tuberculosis and Malaria](#)

Evaluation Metrics

Instruments and Methods for Assessment

- **Quantitative Surveys and Tools:** Health Impact Assessments, Behavioral Risk Factor Surveillance System, and pre- and post-intervention surveys.
- **Qualitative Methods:** Focus groups and in-depth interviews.
- **Data Analytics:** Health informatics tools and GIS mapping.
- **Economic Evaluation Tools:** Cost-Benefit Analysis and Cost-Effectiveness Analysis.

Templates for Reporting Progress

- **Monthly/Quarterly Progress Report:** Executive summary, goals, activities, outcomes, insights, economic impact, challenges, solutions, next steps, and appendices.
- **Annual Impact Report:** Executive summary, strategic overview, outcomes analysis, case studies, stakeholder feedback, financial reporting, lessons learned, and future directions.

Effective collaboration between health departments and the private sector is crucial in advancing health equity. By leveraging the strengths and resources of both sectors, innovative solutions can be developed to address complex public health challenges, particularly in underserved communities. Guidelines for identifying potential partners, frameworks for collaboration, and best practices for engagement ensure that these partnerships are built on transparency, mutual respect, and shared goals. Evaluation metrics and regular reporting facilitate the assessment of partnership impacts, ensuring that initiatives are effective, and resources are utilized efficiently.

By adopting these best practices, health departments can build sustainable partnerships that not only improve community health outcomes but also foster long-term commitments to health equity. These collaborations hold the potential to transform public health landscapes, making healthcare more accessible, efficient, and equitable for all.

The commitment to continuous improvement, cultural competence, and adaptive strategies will ensure that these partnerships remain relevant and impactful. Ultimately, the combined efforts of public and private entities can drive significant progress towards achieving health equity, benefiting communities and enhancing overall public health.

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