APPENDIX A: STORYBOARD

LOCAL HEALTH DEPARTMENT NAME: Lawrence-Douglas County Health Department
ADDRESS: 200 Maine, Suite B
PHONE NUMBER: 785-843-3060
SIZE: 45 FTE's
POPULATION SERVED: 106,000
PROJECT TITLE: Incorporating the core public health service messages into human interest stories as a means of increasing understanding of public health services.

PLAN
Identify an opportunity and Plan for Improvement

1. Getting Started
Lawrence Douglas County Health Department (LDCHD) began by completing the National Association of County and City Health Officials (NACCHO) Local Health Department (LHD) Self-Assessment Tool. The graph below illustrates the average response for each essential service indicator.

Program managers identified three indicators related to Health Education as potential QI focus areas ultimately selecting Indicator III-A-4: LHD has a media strategy that includes formal and informal opportunities for communicating with the media and responding to media requests along with routing communication to raise awareness of public health issues.

2. Assemble the Team
The Director, Director of Policy and Planning and the Communications Coordinator composed the QI team.
AIM Statement:
By November 6, 2008 program managers will better understand the four core service messages and have incorporated one or more of these messages into one or more of their mass communications.

3. Examine the Current Approach
The QI team and program managers created the following process map to describe the current process for creating and issuing press releases and media stories.
Program managers also used the 5 Whys process to identify a potential root cause for poor media and public awareness of public health. The final outcome of this analysis was that a consistent market tested message that described the value of public health had not been used, and that no emphasis for doing so had been made.

4. Identify Potential Solutions
A survey of staffs’ confidence to describe public health found that 31 of 35 respondents felt they were prepared to do so. However, after a brainstorming session with program managers the need for additional training in the four core service messages was identified as the best opportunity for improvement.
The four core service messages were developed by the Kansas Association of Local Health Departments (KALHD) and are market tested messages describing the 10 essential public health services.

5. Develop an Improvement Theory
If we educate our staff on the four core service messages then staff will be better able to communicate the value and mission of public health to the community.

DO
Test the Theory for Improvement

6. Test the Theory
Cycle 1:
The Communications Coordinator provided training on the origin, design and use of the core service messages. Additionally, a local media representative described the elements of an effective story.
Cycle 2:
The following story concept template was provided to staff.

CHECK
Use Data to Study Results of the Test

7. Check the Results
% of stories with a core service message

<table>
<thead>
<tr>
<th>Cycle</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycle 1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Cycle 2</td>
<td>0</td>
<td>100</td>
</tr>
</tbody>
</table>

% of stories increasing public understanding of public health

<table>
<thead>
<tr>
<th>Cycle</th>
<th>With CSM</th>
<th>Without CSM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycle 3</td>
<td>88.7</td>
<td>94.2</td>
</tr>
</tbody>
</table>

ACT
Standardize the Improvement and Establish Future Plans

8. Standardize the Improvement or Develop New Theory
We will continue to use the story concept template and evaluate the effectiveness of using the NACCHO Prevent – Promote – Protect message as a vehicle for creating an understanding of public health services.

9. Establish Future Plans
The LDCHD will continue using personal impact stories as a means of communicating the value of public health and will also seek additional venues for using stories.