

CREATIVITY & INNOVATION IN PUBLIC HEALTH: THE MISSING LINK?

The health needs of American's communities are complicated and ever-changing, and nearly half of the public health workforce say they are considering leaving their agency in the next five years.¹ Evidence suggests that health departments can improve morale, retention, and productivity by building a culture of creativity and innovation.

Creativity and innovation are increasingly recognized as critical traits for a successful organization. However, fewer than half of public health professionals say creativity and innovation are rewarded in their workplace.¹

Executives and non-supervisors disagree about whether creativity is rewarded



U.S. workers say creativity has numerous benefits:²

88%

Investing in creativity increases employee productivity and morale.

86%

Being creative makes people better leaders.

84%

Being creative makes people better workers.

Worker satisfaction is significantly higher in health departments where creativity and innovation are rewarded.¹



What contributes to an innovative culture:³

- A compelling vision and clear objectives
- Shared goals
- Tolerance for risk
- Openness to new ideas
- A commitment to excellence
- A cohesive team
- Strong communication and information-sharing

SOURCES:

- Public Health Workforce Interests and Needs Survey (PH WINS), conducted in 2017. Participants included 100,000 staff in state health agencies and local health departments.
- Adobe, *State of Create: 2016*.
- Ute R. Huelsheger, Neil Robert Anderson, and Jesus F. Salgado, "Team-Level Predictors of Innovation at Work: A Comprehensive Meta-Analysis Spanning Three Decades of Research," *Journal of Applied Psychology*, vol. 94, no. 5 (October 2009).

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