Communicating the Impact and Value of Local Public Health in Michigan

Anne Klein Barna, MA

PPE Manager

Susan Peters, DVM, MPH

Health Analyst

Barry-Eaton District Health Department
Be Active • Be Safe • Be Healthy

Michigan Premier Public Health Conference
October 10, 2018

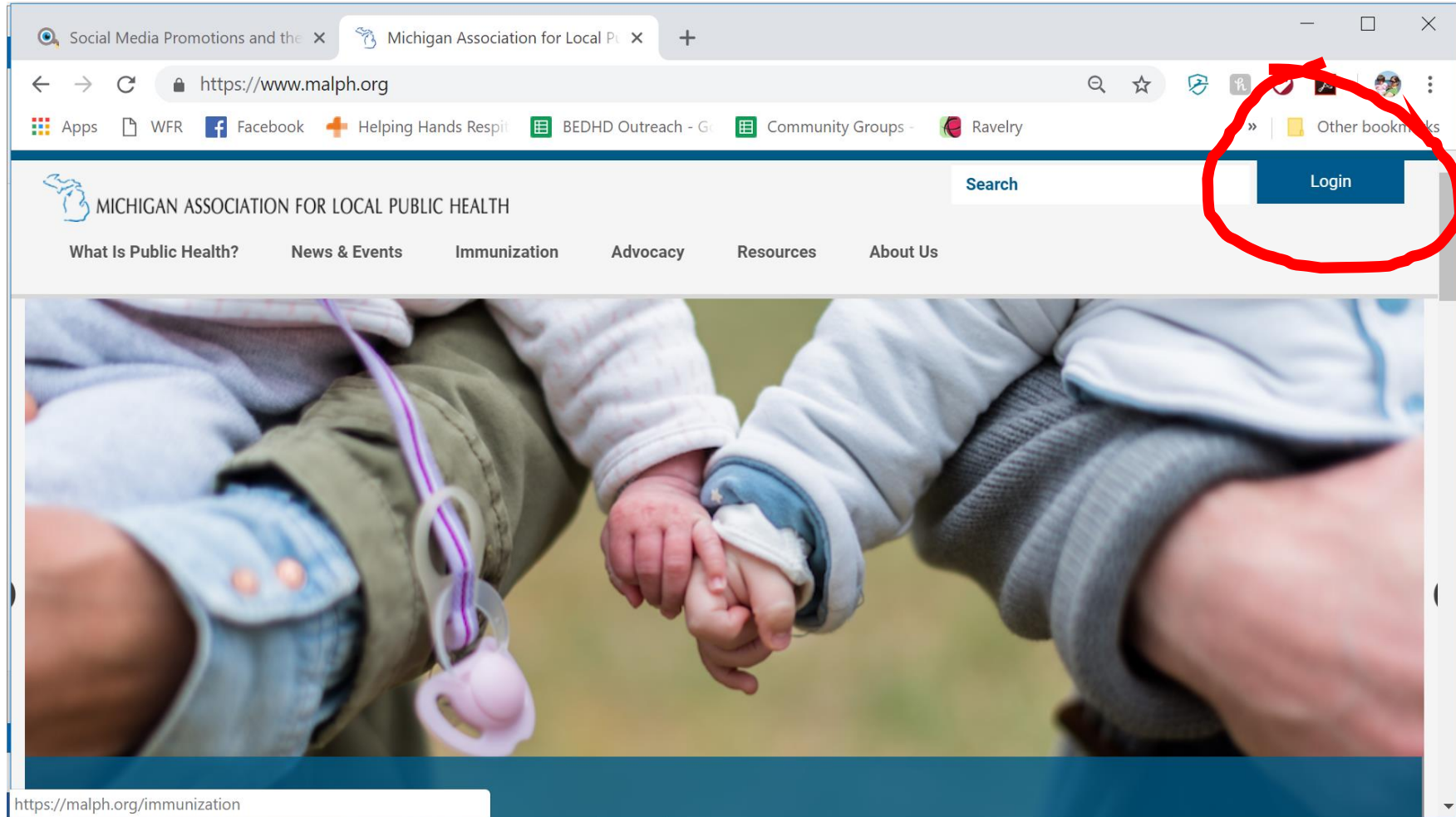# Project Partners and Consultants

Session Preview

- Local Public Health Services Inventory
  - Survey and Data
  - Tableau Dashboard!
- Intro to Data Visualization and Message Framing
- Program Impact Reports
  - Local (BEDHD)
  - State (ready for advocacy)
  - Activity
- Supportive Resources
- Next Steps

What is the Local Public Health Inventory?

- In 2016 and 2017, through funding from the State of Michigan, the Barry-Eaton District Health Department worked with Public Sector Consultants to survey all local public health departments (LHDs) about their services and capacities in order to support LHDs interested in cross-jurisdictional sharing opportunities.

- The survey was originally sent out in 2016 and was revised and expanded and sent out again in 2017.

- The survey captured each LHD's administrative information, services and supports offered, and individual staffing make-up. Full survey results were provided to all LHD health officers in a filterable Excel document.

How to access the LHD Services and Staffing Inventory Excel Files

www.malph.org

Health Officer Logs In

Survey Results – Excel Files

Board Access

Directory

Jobs

Calendar

Forums

Roadmap to Health

Health Officer Goals and Department Progress- MMDHD

Emerging Public Health Resources

Recreational Marijuana Resolutions

Marijuana Legalization Resolution- Final

Influenza- MMDHD Parent Letter

Governor's Budget Presentation

Press Release FY19

InfoGraphic Education

InfoGraphic Roads

InfoGraphic Tax Cuts

LHD Services Inventory

LHD Services Inventory- Excel Spreadsheet

LHD Staffing Inventory- Excel Spreadsheet

Grants

CJS Grant- Medical Directors

Final Project Summary

Tour the Services Inventory!

Challenges…

- The local public health services and staffing inventory is very broad but rather shallow in terms of detailed program information.
- How can we make the inventory easier to use for health departments?
- Perceptions:
  - that the public does not know what we do
  - Legislators do not know what we do
  - State agency workers do not know what we do
- Still…could we, inspired by the variety of programs and services done by local health departments in Michigan, try to communicate the impact that local public health plays?
- How can we use all the tools in our toolbox to make great communications?

Intro to Visualization and Framing

Use the right kind of chart for your data
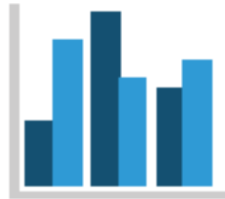
https://portal.yellowfinbi.com/Document.i4?DocumentId=1009768
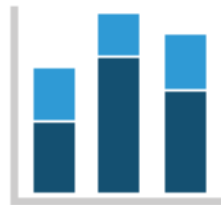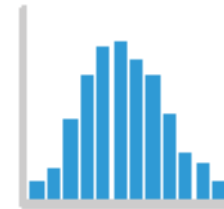
Pre-attentive Visual Properties

- Color
- Form
- Movement
- Spatial Positioning
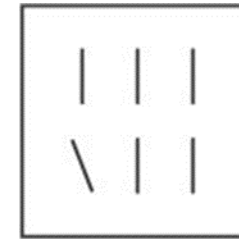
Orientation and collinearity
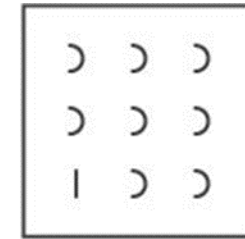
Curvature
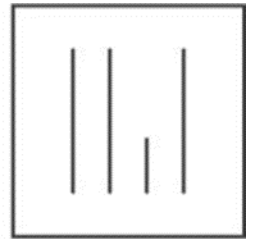
Length

Width
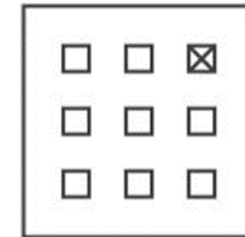
Added marks
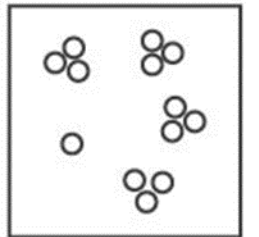
Numerosity
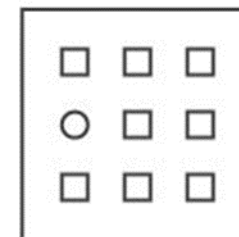
Shapes
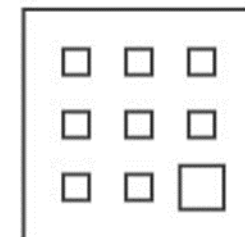
Size
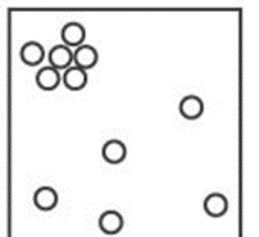
Spatial grouping

Good design is no accident

- Balance
- Alignment
- Repetition
- Proximity
- Contrast
- Space

Balance

Alignment

Repetition

Proximity

Contrast

Geometric

Organic

Contrasting Shapes

Space

But, does the data really matter anyway?

The elephant metaphor

Rider = rational mind

Elephant = emotional mind

Path = environmental factors
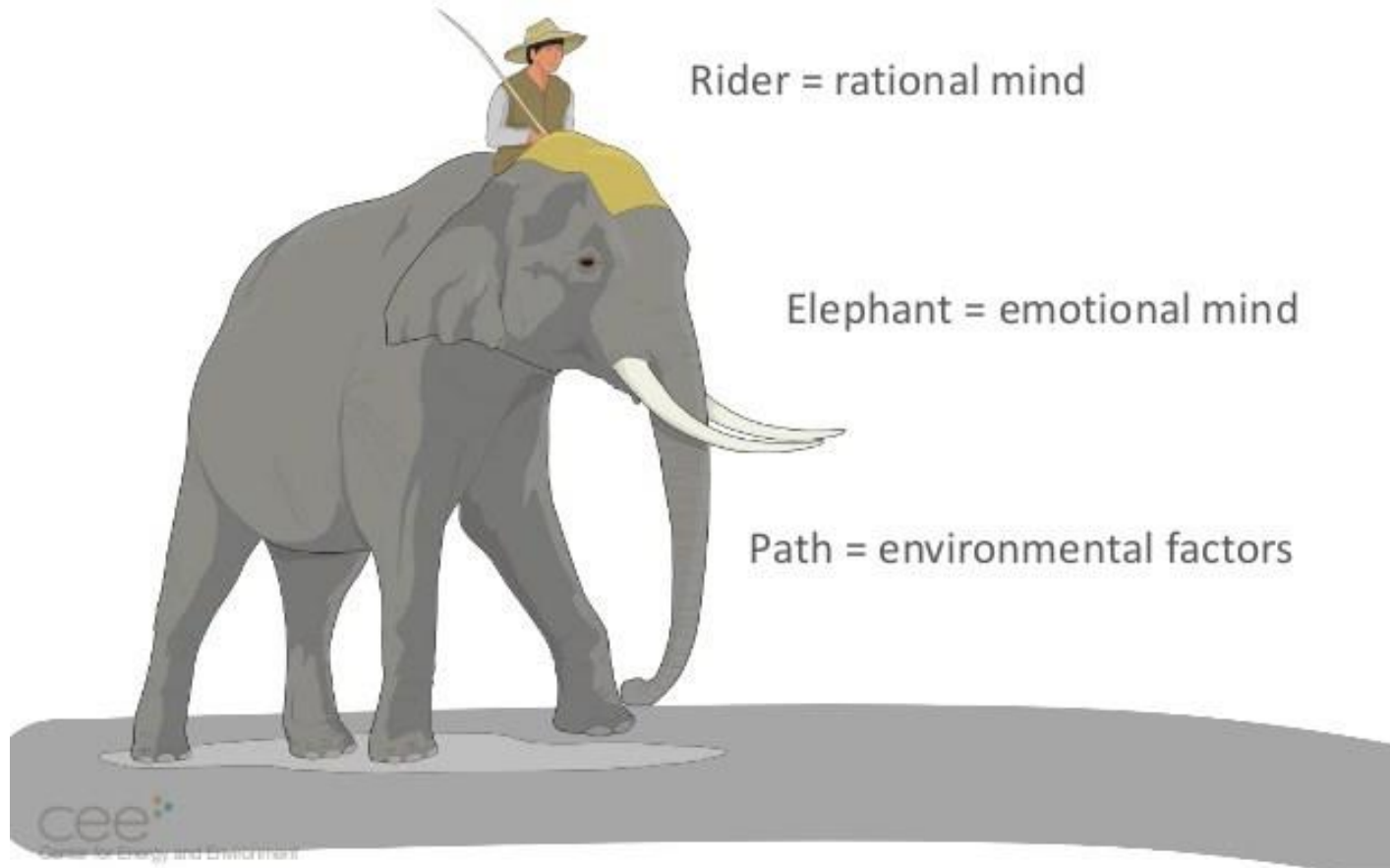
Moral Foundations Theory

https://www.idrlabs.com/morality/6/test.php
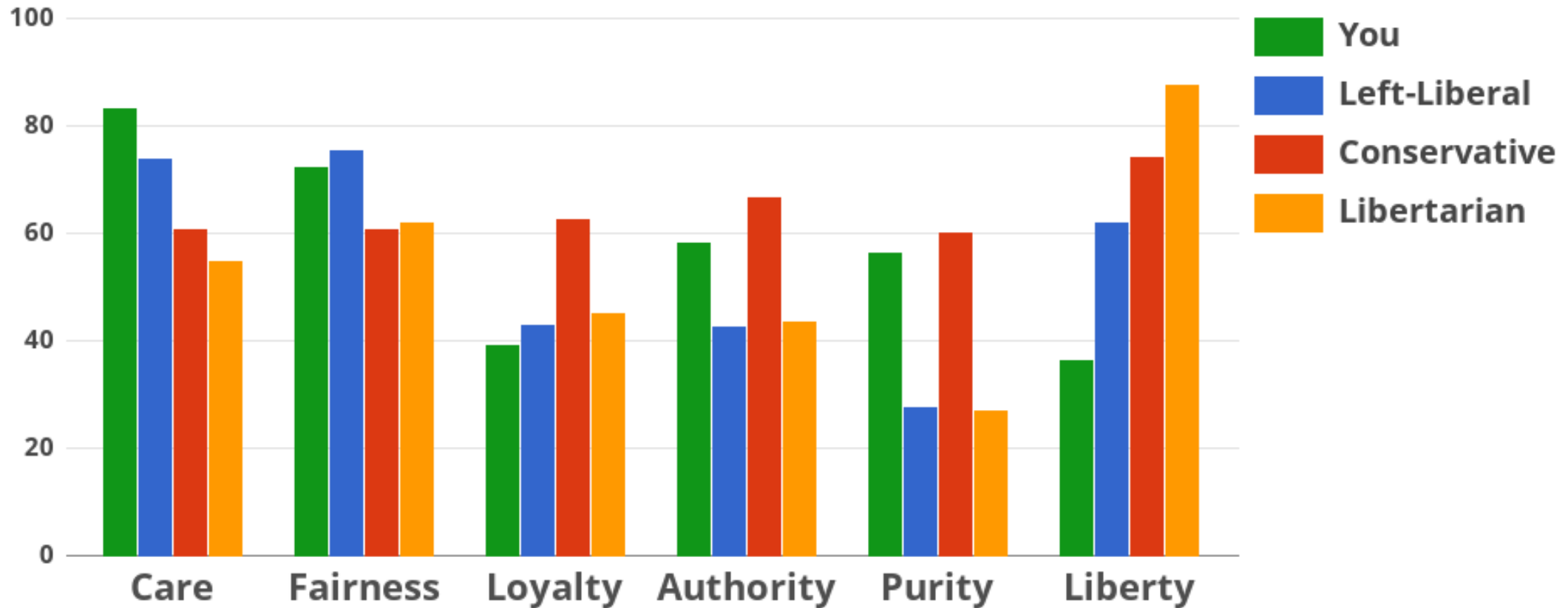
Framing Messages effectively

- Sanitation, built environments, or food safety and security—receive little attention.

- Messaging about these does not draw clear explanatory chains between their efforts and the positive public consequences of it.

- What might the impact on public thinking be if agency's core messages about environmental health issues were rewritten to highlight the importance of public regulation of industry, guided by partnerships, cooperation, and citizen engagement?

- Substituting a message about how consumers should handle food to avoid foodborne illness with a compelling explanation of how some populations are more affected than others when the food industry isn't properly regulated or inspection agencies aren't adequately funded.

http://frameworksinstitute.org/toolkits/environmentalhealth/index.html

How to access the Tableau Dashboards

www.malph.org

Health Officer Logs In

Then click on "Board Access" on left menu

LHD Services and Supports Inventory

Dashboard!

Let's take a tour!

Acknowledgments

- Many thanks to our LHD colleagues who provided input and feedback for the dashboard:
  - City of Detroit: Christina Hall
  - District 10: Sarah Oleniczak
  - Ionia: Ken Bowen
  - Kalamazoo: Kim Kutzko
  - Lenawee: Deidre Reed
  - LMAS: Nick Derusha
  - Oakland: Jennifer Kirby
  - Ottawa: Kristina Wieghmink
  - Van Buren/Cass: Danielle Persky
  - Washtenaw: Lily Guzmán and others

Program Impact Reports

What are they?

Local reports:

- Available as Publisher files or PDF.

- Our examples is on BEDHD, but you can take ours and change it to fit your own health department information

- Use data from the inventory, local budget info (# staff), program data

State-wide Reports:

- Available as Publisher files or PDF

- Intended to be used by any local health department, MALPH, or other partners

- Use data from the inventory, and state data if available

A note before we start

- We did our best!
- Often, we used language from our agency brochure or website, state program websites or resources, or descriptions from other health departments
- We welcome corrections or ideas to improve these – either local or state
- The "state" publications are meant to show what Local Health Departments do collectively across the state, not to speak for the MDHHS/DEQ/MDARD programs at the state level.
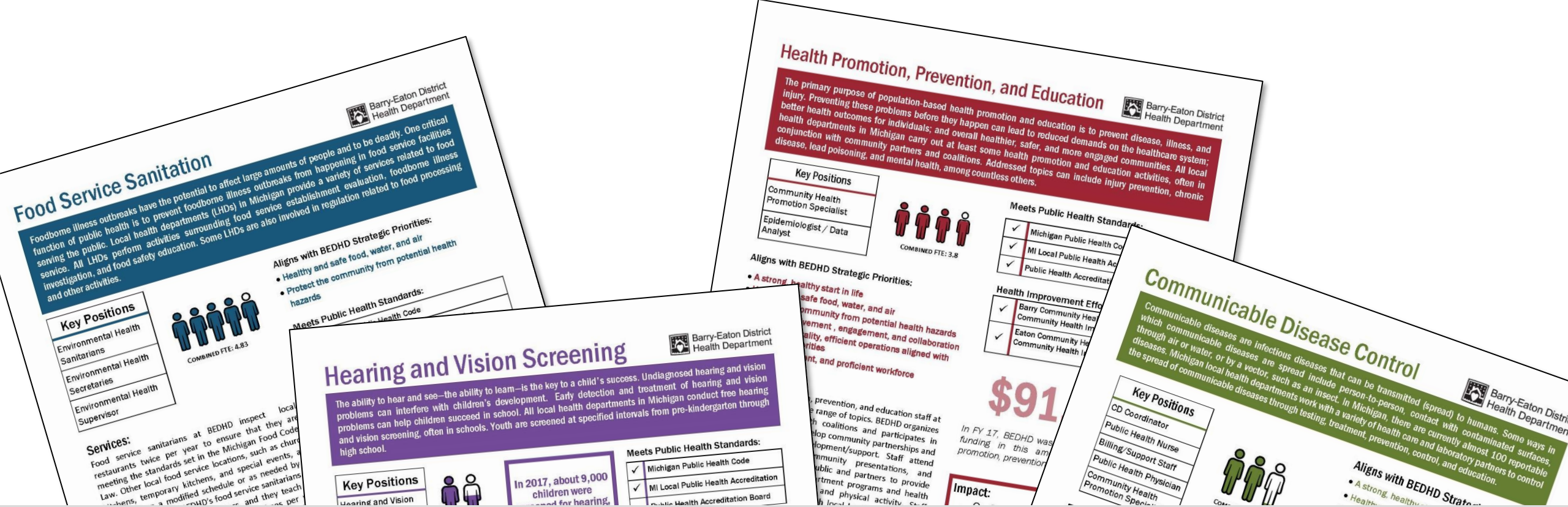
Examples of Program Impact Reports at the local level

Local Topics available:

- Children's Special Health Care Services
- Women, Infants, and Children's Program
- Immunizations
- Lead Screening and Response
- Hearing and Vision Screening
- Communicable Disease Control
- HIV/AIDS Programs
- Tuberculosis Control
- Sexually Transmitted Infections
- Access to Healthcare Outreach and Enrollment

- Environmental Health: General Services
- Environmental Health: Recreational Facilities
- Food Service Sanitation
- Sewage Management Activities
- Water Supply Quality and Safety
- Emergency Preparedness
- Epidemiology and Surveillance
- Health Promotion, Prevention, and Education
- Tobacco Prevention

In progress: MIHP, Family Planning

Generally, each report includes these elements:

- General description
- Staffing list/visualization
- Alignment with agency strategic plan
- Alignment with outside standards/requirements (Public Health Code, PHAB, Michigan LPH Accreditation)
- Funding information
- Description of the service
- Goals (what is it trying to achieve?)
- Impact (what difference does it make?)

Food Service Sanitation

Barry-Eaton District
Health Department

Foodborne illness outbreaks have the potential to affect large amounts of people and to be deadly. One critical function of public health is to prevent foodborne illness outbreaks from happening in food service facilities serving the public. Local health departments (LHDs) in Michigan provide a variety of services related to food service. All LHDs perform activities surrounding food service establishment evaluation, foodborne illness investigation, and food safety education. Some LHDs are also involved in regulation related to food processing and other activities.

Key Positions

| Environmental Health Sanitarians |
| Environmental Health Secretaries |
| Environmental Health Supervisor |
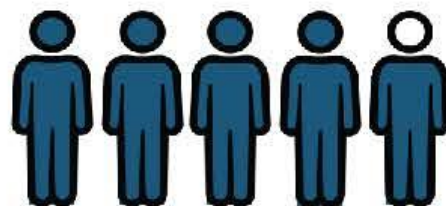
COMBINED FTE: 4.83

Aligns with BEDHD Strategic Priorities:

- **Healthy and safe food, water, and air**
- **Protect the community from potential health hazards**

Meets Public Health Standards:

✓	Michigan Public Health Code
✓	Michigan Local Public Health Accreditation
✓	Public Health Accreditation Board

Sanitarians
Environmental Health Secretaries
Environmental Health Supervisor

Combined FTE: 4.83

- **Protect the community from potential health hazards**
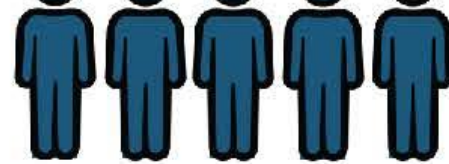
Services:

Food service sanitarians at BEDHD inspect local restaurants twice per year to ensure that they are meeting the standards set in the Michigan Food Code/ Law. Other local food service locations, such as church kitchens, temporary kitchens, and special events, are inspected on a modified schedule or as needed by all BEDHD sanitarians. BEDHD's food service sanitarians are all certified food safety managers, and they teach this class to local restaurant staff several times per year. Finally, food service sanitarians investigate food and restaurant complaints and conduct foodborne illness and outbreak investigations (along with communicable disease nurses).

Goals:

Meets Public Health Standards:

✓	Michigan Public Health Code
✓	Michigan Local Public Health Accreditation
✓	Public Health Accreditation Board

Health Improvement Efforts:

	Barry Community Health Assessment and Community Health Improvement Plan
	Eaton Community Health Assessment and Community Health Improvement Plan

FY17 Funding Sources for BEDHD Food Service Sanitation:

State Grants

Local Funding

Fees

all certified food safety managers, and they teach this class to local restaurant staff several times per year. Finally, food service sanitarians investigate food and restaurant complaints and conduct foodborne illness and outbreak investigations (along with communicable disease nurses).

Goals:

BEDHD food service sanitation licensing, inspection and regulation aims to:

- To find restaurant and facility conditions that pose a potential threat to health and ensure their correction.
- To reduce the incidence of foodborne illness and outbreaks.
- To promote the food safety education of operators and workers.
- To rapidly respond to any customer complaints or foodborne incidents/events.

FY17 Funding Sources for BEDHD Food Service Sanitation:

| STATE GRANTS | LOCAL FUNDING | FEES |

Impact:

In calendar year 2017, BEDHD sanitarians conducted 904 fixed food establishment inspections and 171 specialty food inspections (e.g., temporary, mobile).

In addition, staff conducted 21 foodborne illness investigations, which resulted in 3 illness outbreaks being resolved.

Health Promotion, Prevention, and Education

Barry-Eaton District Health Department

The primary purpose of population-based health promotion and education is to prevent disease, illness, and injury. Preventing these problems before they happen can lead to reduced demands on the healthcare system; better health outcomes for individuals; and overall healthier, safer, and more engaged communities. All local health departments in Michigan carry out at least some health promotion and education activities, often in conjunction with community partners and coalitions. Addressed topics can include injury prevention, chronic disease, lead poisoning, and mental health, among countless others.
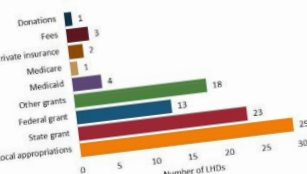
Key Positions

Key Positions
Community Health Promotion Specialist
Epidemiologist / Data Analyst

COMBINED FTE: 3.8

Aligns with BEDHD Strategic Priorities:

- A strong, healthy start in life
- Healthy and safe food, water, and air
- Protect the community from potential health hazards
- Enhance involvement , engagement, and collaboration
- Assure high-quality, efficient operations aligned with community priorities
- A healthy, efficient, and proficient workforce

Meets Public Health Standards:

✓	Michigan Public Health Code
✓	MI Local Public Health Accreditation
✓	Public Health Accreditation Board

Health Improvement Efforts:

✓	Barry Community Health Assessment and Community Health Improvement Plan
✓	Eaton Community Health Assessment and Community Health Improvement Plan

$91,883

In FY 17, BEDHD was awarded competitive grant funding in this amount to carry out health promotion, prevention, and education activities.

Services:

The health promotion, prevention, and education staff at BEDHD work on a wide range of topics. BEDHD organizes four community health coalitions and participates in about 25 others to develop community partnerships and engage in policy development/support. Staff attend health fairs, give community presentations, and communicate with the public and partners to provide education on health department programs and health topics, such as nutrition and physical activity. Staff collect, monitor, and publish local health data to track health trends in the community and help prioritize issues to address. Finally, staff apply for and coordinate grant funding for interventions to improve health outcomes.

Goals:

Health promotion, prevention, and education activities are meant to:

- Prevent adverse health outcomes.
- Engage the community and partners in improving health.
- Address health outcomes that need to be improved, often with evidence-based interventions.

Impact:

Recent successes of BEDHD health promotion, prevention, and education staff and/or their coalitions include:

- Helping Eaton Rapids Medical Center to institute adolescent depression screenings for youth patients.
- Collecting and analyzing county-level health data through the 2014-16 Behavioral Risk Factor Survey.
- Opening the Barry County Baby Café, where moms can come for breastfeeding support.
- Educating medical providers on access to oral health care for low income, underserved populations.

Examples of other kinds of content to swap in/out:

- Callout text (such as dollar amount of funding)
- Quote from program participant
- Program data
- Population data
- Picture
- Program logo
- Partners

Examples of Program Impact Reports
at the state-wide level

Statewide Topics available:

- Children's Special Health Care Services
- Women, Infants, and Children's Program
- Adult Immunizations
- Childhood Immunizations
- Lead Screening and Response
- Hearing and Vision Screening
- Communicable Disease Control
- HIV/AIDS Programs
- Tuberculosis Control
- Sexually Transmitted Infections
- Access to Healthcare Outreach and Enrollment
- MIHP

- Family Planning
- Environmental Health: General Services
- Environmental Health: Recreational Facilities
- Food Service Sanitation
- Sewage Management Activities
- Water Supply Quality and Safety
- Emergency Preparedness
- Epidemiology and Surveillance
- Health Promotion, Prevention, and Education
- Tobacco Prevention

Data from the inventory!

and vision screening, often in schools. Youth are screened at specified intervals from pre-kindergarten through high school.

Key Positions
Hearing and Vision Technicians
Program Coordinator

Meets Public Health Standards:

✓	Michigan Public Health Code
✓	Michigan Local Public Health Accreditation

Statewide: Source of Service Funding

Source	Number of LHDs*
Federal Grant	37
State Grant	39
Local Appropriations	38
Medicaid	39
Medicare	32
Donations	23
Private Insurance	34
Other Grant	34
Fees	38
Millage Fees	8
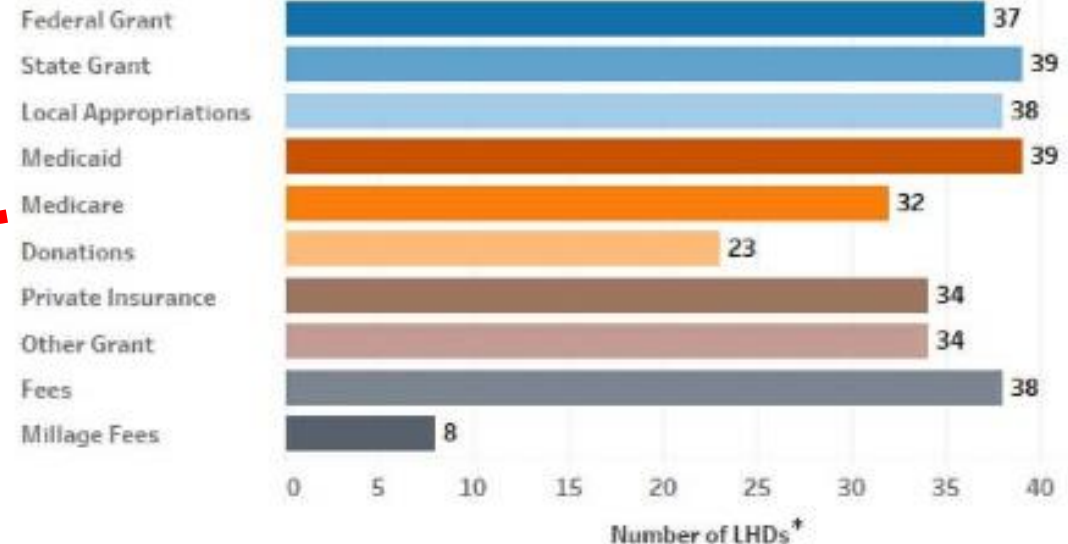
Data from the inventory!

Environmental Health Supervisors

Board

Services:

Food service sanitarians at local health departments inspect local restaurants twice per year to ensure that they are meeting the standards set in the Michigan Food Code/Law. Other local food service locations, such as church kitchens, temporary kitchens, and special events, are inspected on a modified schedule or as needed by all sanitarians. Local health department food service sanitarians are certified food safety managers, and can teach this class to local restaurant staff several times per year. Finally, food service sanitarians investigate food and restaurant complaints and conduct foodborne illness and outbreak investigations (along with communicable disease nurses).

Food Service Sanitation Activities
(N=40 LHDs)

Activity	Number of LHDs
Food service establishment evaluation	40
Food Illness Investigation	39
Food Processing inspection, and/or licensing	24
Food Safety Education	36
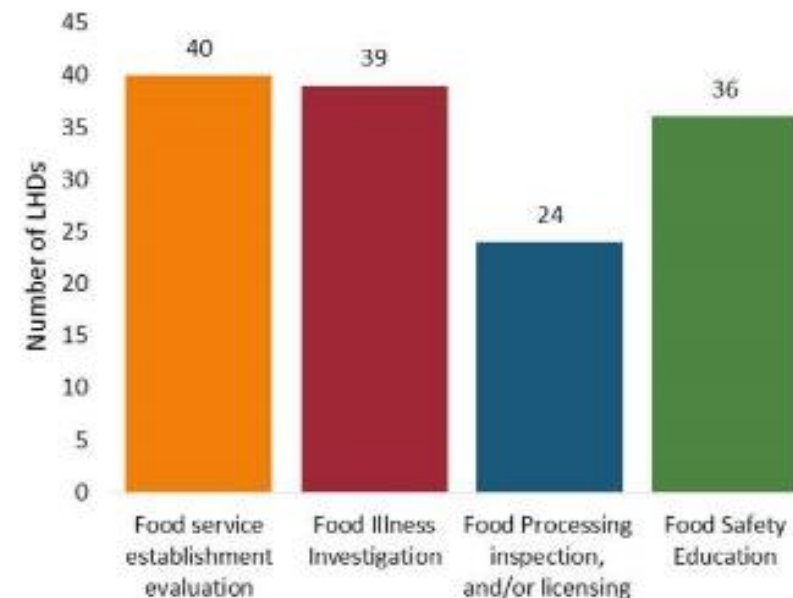
What to Include vs. Exclude

- The process of deciding what information, and the method of sharing that, was more contentious than we thought. Lots of revisions from our Health Officer for political reasons.

- Potentially sensitive information
  - # of FTEs in various programs – ended up doing total FTE in a program
  - Exact funding amounts – ended up sharing the sources with a graphic
  - Health Department budget/per person comparisons to others
  - Salary information – did not share

- While all of the is FOIA-able, consider the audience and potential issues

Activity!

Supportive Resources

- Coming soon to the MALPH website!

- Media toolkit – will contain drafts of:
  - Press releases
  - Facebook posts
  - Tweets

Distribution Ideas

- Agency website
- Social media
  - Engage the public by using a small portion of or one fact from a report
  - Then link to the full impact report
- Newsletters
- Post in your office / clinic
- Hand out or point out to clients

- Internal (new hires, staff in other divisions)
- Board of Health / governing body meetings
- Advocacy / funding opportunities
- Public events
- Promotion for National Public Health Week

Distribution Ideas, continued

- Strategic planning / community input
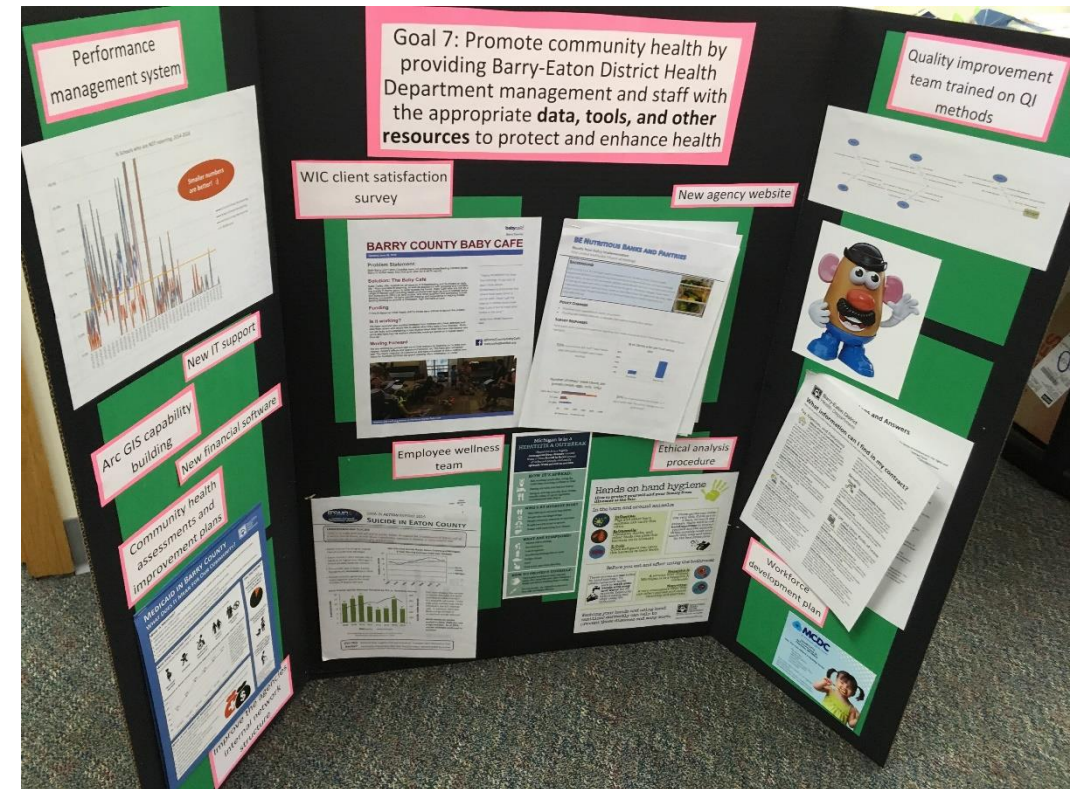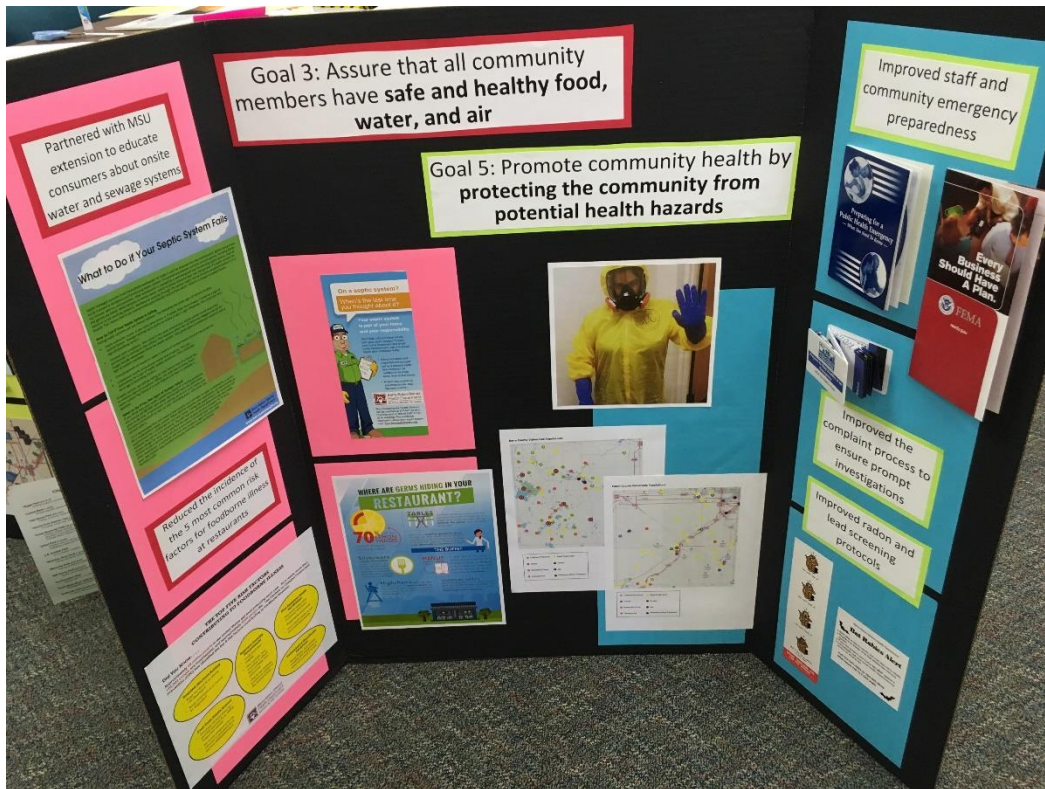
Next Steps

- 2019 update of the Local Health Services and Personnel Inventory
  - May update/change measures if necessary
    - Send any requests or suggestions to Anne at abarna@bedhd.org by December 1, 2018
  - Health Officers – look for the survey from MALPH and ensure your department completes it!
  - Will process and reload data into the Tableau dashboard by September 2019

Next Steps – New Project #1

- Regional Local Public Health Infrastructure
- Idea is to support ethics requirements for PHAB accreditation
- Form a LHD group that will:
  - Receive ethics training
  - Technical assistance and support
  - Conduct at least one ethical analysis relevant to all jurisdictions
  - Will utilize an ethics consultant with experience in facilitating this type of work
- Look for email invitation from MALPH shortly!

Next Steps – New Project #2

- Disability Inclusion Assessment and Planning Project
- Goal is to improve inclusion of persons with disabilities in both health department activities and services provided to this population
- LHD workgroup participants will:
  - Work together to assess current capacity
    - Utilizing existing NACCHO toolkit
  - Identify and prioritize potential interventions
  - Write implementation plans
  - Receive technical assistance and support
- Look for email invitation from MALPH shortly!

Summary

- BEDHD Program Impact Reports are available for LHD use
  - Serves as a template, make them your own!
- State Program Impact Reports are available for use
  - Gentle reminder that there is "sensitive" information on the Tableau dashboard and in the Excel files
- There are a variety of ways to utilize / distribute the reports
- Contact us with any questions!
  - Anne Barna: abarna@bedhd.org
  - Susan Peters: speters@bedhd.org