

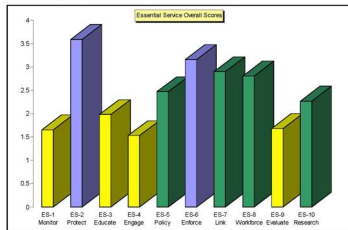
APPENDIX A: STORYBOARD

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 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:

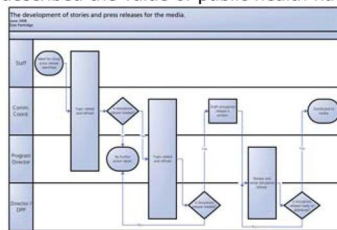
By November 6, 2008 program managers will better understand the four core service messages and have incorporated one or more of these messages into one or more of their mass communications

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.

Story template Lawrence-Douglas County Health Department

Director's name/program:

STORYLINE
Provide a brief description of your story idea (What makes the story worth telling?)

FOUR CORE SERVICE MESSAGES
Check the message that best applies to your story:

- Monitor, identify and address health problems.
- Diagnose and investigate health problems and hazards.
- Safeguard public health laws and regulations.
- Develop plans and policies to protect health.

CONTACT PERSON/
CONTACT INFO
Please provide name, number and/or e-mail address for use to use.

Cycle 3:

Voluntary on-line and paper surveys were distributed. The poll question was: *This information improved my understanding of public health – yes/no*

CHECK Use Data to Study Results of the Test

7. Check the Results

% of stories with a core service message

	Pre	Post
Cycle 1	0	0
Cycle 2	0	100

% of stories increasing public understanding of public health

	With CSM	Without CSM
Cycle 3	88.7	94.2

CSM = Core Service Message

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.