Public health officials are key in leading strategies and crafting policies that foster clinical innovation, leverage data analytics and public health information, and address the social determinants of health to advance health equity and improve population health. ASTHO’s Center for Population Health Strategies identified 10 approaches that state and territorial health officials may explore with their partners in the community, healthcare sector, and other governmental agencies to achieve optimal goals for all.

1. **ALIGN** hospitals, community-based organizations, and local public health agency community health assessments and strategic plans. Collaboration fosters shared responsibilities, maximizing public resources, and reduces duplication in community health improvement activities.

2. **IMPLEMENT** a Health in All Policies (HiAP) approach to governmental decision-making. A HiAP approach embeds health thinking into decision-making processes across public and private sectors by convening stakeholders and public leaders to coordinate programs that improve the social determinants of health.

3. **TRANSLATE** data from public health, healthcare, and human services into actionable information to draw a complete picture of health and target interventions. Analyses of various data sets across public health, healthcare, and social services sectors can allow state and territorial leaders to draw new insights regarding communities’ health inequities and apply a more precise public health response.

4. **HELP** the health workforce to recognize their role in population health and to collaborate across sectors and health communities. Cross-sector collaboration will require systems-level thinking, an ability to communicate effectively, and an ability to analyze cross-sector data, among other skills.

5. **EXPAND** the use of telehealth to improve access to healthcare and public health services, while reducing healthcare costs. State and territorial health agencies can support telehealth policy development, participate in telehealth coalitions, and provide expertise on how to expand services.

6. **PRODUCE** innovative funding sources that support cross-agency and cross-sector population health interventions. State and territorial health agencies can group multiple partners, including state, federal, philanthropy, and private foundations, to tackle larger, comprehensive projects that help fund community programs.