

APPENDIX A: STORYBOARD TEMPLATE



LOCAL HEALTH DEPARTMENT NAME:	Levy County Health Department
ADDRESS:	66 West Main Street, Bronson, Florida 32621
PHONE NUMBER:	(352) 486-5300
SIZE:	Small
POPULATION SERVED:	40,218
PROJECT TITLE:	Improving Timely and Accurate Animal Bite Reporting

PLAN

Identify an opportunity and Plan for Improvement

1. Getting Started

Based on the self-assessment, the topic areas with the most problems/opportunities included:

- Quality Improvement
- Legislative Process
- Policy
- Evaluation

Instead, team members picked an emerging issue and one that had not been addressed in anyone's recent memory: animal bite reporting.

2. Assemble the Team

Barbara Locke, LCHD Administrator
Brenda Brown, Business Manager
Johnnie Jones, Human Serv. Prog. Mgr.
Donald May, Env. Health Spec. III
Shirley Jeannie Norris, Sr. Comm Hlth. Nurse
Elizabeth Powers, Comm. Hlth. Nurs. Director
Diane Wilson, Nursing Program Specialist
Kristina Zachary, Health Educator Consultant
Slande Celeste, Health Educator Consultant
Cynthia Sheffield, Environmental Spec. II
Sharlene Heyward, Admin. Assistant
Lori Spadavecchia, Fiscal Assistant

Timeline for completion was set initially as November 7, 2008 but was revised to November 30, 2008 when the deadline changed.

Aim Statement: *By November 30, 2008, Levy County residents will demonstrate greater awareness on six key components of bite reporting compared to baseline tests given prior to community education on bite reporting awareness.*

3. Examine the Current Approach

At the inception of this project, a particular bite incident had been big news in the local media and had highlighted the issue of animal bites, especially in rural communities such as Levy County. Currently, in Levy County animal bites are reported to the County's Animal Control or the CHD's Environmental Health office. Though the reporting program works relatively well, there is little to no community education on how to timely and accurately report an animal bite. This results in a public that does not know how, when and to whom to report an animal bite. The team used a flow chart to document our current animal bite reporting

process. In addition, we used an analysis of our animal bite log and brainstorming to develop our final aim statement.

4. Identify Potential Solutions

Potential solutions to the problem were based on a root cause analysis and included creating:

- A rabies educational board that was toured throughout the community for two months including locations such as the senior center, Wal-Mart, county fair, smoking cessation classes, Wellness coalition meetings, CHD waiting room and schools.
- Incentives for interacting with the educational board (reading material and then taking quiz) for adults and children including: coloring books, pens, picture frame magnets, bookmarks and first aid kits.
- Bi-lingual pamphlets with animal bite information.
- Newspaper articles highlighting animal bite reporting.
- Piggybacking rabies message into other ongoing educational programs.

5. Develop an Improvement Theory

Improvement Theories:

- If we provided comprehensive community education on bite reporting, then the community's awareness on timely and accurate bite reporting will increase.
- If public awareness on timely and accurate bite reporting increases, then there will be more reporting of animal bites.
- If there is more timely and accurate reporting of animal bites, then more people will receive appropriate treatment for potential exposure to diseases transmitted by animal bites.

DO

Test the Theory for Improvement

6. Test the Theory

In order to test change/improvement, a community-wide pre-test was conducted with 350 respondents. This survey tested awareness of residents in 6 key components of bite reporting:

- What? What animal bite needs to be reported? All animal bites.

- When? When should an animal bite be reported? Immediately
- Where? Where should someone call to report an animal bite? Levy County Health Department
- How? How will the animal be dealt with? Information to lessen fears that animals will be taken from owners.
- Why? Why is it important to report bites? Because rabies is fatal and early medical intervention ensures the best outcomes.

After an 8-week campaign, a community-wide post-test was conducted among 326 residents to determine if awareness levels on timely and accurately bite reporting had increased.

CHECK

Use Data to Study Results of the Test

7. Check the Results

The QI study group expected that there would be improvement on all six key components. However, there was improvement on only four of the six questions. The post-test response was worse for what kind of animal bites should be reported and what happens if your pet bites someone. Respondents demonstrated increased awareness on the remaining four questions.

ACT

Standardize the Improvement and Establish Future Plans

8. Standardize the Improvement or Develop New Theory

Changing people's awareness of animal bite reporting may not increase reported bites as there may be systemic issues at work. A new theory must be developed that encompasses increasing the percentage of bites that are reported with a goal of 100% of all bites.

9. Establish Future Plans

The community education campaign approach will be preserved. However, we need another, more long-term test to check for improvement. Improvement will come when more folks report their animal bites. A baseline needs to be established of the percentage of bites that go unreported each year. Improvements in this measure needs to be the real focus of the process.