



## Topic Priorities for Child Profile Health Promotion Mailings

Child Profile Health Promotion uses the *Standards for Public Health in Washington State* to help select topics for the health promotion mailings. This includes looking at data from past evaluations, evidence-based or promising practices, and health statistics. The following is used to prioritize topics:

- **Mortality/Morbidity/Injury.** Topics that address an issue directly related to the prevention of mortality, morbidity, or serious injury for which there are definable contributing factors.
- **General Health.** Health and welfare topics that address prevention and/or healthy growth and development.
- **Emerging Topics.** Topics that address an emerging issue that are research-based and meet other criteria on this list.
- **Trend Over Time.** Topics that gain importance as trends over time become clear, are research-based, and meet other criteria on this list.
- **Number of Kids Affected.** Topics that affect the greatest number of kids will be high priority.
- **Research-Based Information.** Health and safety topics based on research-supported data.
- **Feedback from Parents.** Topics based on parent response to regular surveys and anecdotal feedback.
- **Legal Mandates.** Law topics that apply to the welfare of kids aged birth to six years.