

APPENDIX A: STORYBOARD TEMPLATE



LOCAL HEALTH DEPARTMENT NAME: Okaloosa County Health Department
 ADDRESS: 221 Hospital Drive
Ft. Walton Beach, FL 32548
 PHONE NUMBER: (850) 833-9240
 SIZE: 123 employees
 POPULATION SERVED: 190,000
 PROJECT TITLE: Okaloosa County Communications Strategy

PLAN Identify an opportunity and Plan for Improvement

1. Getting Started

The Okaloosa County Health Department conducted a Local Health Department Self-Assessment to determine areas for improvement. The OCHD did not have a written communications plan. While interacting with the media was frequent, nothing was formally documented or tracked.

2. Assemble the Team

The OCHD committed staff time of program managers and subject matter experts to draft a communications plan. Pieces of the plan existed in several different documents, but no cohesive plan existed.

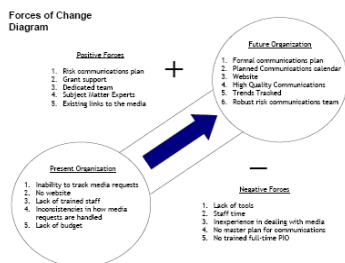
QI Team Members

Title, Department or Role
Community Health Section Chief/Project Mgr
Organizational Development Section Chief
DOH Region 1 PIO-subject matter expert
Environmental Health Branch Director
Special Services Branch Director
Disease Surveillance Branch Director
Information Technology Branch Director
Training Specialist

AIM Statement: By October 31, 2008, create and implement a communications strategy for the Okaloosa County Health Department.

3. Examine the Current Approach

OCHD used a forces of change diagram to clarify details of their QI project.



Baseline data indicated that 26 media releases were sent out in FY 07-08.

No documentation was made as to whether the information was actually published. Also:

- 1) there was no coordination of efforts in communicating with the public and media;
- 2) no logs were maintained, so it was difficult to determine how many articles or interviews had actually been done;
- 3) timeliness of organizational response had not been documented;
- 4) the organization did not have a master calendar of paid advertising or Public Service Announcements; and
- 5) the OCHD website was maintained by the county on a general county website which made it impossible to update on a routine and frequent basis.

4. Identify Potential Solutions

The team used brainstorming to decide that the communications plan would have to encompass all forms of communication. The goal was to create a robust plan that encompassed print, broadcast, and electronic media.

5. Develop an Improvement Theory

The team drafted a written policy that clearly delineated the goal of the communication plan and how the plan would be implemented. An Access data base was developed to provide the following reports:

Type	Measures
Date/Outlet	Date releases sent to specific media outlets
Outcome/Outlet	Which outlets used the media release
Issue	Topic of media release
Outcome/Results	Accuracy of article or broadcast

Reports are available for both media requests and OCHD initiated media releases.

DO Test the Theory for Improvement

6. Test the Theory

During the implementation phase the project manager worked closely with the OCHD PIO liaison to provide guidance and assistance in entering data into the database, and monitoring reports. The Information Technology Branch Director, who developed the

electronic database, tested, monitored, and modified the system as needed.

CHECK Use Data to Study Results of the Test

7. Check the Results

Problem:

1) The data base could not be used to record OCHD initiated media releases, so was modified.

2) Some of the reports did not run accurately the first time.

Unanticipated results:

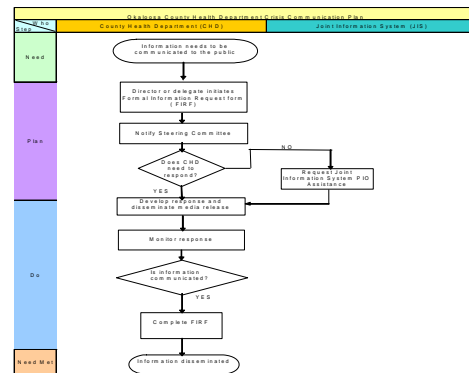
A media outlet using streaming video was identified and added to the PIO distribution list, thus increasing community access to the information. Sample report based on 3 month trial period:



ACT Standardize the Improvement and Establish Future Plans

8. Standardize the Improvement or Develop New Theory

Processes have been standardized and implemented.



9. Establish Future Plans

The communications plan and tools will be monitored to ensure they meet the needs of the OCHD. A LHD website is still under construction and is the final part of the communications plan.