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Three Hundred Sixty Degree Feedback: Program Implementation in a Local Health Department 267
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This article describes the City of Milwaukee Health Department’s successful experience in customizing and implementing a 360-degree feedback system in the context of ongoing total quality improvement efforts.

NEWS FROM NACCHO
Making Strategic Decisions About Service Delivery 273
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In response to the Partnerships Project’s objectives, NACCHO developed a tool entitled, Making Strategic Decisions About Service Delivery: An Action Tool for Assessment and Transitioning, to assist local public health agencies in answering the critical questions necessary to make optimum, effective strategic decisions.
Objectives: Among the objectives of the *Journal of Public Health Management and Practice (JPHMP)* are to

- Focus on actual public health practice describing and evaluating initiatives to promote community health
- Examine management and administrative methods utilized by public health agencies and provide guidance for achieving more effective, more efficient methods of operation
- Detail planning, operation, and evaluation of preventive initiatives addressed at populations
- Present views of leaders and practitioners of public health on effective approaches to contemporary issues
- Examine the role of prevention in a health care delivery system undergoing changes of managed care and health reform
- Analyze methods for collecting and utilizing data to assess and monitor health
- Explore the use of automated registry and tracking systems in improving public health services including immunization, tuberculosis, and lead poisoning
- Translate the principles of assessment, policy, and assurance into practical and effective measures to be employed by the public health agency
- Provide a guide to the implementation of population-based health programs to meet preventive needs not otherwise supplied by health care delivery systems in the era of health care reform
- Provide information on the development of health indicators to assess community need and guide and evaluate the development of necessary community programs
- Explore a range of health promotion activities that can be applied to a population base by the public health agency
- Detail the everyday practice of public health from investigating infectious disease epidemics to analyzing infant mortality, from mounting injury prevention to reducing heart disease... all with the most current and feasible approaches

Journal content: *JPHMP* welcomes original manuscripts that are prepared in accordance with these objectives. The journal intends to publish practical and applications-oriented papers, case studies, commentaries, and literature reviews. In particular the journal seeks reports of original research.

Author guide: All prospective authors should obtain a detailed author guide from Lloyd F. Novick, MD, MPH, 1127 Wagonwheel Drive, Skaneateles, NY 13152 (e-mail: novick@adelphia.net). The author guide contains information regarding manuscript preparation and submission, as well as an overview of the stylistic considerations that are pertinent to *JPHMP*. High-resolution, camera-ready images may be submitted electronically as either a Tagged Image File Format (TIFF) or an encapsulated PostScript (EPS) file in Adobe Illustrator®, Adobe Photoshop®, or QuarkXPress®. Please save files in both the application in which they were created (i.e., Adobe Illustrator®) and as either EPS or TIFF files. Use computer-generated lettering. Do not use screens, color, shading, or fine line. We cannot accept art that has been photocopied, is embedded in a Word document (has a .doc extension), was downloaded from the Internet, is supplied in JPEG or GIF formats, or was created in PageMaker or PowerPoint. A laser proof must accompany art that is being submitted electronically.

Manuscript review process: Representatives of the Editorial Board conduct a blind review of each manuscript submitted for publication in *JPHMP*. The mission of this PEER-REVIEWED journal will be to provide practice-based information applicable to the design and implementation of public health programs.

Information center: *JPHMP* will include Letters to the Editor and information regarding Upcoming Events. Submit letters and information about upcoming meetings, seminars, or educational opportunities directly to the Editor.

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