APPENDIX A: FRANKLIN COUNTY BOARD OF HEALTH STORYBOARD

Franklin County

Board of Health

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LOCAL HEALTH DEPARTMENT NAME:	Franklin County Board of Health
ADDRESS:	280 E Broad St. Columbus, OH 43215
PHONE NUMBER:	614.462.3160
SIZE:	Staff of 65
POPULATION SERVED:	Approximately 400,000
PROJECT TITLE:	Electronic Newsletters for Elected Officials

PLAN
Identify an opportunity and Plan for Improvement

1. Getting Started
Plans were made for completing NACCHO's self-assessment tool and using the results to identify an area that needed improvement. Once the results were reviewed and two potential areas were selected, the assessment team prioritized the options—Essential services IV and V—and decided that ES IV, Standard E was a manageable focus area. After a quality improvement training, the project became defined and measurable.

2. Assemble the Team
The assessment team was comprised of the Health Commissioner, the Directors of Nursing and Environmental Health, the Fiscal Officer, Human Resources, the Director of Communications and an epidemiologist. After much discussion it was decided that this team would continue as the quality improvement team. Though additional staff could have been beneficial, the current assessment team had the knowledge to continue. Because of the short timeframe of the project, the need for quality improvement training for staff and the project content, it would be beneficial to maintain a limited team and involve other staff at a later date.

3. Examine the Current Approach

Communication with the county commissioners was limited to infrequent phone calls and emails with select staff. There was no organized approach to communication with elected officials. To obtain a baseline under-standing of information exchange, a survey was sent to all staff who were thought to have communication with the county commissioners.

4. Identify Potential Solutions
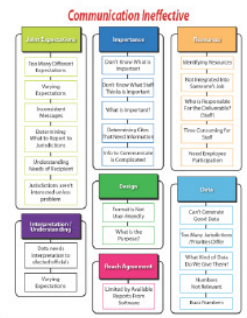
During the early stages of the project, several improvement theories were proposed. Because one of the overall goals of the quality improvement project was to increase awareness of the health department and its programs, one staff member proposed we refine all staff meetings to include more information about the health department. It was predicted that if this occurred, an increased number of staff would be knowledgeable about more program areas, and thus would be able to disseminate information to the community. However, due to the somewhat limited nature of this approach, and the difficulty in measuring change, other ideas were considered. Using several QI techniques, including an affinity diagram and a fishbone diagram, the QI team worked through several ideas surrounding the general concept of informing the public and strengthening relationships with the community leaders.

5. Develop an Improvement Theory
The concept that eventually emerged encompassed both awareness and communication. It was suggested that the health department develop a newsletter that could be circulated among the county's elected officials, something that was predicted to have a more direct impact in raising the awareness level of the community.

DO
Test the Theory for Improvement

6. Test the Theory
After discussions with staff and several editing sessions, the electronic newsletter started to take shape. Here's page one of the October newsletter:

CHECK
Use Data to Study Results of the Test

7. Check the Results
An example of a survey that was distributed to the county commissioners:

Follow-up phone calls where also used to gather information from the com-missioners, who stated that the survey was "useful" and "great." As more surveys are distributed, it is expected that the commissioners will provide more feedback.

ACT
Standardize the Improvement and Establish Future Plans

8. Standardize the Improvement or Develop New Theory
Due to the success of the e-newsletters, the practice will be continued. Newsletters in the same format will continue to be sent monthly to the county commissioners, both written and verbal feedback will be sought. Realigning health department resources to ensure sustainability has become a priority.

9. Establish Future Plans
Plans include expansion of the current model into other areas. Other stakeholders will be included in the target population. However, while the format will remain the same, the content will change according to the audience.

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