**Modernization Elevator Speech (One-minute version)**

One hundred years ago, life expectancy was short and many people died young from infectious diseases, impure water and malnutrition. Public health responded with largely governmental programs including immunization programs, safety net medical services, water system and restaurant inspections and feeding programs for babies. The results are stunning. Deaths from vaccine preventable diseases have fallen precipitously, family planning services are now widely available, smallpox has been eradicated and polio is nearly eradicated. Clean water, safe restaurants and adequate food for infants are now the norm. Child death rates have plummeted and life expectancy has tremendously increased.

But public health issues have shifted so that our biggest public health problems are deaths from chronic diseases related to obesity, physical inactivity and substance use and more recently, deaths from opioid drug overdose. The strategies that we used for the problems of the last century won’t work for our current problems, so that public health needs to change and modernize to deal with the current issues. The current issues will require greater cooperation with other health providers, the public and government, new funding mechanisms and use of new and innovative approaches to these problems*.* Oregon has embarked on a modernization effort to allow our public health system to effectively deal with these new challenges.

**Modernization Elevator Speech (The 2 minute version)**

One hundred years ago, life expectancy was short and many people died young from infectious diseases, impure water and malnutrition. Public health responded with largely governmental programs including immunization programs, safety net medical services, water system and restaurant inspections and feeding programs for babies. The goal was to reach as many people as soon as possible, with less attention to underserved populations.

The results are stunning. Deaths from vaccine preventable diseases have fallen precipitously, family planning services are now widely available, smallpox has been eradicated and polio is nearly eradicated. Clean water, safe restaurants and adequate food for infants are now the norm. Child death rates have plummeted and life expectancy has tremendously increased.

But public health issues have shifted so that our biggest public health problems are deaths from chronic diseases related to obesity, physical inactivity and substance use and more recently, deaths from opioid drug overdose. We now understand that inequity is a major factor in poor outcomes, with widely differing life expectancy based on your zip code. The issue for immunizations is used to be a lack of effective vaccines or vaccine providers, but now are issues vaccine hesitancy and reaching the unimmunized. Nutrition issues now stem from not a lack of calories, but rather too many calories from the wrong sources and too little physical activity.

The strategies that we used for the problems of the last century won’t work for our current problems. After all, a big centralized office won’t help with obesity or vaccine hesitancy so that public health needs to change and modernize to deal with the current issues while continuing to attend to our traditional duties. The current issues will require greater cooperation with other health providers, the public and government, new funding mechanisms and use of new and innovative approaches to these problems. For example, the use of mail has been largely replaced by social media and the use of sophisticated registries can help us to investigate inequities. Oregon has embarked on a modernization effort to allow our public health system to effectively deal with these new challenge