Communicating the Impact and Value of Local Public Health in Michigan

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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
LHD Services Inventory
LHD Services Inventory - Excel Spreadsheet
LHD Staffing Inventory - Excel Spreadsheet

Governor's Budget Presentation
Press Release FY19
InfoGraphic Education
InfoGraphic Roads
InfoGraphic Tax Cuts

Emerging Public Health Resources
Recreational Marijuana Resolutions
Marijuana Legalization Resolution - Final
Influenza - MMDHD Parent Letter
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

- **Compare Items**: Compare values across different categories.
- **Static Composition**: Part-to-whole relationship.
- **Correlation**: Relationship between two or more variables.
- **Time Comparison**: Compare changes over a period of time.
- **Non-Static Composition**: Part-to-whole relationship over time.
- **Distribution**: Frequency of values in a data set.

Pre-attentive Visual Properties

• Color
• Form
• Movement
• Spatial Positioning
Good design is no accident

• Balance
• Alignment
• Repetition
• Proximity
• Contrast
• Space
Balance
Alignment

ChicGeek

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Regina Phalanges
Repetition
Proximity
Contrast

Geometric

Organic

Contrasting Shapes
A Retina display that takes everything to the edge.

The moment you open your MacBook, its gorgeous 12-inch Retina display with edge-to-edge glass brings everything into focus. Every pixel pops off the screen in rich, vibrant detail. Over 3 million pixels render each letter with crystal clarity. And it all comes to life on the thinnest Retina display ever on a Mac, meticulously honed to deliver a bold visual experience within an impossibly minimal design.

Learn more about Design >
But, does the data really matter anyway?
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
Health Officer Logs In
Then click on “Board Access” on left menu
LHD Services and Supports Inventory
Dashboard!

Local Health Department Services and Supports Inventory

This dashboard is best when viewed on a laptop or desktop.

Introduction

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. Highlights of the survey have been entered into Tableau, offering a more visually attractive, easy to use, and interactive display of the data.

The following dashboards are provided in this workbook:

Statewide LHD Financial Snapshot
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

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
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:

- Protect the community from potential health hazards

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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
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:
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.
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!

<table>
<thead>
<tr>
<th>Key Positions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing and Vision Technicians</td>
</tr>
<tr>
<td>Program Coordinator</td>
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</tbody>
</table>

Meets Public Health Standards:

- Michigan Public Health Code
- Michigan Local Public Health Accreditation

<table>
<thead>
<tr>
<th>Source of Service Funding</th>
<th>Number of LHDs</th>
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</thead>
<tbody>
<tr>
<td>Federal Grant</td>
<td>37</td>
</tr>
<tr>
<td>State Grant</td>
<td>39</td>
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<tr>
<td>Local Appropriations</td>
<td>38</td>
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<tr>
<td>Medicaid</td>
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<tr>
<td>Medicare</td>
<td>32</td>
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<tr>
<td>Donations</td>
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<td>Private Insurance</td>
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<tr>
<td>Other Grant</td>
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<tr>
<td>Fees</td>
<td>38</td>
</tr>
<tr>
<td>Millage Fees</td>
<td>8</td>
</tr>
</tbody>
</table>

*Number of LHDs = Local Health Districts
Data from the inventory!

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).
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