

Inform, Educate and Empower People About Health Issues

October 10, 2007
Revised November 19, 2008

New Hampshire Division of Public Health Performance Improvement Workplan

Broad Aim of the Project or Performance Measure:

Communicate prioritized health promotion messages to the NH population in a coordinated manner based on evidence of effectiveness.

Current baseline: To be determined

1. Plan - the Change Based on problem identification, analysis and root causes	2. Do – Try the Change on a Small Scale Action Steps - What, Where, How?	Who? Potential partners to carry out the action or change	When? Target completion date	Study/Progress
<p>Problem statement defined:</p> <p>New Hampshire needs coordinated information, education and communication to make effective public health messages accessible to all.</p> <p>Performance measure(s) with baseline data:</p>	<p>Step 1: Initiate a collaborative process to assure coordination and consistent delivery of health messages.</p> <ul style="list-style-type: none"> a. Initiate collaborative process b. Identify state health plan priorities and ensure health promotion messages and activities are consistent with these priorities c. Collaboratively develop timely, effective and culturally competent messages using messaging best practices and peer review group. d. Ensure that all partners use the same messages e. Maintain collaborative message development process. 	<p>Task Force with Lead Partners: Citizens Health Initiative partner agencies; <i>Breathe NH, Heart Association, Cancer Society, Dartmouth Medical School, March of Dimes, DHHS, Community Health Institute, Tobacco Free Kids, New Futures, Liquor Commission, Center for Public Policy, NAMI NH, NHPHA, NH Women’s Policy Institute, Foundation for Healthy Communities, University of New Hampshire, NH Minority Health Coalition, Manchester Health Department, Nashua Public Health Department, HNHfoundation, Makin’ It Happen.</i></p>	<p>Process initiated by September 2007</p> <p>Note: The Task Force, when it is convened, will establish a timetable with specific target dates for all of the activities included in each action step and will appoint an individual as task leader for each task.</p>	<p>Citizens Health Initiative convened in Fall 2005</p> <p>State health plan priorities identified by Citizens Health Initiative:</p> <ul style="list-style-type: none"> Physical activity Nutrition Tobacco use Alcohol use <p>Timely and effective messages developed</p> <p>Messages used consistently by all partners</p> <p>Message development process established and used.</p>

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<p>Problem statement defined:</p> <p>New Hampshire needs coordinated information, education and communication to make effective public health messages accessible to all.</p> <p>Performance measure(s) with baseline data:</p>	<p>Step 2. Create tools/mechanisms to increase awareness/coordination of health promotion initiatives</p> <p>a. Develop a website to collect and provide information on current public health activities and partners, best practices</p> <ul style="list-style-type: none"> • Include: Link from DPHS, Calendar information, Library of Resources, Inventory, Listing of providers • Use NHPHA as a model/partner • Connect with 211 Database being developed nationally as a consumer link to social service and health information (Service Link projects DEAS working on this) This is geared towards consumer, our resource is for public health professionals. • Distribute survey to partners to complete beginning with DPHS contractors • Procedure for regular review and update • Website goes live <p>b. Develop a promotional plan for the website (include in Communication Plan)</p> <p>Partners to announce through listserves, websites,</p>	<p>Lead: DPHS</p> <p>Subcommittee: Kim Grace, Amy Costello, Laura Davie, Ned Helms</p> <p>Consult with: DOE NH Child Advocacy Network New Futures NH Library Association Parent Information Centers BEAS (Bureau Elderly Adult Services)</p> <p>Citizens Health Initiative Public Health Association</p>	<p>December/January</p> <p>February/March 2009</p> <p>February/March 2009</p>	<p>Website to inventory current public health activities and partners developed based on models from other states</p> <p>Completed November 2008 but not live</p> <p>Links not in place as of November 2008</p> <p>DPHS team identified to conduct review and will update with administrative rights to website</p> <p>Procedure for regular review and update in place</p> <p>Promotional plan for website developed and</p>

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	<p>and newsletters.</p> <p>c. Create a mechanism/plan to add/update information on programs.</p>	<p>Web Solutions</p>	<p>Spring 2009</p>	<p>included as a part of the Communications Plan</p>
<p>Problem statement defined:</p> <p>New Hampshire needs coordinated information, education and communication to make effective public health messages accessible to all.</p> <p>Performance measure(s) with baseline data:</p>	<p>Step 3: Develop a mechanism to provide Training and Technical Assistance (TA) for providers to enable them to deliver effective and accessible health messages</p> <p>a. Showcase and market jointly developed messages and health promotion best practices through training (including on-line), email, and incorporate in or link to websites and listserves, including, but not limited to:</p> <ul style="list-style-type: none"> • DHHS • Endowment for Health • HNH Foundation <p>• Collaborate with the work force development work group on public health training opportunities</p> <p>• Ensure that messages and health promotion training and technical assistance provided place premium on cultural and linguistic</p>	<p>Subcommittee- Sally Minkow, Nicola Whitley, Bridget Fontaine, Jocelyn Villotti, Rhonda Siegel, Tracy Gay, Mindery Fitterman, Beth Wheeler, Yvonne Goldsberry (suggested)</p> <p>Public Health Association, Citizen’s Health Initiative, DPHS, NHPHA, DPHS library, HAN, PHN, AHEC</p> <p>Office of Minority Health</p> <p>Minority Health Coalition</p> <p>AHEC</p>	<p>December 2007</p>	<p>Training opportunities and email communications used to showcase and market jointly developed messages and health promotion best practices</p> <p>Messages and trainings include cultural and linguistic competency as considerations</p> <p>Standards for cultural and linguistic competency reviewed and adopted</p>

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	<p>competency.</p> <ul style="list-style-type: none"> • Link to and include information from Office of Minority Health, Health Research and Education Trust • Find links to education on cultural competence with educational credits • Review and adopt standards for cultural and linguistic competency • Review communication plan developed by the Office of Minority Health • Consider the feasibility of a technology tool lending library (look at DPHS Library – Public Libraries) 	<p>Endowment for Health Community Health Institute UNH Institute for Policy and Practice Center for Evaluative Clinical Sciences (Dartmouth)</p> <p>Work with the PHIAP workforce development group.</p>		

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<p>Problem statement defined:</p> <p>New Hampshire needs coordinated information, education and communication to make effective public health messages accessible to all.</p> <p>Preliminary Draft Objectives</p> <p>Performance measure(s) with baseline data:</p>	<p>Step 4. Secure expanded resources to implement this public health education plan</p> <ol style="list-style-type: none"> a. Seek public private partnerships for technology and funding b. Consider legislative funding potential c. Build a community based advocacy effort to support public funding for health promotion and education d. Consider the uses of the Tobacco Settlement Fund e. Educate legislators and policymakers about the need for health promotion and prevention f. Consider cross departmental use of funds for related public health endeavors – move beyond single-purpose funding (get out of the silos) g. Explore town and church trust funds 	<p>Task Force formed in Step 1 with the following partners:</p> <p>Citizens Health Initiative HEAL NHPHA</p> <p>NH DPHS</p> <p>Local Government Center NH Charitable Foundation</p>	<p>June 2008</p>	<p>Funding strategy developed and implemented to include:</p> <ul style="list-style-type: none"> • Possible public-private partnerships • Legislative funding • Community based advocacy • Tobacco settlement fund • Cross-departmental use of funds • Town and church funds.