13. Management of Public Health Information

	Basic			Developing			Advanced			Leading Edge		
	1	2	3	4	5	6	7	8	9	10	11	12
Strategic Direction	The NPHI shares data and other information with outside groups in an ad hoc manner.			The NPHI systematically shares reports and other information with selected stakeholders. However, decisions about sharing do not necessarily reflect the highest priorities in terms of potential public health impact.			The NPHI has identified strategic priorities related to information sharing. It is increasingly tailoring its information to be useful to a range of end users.			The NPHI's information management and sharing are integral to achieving its mission. It is committed to being a key resource for public health and other sectors throughout the world.		
Systems	The NPHI does not provide public access to documents, data, and other NPHI materials. Getting information requires personal contact with individuals in the NPHI.			The NPHI makes some information available to the public (e.g., through its website), but information is often outdated or inaccurate. Although the NPHI provides a phone number and email for inquiries, there are no systems to ensure appropriate routing.			The NPHI's systems ensure broad access to information. However, updating of the website and other materials is sometimes inconsistent. The NPHI has systems to help ensure inquiries are routed to the appropriate people.			The NPHI provides access to a broad range of materials, including datasets. User interfaces are designed to encourage use of data and other information. Systems are in place to foster innovation in data sharing and ensure use of best practices.		
Resources	The NPHI does not have staff trained in information management. The NPHI's computers, software, and website are outdated and often don't work.			The NPHI does not have specialized information specialists and technical staff, but consultants sometimes provide expertise on web design and other areas. Lack of computer resources and staff skills preclude routine sharing of databases.			Resources are invested in ensuring that information in high demand can be easily accessed and that a range of information is available. The NPHI has staff with the skills needed to organize databases, reports, and other information and make them available via the web and other means.			The NPHI's website is engaging, efficient, and easy for most users, including individuals who are low-literacy or have disabilities. Specialized user interfaces allow downloading and querying of datasets. Information specialists provide assistance to groups and individuals with difficult queries related to the NPHI's information and that from other sources.		
Quality	It is hard to get information from the NPHI for several reasons. These include difficultly finding the person who has the information, information is outdated, information is of low quality, and information is not approved to be shared.			The information available from the NPHI is variable in quality and quantity, with good materials available in some areas, especially those with donor funding.			The NPHI's website and the information that can be accessed are of high quality. However, some user interfaces may be difficult to navigate. Nevertheless, stakeholders are generally able to find the information they seek.			The richness and quality of information and excellence of the user interface contribute to the NPHI being a "go-to" source for public health information domestically and internationally. Easy-to-use interfaces allow users to customize reports and materials for their needs.		
Engagement	The NPHI's engagement with stakeholders related to information management is limited. Stakeholders who try to obtain information and guidance from the NPHI are often frustrated.			The NPHI occasionally requests input from stakeholders about their needs. Stakeholders from some groups find the NPHI's information useful, but others are unable to access information relevant to them.			Stakeholders are involved in helping the NPHI identify what information should be shared and providing input into the NPHI's website and materials.			The NPHI frequently seeks stakeholder input about improving its information sharing and increasing use of its information. Many organizations link to and encourage use of the NPHI's website, increasing the NPHI's reach.		
Impact	The NPHI is unable to effectively share information and knowledge.			The NPHI's information is useful for some groups. Most of the NPHI's information is hard to access.			The NPHI's information is accessible and is widely used to inform policies and programs. In emergencies, it is a critical source of information for the public and media. Researchers are able to access and use data from the NPHI, although sometimes with difficulty.			The NPHI can provide many examples where its information sharing resulted in better policies and programs, including contributing to major shifts in the public's attitudes and behaviors. Use of the NPHI's data by external groups has increased the utility of its datasets.		