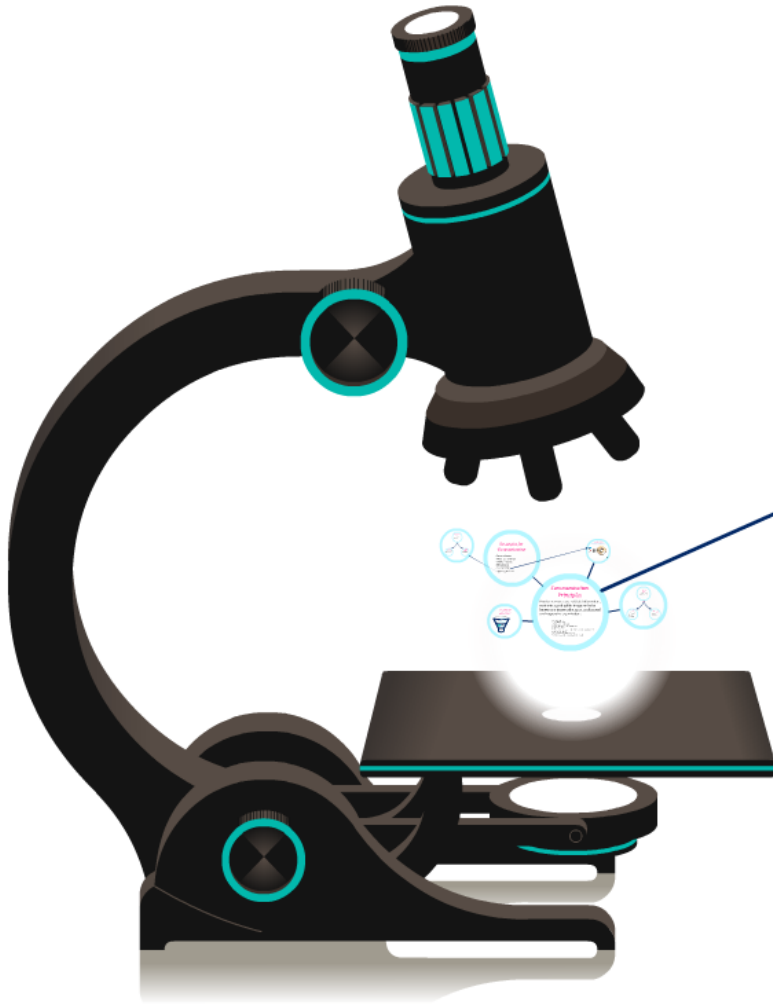


Cook County Department of Public Health

*Communications background and strategies for engagement -
Presented to the Community Health Advisory Council*

Amy Poore
CCDPH Director, Public Relations
Policy Development and Communications Unit

October 9, 2013



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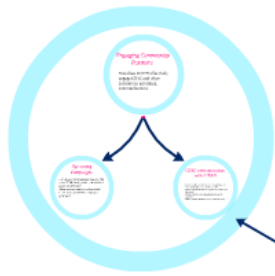
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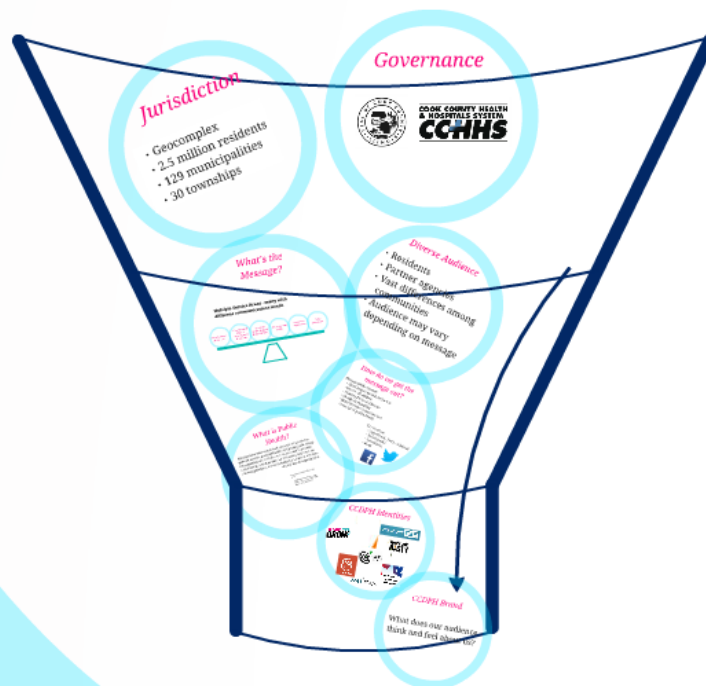
Communication Principles

Provide accurate and reliable information, maintain a good public image and to be known as a trustworthy, open, professional and responsive organization.

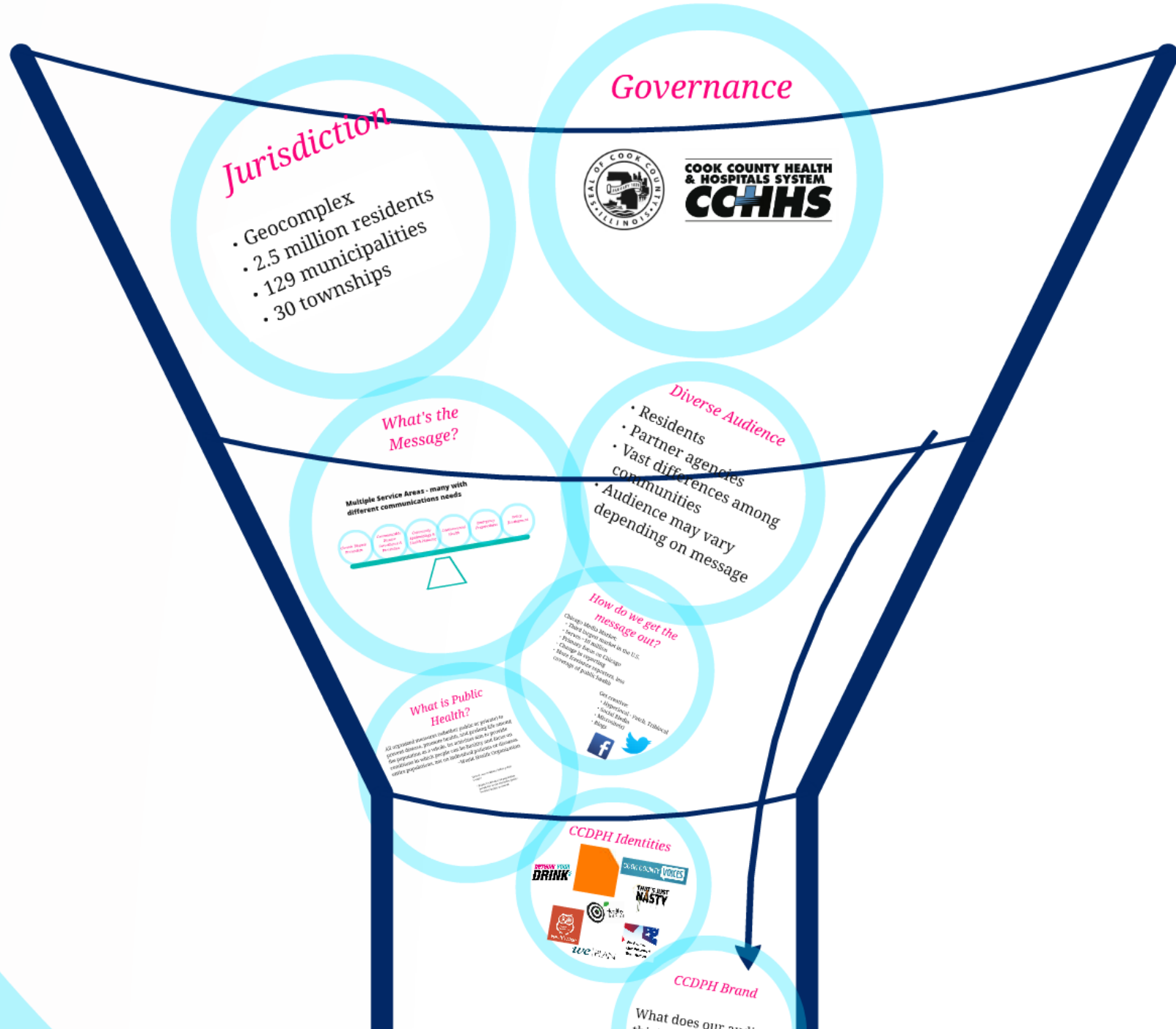
- Deliver timely messages
- Have a clear message
- Know the CCDPH audience
- Provide factual information & expertise
- Anticipate objections
- Provide complete messages to include prevention, protection and promotion when possible
- Release messages in multiple ways
- Provide easy access to receive input from residents

Situational Awareness

Elements of CCDPH Communications



Elements of CCDPH Communications



Jurisdiction

- Geocomplex
- 2.5 million residents
- 129 municipalities
- 30 townships

Governance



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Diverse Audience

- Residents
- Partner agencies
- Vast differences among communities
- Audience may vary depending on message

What's the Message?

Multiple Service Areas - many with different communications needs



- Audience dependence

How do we get message out?

- Chicago Media Market:
- Third largest market
- Serves ~10 million
- Primary focus
- Change in
- More

How do we get the message out?

Chicago Media Market:

- Third largest market in the U.S.
- Serves ~10 million
- Primary focus on Chicago
- Change in reporting
- More freelance reporters, less coverage of public health

Get creative:

- Hyperlocal - Patch, Triblocal
- Social Media
- Microsite(s)
- Blogs



Chicago Media Market:

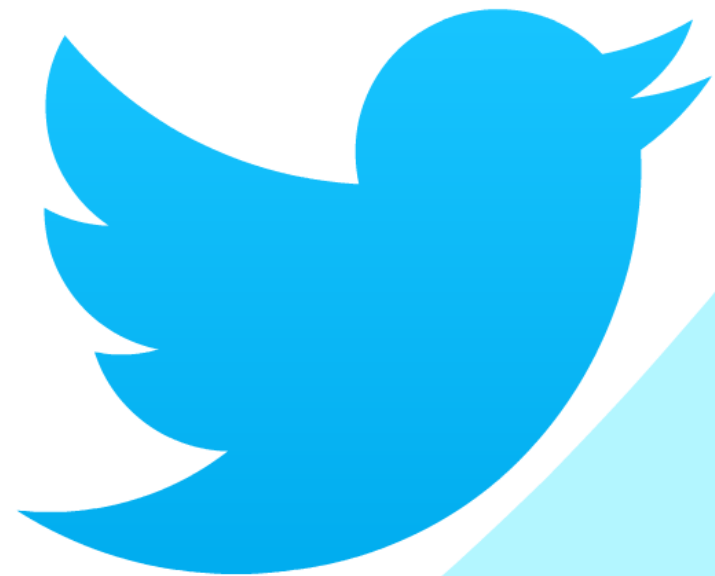
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ne p-
be population
residents, public
personal.

CCDPH Identities

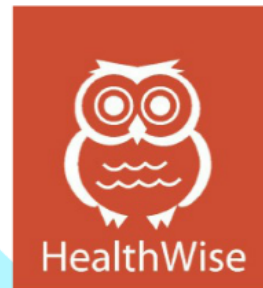
RETHINK YOUR
DRINK



Alliance for Healthy
& Active Communities

COOK COUNTY **VOICES**

THAT'S JUST
NASTY



Be Aware.
Get Prepared.
Take Action.

we | PLAN

CCDPH B

What is Public Health?

All organized measures (whether public or private) to prevent disease, promote health, and prolong life among the population as a whole. Its activities aim to provide conditions in which people can be healthy and focus on entire populations, not on individual patients or diseases.

~World Health Organization

How do our residents define public health?

- Public health may be population based, but to our residents, public health is largely personal.

Serves ~
• Primary fo
• Change in rep
• More freelance
coverage of public

• S
• Mic
• Blogs




CCDPH Ide

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Be Aware.
Get Prepared.
Take Action.

PLAN

CCDPH Brand












What does our audience
think and feel about us?

Strategies for Communicating

- Press releases
- Press conferences
- Pitched stories
- Hyperlocal
- Social Media
- Agency partners

Social Media

“Social Media” in a ~~nutshell~~ Donut

- 
- Twitter  I'm eating a #donut
- Facebook  I like donuts
-  This is where I eat donuts
- Instagram  This is a vintage photo of my donut
- YouTube  Here I am eating my donut
- LinkedIn  My skills include eating donuts
- Pinterest  Here's a recipe for making donuts
- Last FM  Now listening to "Donuts"
- Google+  I've joined a circle of donut-eating enthusiasts
- Reddit  There's a conspiracy around donut eating

Source: Many

@stephendale

Collabor
n8w!

Utilize Social Media

Increasing engagement with SCC residents through social media.

This is Public Health

- Making the intangible, tangible.
- Residents tell us what is their public health in SCC
- Pilot with CCDPH staff
- Twitter based campaign
- Paid and unpaid promotion
- # hashtag to sync into interest topics
- Link to Facebook and Instagram

Sexually Transmitted Infections Prevention

- Twitter campaign
- #hashtag focused
- New Twitter @ for CCDPH
- Utilize HootSuite

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Engaging Community Partners

How does CCDPH effectively engage CHAC and other partners in upcoming communications.



Upcoming Campaigns

- How does CCDPH engage CHAC in roll out of TIPH during and/or after initial phase of staff pilot?
- What recommendations does CHAC have to assist CCDPH in engaging partners?



CHAC communication with CCDPH

- Recommendations for communicating logistical information between CCDPH and CHAC
- What information is most important to share with the CHAC?
- When and how often should information be shared?
- What vehicles should we use to communicate?

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National Public Health Accreditation

October 9, 2013



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Promoting health. Preventing disease.

Protecting you.

What is Public Health Accreditation?

- The development of a set of standards, the process to measure health department performance against those standards & reward or recognition for those health departments who meet the standards
- Advances quality and performance in public health
- Assures delivery of Core Functions & Essential Services of Public Health



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Public Health Accreditation Domain Wheel



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Accreditation provides an opportunity to:

- Develop leadership
- Improve management
- Improve relationships with the community
- Focus on customer service
- Identify performance improvement opportunities



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Potential Benefits for CCDPH

- National recognition for public health practice
- Opportunity to engage the public health workforce
- Access to network of public health experts
- Focus on improving the health department
- Potential access to new funding streams
- Potential streamlining of grant reporting
- Participation in developing a strong data base for exploring best practices



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Cook County Department of Public Health 2015 Strategic Plan

Mission

To optimize health and achieve health equity for all people and communities of Cook County through our leadership and collaborations, focusing on health promotion and prevention, while advocating for and assuring the natural environmental and social conditions necessary to advance physical, mental and social well-being.

Vision

The Cook County Department of Public Health envisions a healthy Cook County where all people and communities thrive in safe, health-promoting conditions.

Goals

1. Leading Public Health in Cook County

2. Improving Health

3. Achieving Accreditation and Assuring Quality

4. Strengthening Organizational Capacity

Strategic Initiatives

- Examine feasibility of one public health authority in Cook County.
- Increase collaboration and coordination across all six local health departments in Cook County.
- Establish platform to exchange data directly with the Illinois Health Information Exchange.
- Design and implement population health multi-disciplinary teams.
- Direct public health initiatives for the Cook County Health & Hospital System, and integrate CCDPH clinical services.

- Implement Strategic Health Plan, addressing 4 health priorities from WePLAN 2015 and 4 additional health priorities, using evidence-based practice and outcomes measurement.
- Engage multiple sectors and communities in Cook County to address health priorities.

- Apply for national accreditation and promote application by local health departments in Illinois.
- Develop a Quality Assurance Plan and incorporate findings for program changes and staff development.

- Create an organizational culture that encourages staff to increase public health proficiency.
- Increase modes and quality of internal and external communications.
- Implement information technology initiatives to enhance productivity.
- Identify new funding opportunities in alignment with mission.



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WePLAN 2015

- Community Health Assessment
 - Community Themes and Strengths
 - Local PH System Performance
 - Community Health Status
 - Forces of Change
- Community Health Improvement Plan
 - Priority Health Issues Identified
 - Plan for Action



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CCDPH Accreditation Journey



CCDPH
formed
Domain
Leaders
Team
November
2011

Application
February
2012

Documentation
Submission
June 2013

Anticipated
Site Visit
December/
January

Anticipated
Accreditation
March 2014



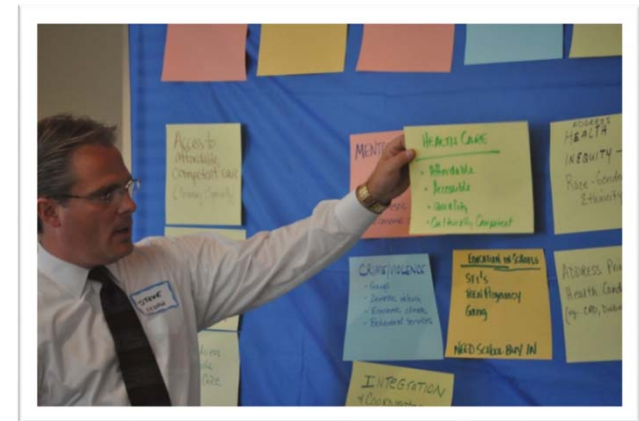
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Site Visit

- Conducted by trained peer reviewers and a PHAB representative.
- Lasts 2 days with a full agenda



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What will the Site Reviewers be doing?

- Verify CCDPH's documentation
- In-person discussion
- Direct observation
- Meet with community partners and governing representatives



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Engage with the Community to Identify and Address Health Problems

- Evidence of establishing and participating in partnerships or coalitions for specific health issues or populations
- Evidence of linking or providing technical assistance to partners about models of community engagement
- Evidence of community engagement about policies/strategies to promote health



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Potential Questions

- Give examples of how you/your organization has partnered with CCDPH to improve health in the community.
- How does CCDPH communicate with you as partners?
- How were partners involved in WePLAN process?
- What has been the greatest challenge in working with CCDPH?
- What do you consider CCDPH's greatest strengths?



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Next Steps

- Request for participation to all CHAC members
- Update when we receive a confirmed site visit date and time
- Conference call close to the meeting date



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