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
Cook County Department of Public Health

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

Amy Foore
CCDPI Director, Public Relations
Policy Development and Communications Unit

October 9, 2013
Cook County Department of Public Health

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

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

October 9, 2013
Communication Principles

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

- Define clear messages
- Highlight core messages
- Know the ODPB audience
- Provide clear information & reporting
- Coordinate internal communications
- Provide comprehensive messages to include prevention, protection and response
- Coordinate external communications
- Release messages to multiple ways
- Provide easy access to receive input from stakeholders

Strategies for Communicating

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

Social Media

- Facebook
- Twitter
- Instagram
- LinkedIn
- Youtube
- Other platforms

Situational Awareness

- Early warning
- Preparedness
- Response
- Recovery
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 CDPH 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

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

What's the Message?

What is Public Health?

CCDPH Identities

CCDPH Brand

What does our brand say?
Jurisdiction

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

- Chronic Disease Prevention
- Communicable Disease Surveillance & Prevention
- Community Epidemiology & Health Planning
- Environmental Health
- Emergency Preparedness
- Policy Development

How do we get the message out?

- Digital media
- Print media
- Community events
- Social media
- Public forums

Audience depends...

Chicago Media Market:
- Third largest market
- Serves ~10 million
- Change in population demographics

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:
- 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
Get creative:

- Hyperlocal - Patch, Triblocal
- Social Media
- Microsite(s)
- Blogs
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.
How do our residents define public health?

- Public health may be population based, but to our residents, public health is largely personal.
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” in a nutshell Donut

I’m eating a #donut
I like donuts
This is where I eat donuts
This is a vintage photo of my donut
Here I am eating my donut
My skills include eating donuts
Here’s a recipe for making donuts
Now listening to “Donuts”
I’ve joined a circle of donut-eating enthusiasts
There’s a conspiracy around donut eating

Source: Many

@stephendale
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 CCIPH 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 CCIPH
- Utilize Hootsuite
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
Strategies for Communicating

- Press releases
- Press conferences
- Pitched stories
- Hyperlocal
- Social Media
- Agency partners
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?
Cook County Department of Public Health

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

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

October 9, 2013
National Public Health Accreditation

October 9, 2013
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
Public Health Accreditation Domain Wheel
Accreditation provides an opportunity to:

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

2. **Improving Health**
   - 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.

3. **Achieving Accreditation and Assuring Quality**
   - 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.

4. **Strengthening Organizational Capacity**
   - 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.
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
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
Site Visit

- Conducted by trained peer reviewers and a PHAB representative.
- Lasts 2 days with a full agenda
What will the Site Reviewers be doing?

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