

Advancing Communications in Public Health

LPHA 11.2.23



HPH Overview

- Inclusive Approach
 - Engaging with community
 - Feedback from program participants
 - Evaluation tools
- Data-Driven Decision-Making
 - Performance Management System / Results-Based Accountability
 - Evidence-Based Procedures and Strategies
- Strategic Alignment and Continuous Improvement
 - Alignment with PHAB accreditation measures
 - Strategic Roadmap



Inclusive Approach



- Assessment – who are we reaching and who aren't we?
- Community Listening Sessions – forming solutions collaboratively to impact health and well-being
- Customer Focus – using 'customer' information to identify and act on opportunities for improvement
- Evaluation Tools – using feedback to enhance collaboration internally and externally

Data-Driven Decision-Making

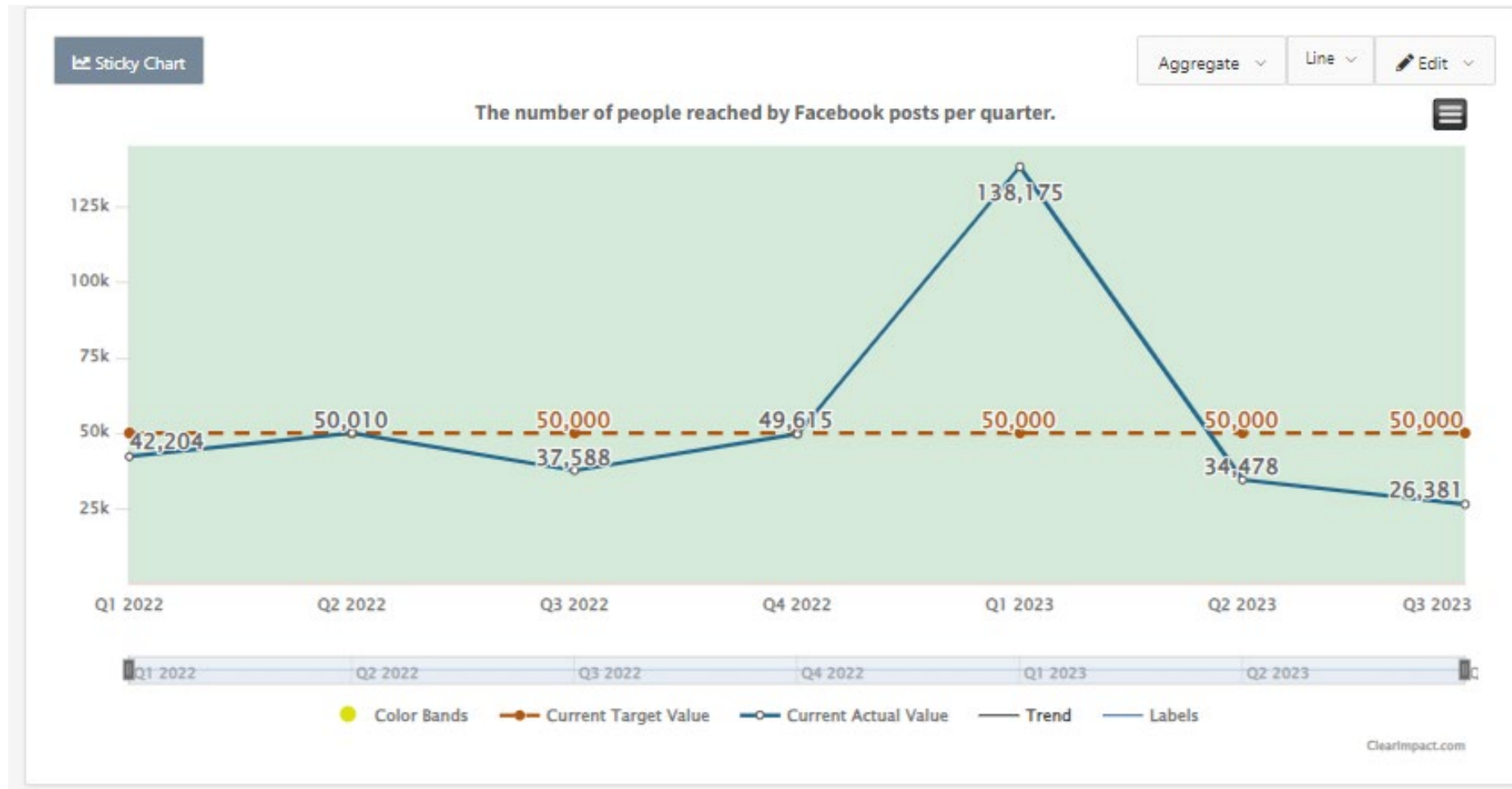
- Clear Impact Scorecard / Results-Based Accountability

Public Health Communication

- + PM The number of Facebook posts per quarter.
- + PM The number of Facebook page followers gained per quarter.
- + PM The number of people reached by Facebook posts per quarter.
- + PM The number of people reached by Instagram posts per quarter.
- + PM The number of Instagram followers gained per quarter.

Most Recent Period	Prior Actual Value	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
Q3 2023	134	119	175	↘ 1	-46% ↘
Q3 2023	31	31	40	→ 1	-40% ↘
Q3 2023	34,478	26,381	50,000	↘ 2	-37% ↘
Q3 2023	1,948	1,820	2,000	↘ 3	209% ↗
Q3 2023	16	19	16	↗ 1	-17% ↘

Example of Communication Measure



Top Performing Facebook Posts



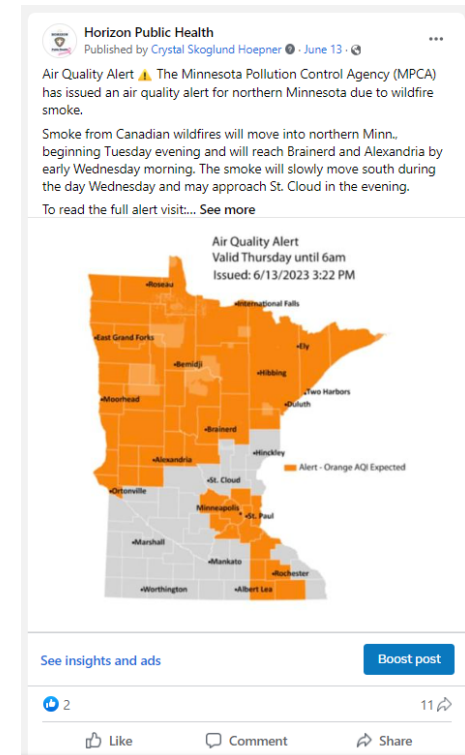
Reach: 4,332
Reactions: 45
Comments: 4
Shares: 26



Reach: 2,414
Reactions: 39
Comments: 3
Shares: 12



Reach: 2,014
Reactions: 41
Comments: 0
Shares: 20

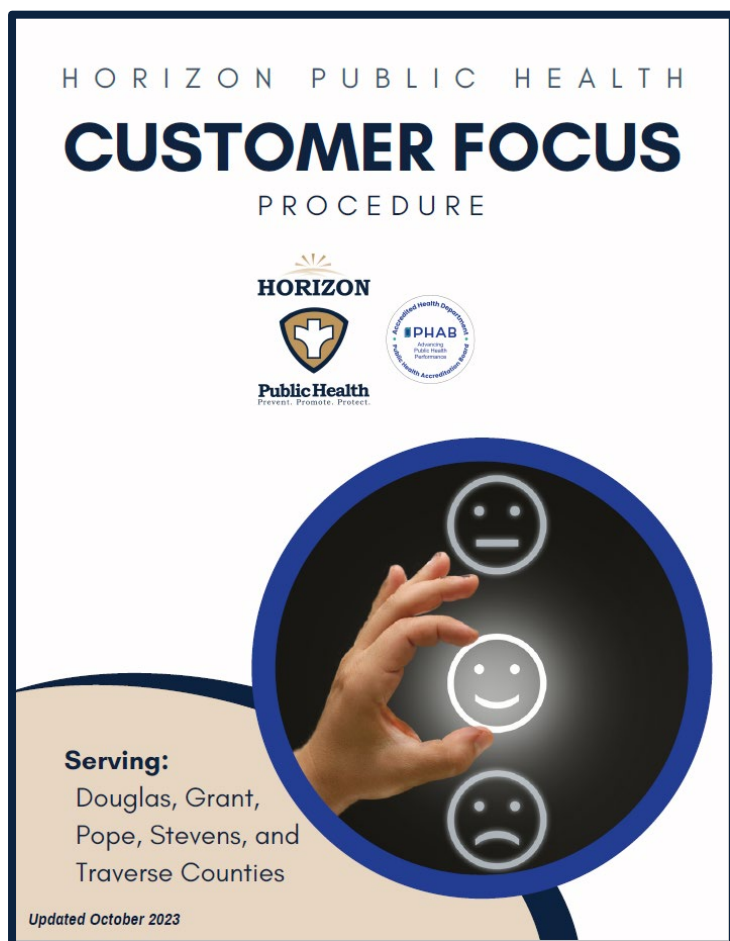


Reach: 1,702
Reactions: 14
Comments: 3
Shares: 11

Evidence-Based Guidance

*These resources have been made available to you on the conference website for your reference.

- Customer Focus Procedure



- Brand Style Guide & Checklist



Customer Focus – Quality Improvement

- QI team identified four themes of importance for the survey template questions
 - Overall satisfaction
 - Health and well-being
 - Health equity
 - Open-ended feedback space
- Programs/teams were asked to add program-specific questions to enhance their work and drive performance

- Rate your overall experience from 1 to 5:

Dissatisfied      Satisfied

- Do our services support your health and well-being? Rate from 1 to 5:

Not at all      Very much

- Do our services address your needs? Rate from 1 to 5:

Not at all      Very much

- Additional comments or feedback:

Brand Style Guide – Lessons Learned

- Images: think about the personality you want to convey
 - Positivity, energy, health, and well-being
 - Bright, inspirational – light playing a central role
 - Effective images
 - Showing community and family
 - Natural smiles and positive interactions
 - Sunlight, sunbeams, and outdoor activities
 - Health-promoting behaviors



Brand Style Guide - Tagline

- A tagline is a short and memorable phrase or slogan that conveys the core message, mission, and guiding principles of an organization.
 - Promote | Protect | Improve - Our future, together.
-
- Brand Identity
 - Engagement and Connection
 - Recognition and Recall
 - Inspiring Action



Brand Style Guide – Lessons Learned

- Templates are so important!
 - Consistency
 - Time-saving
 - Branding
 - Professional
 - Collaboration



Progress



Summer 2020



Summer 2023

Progress

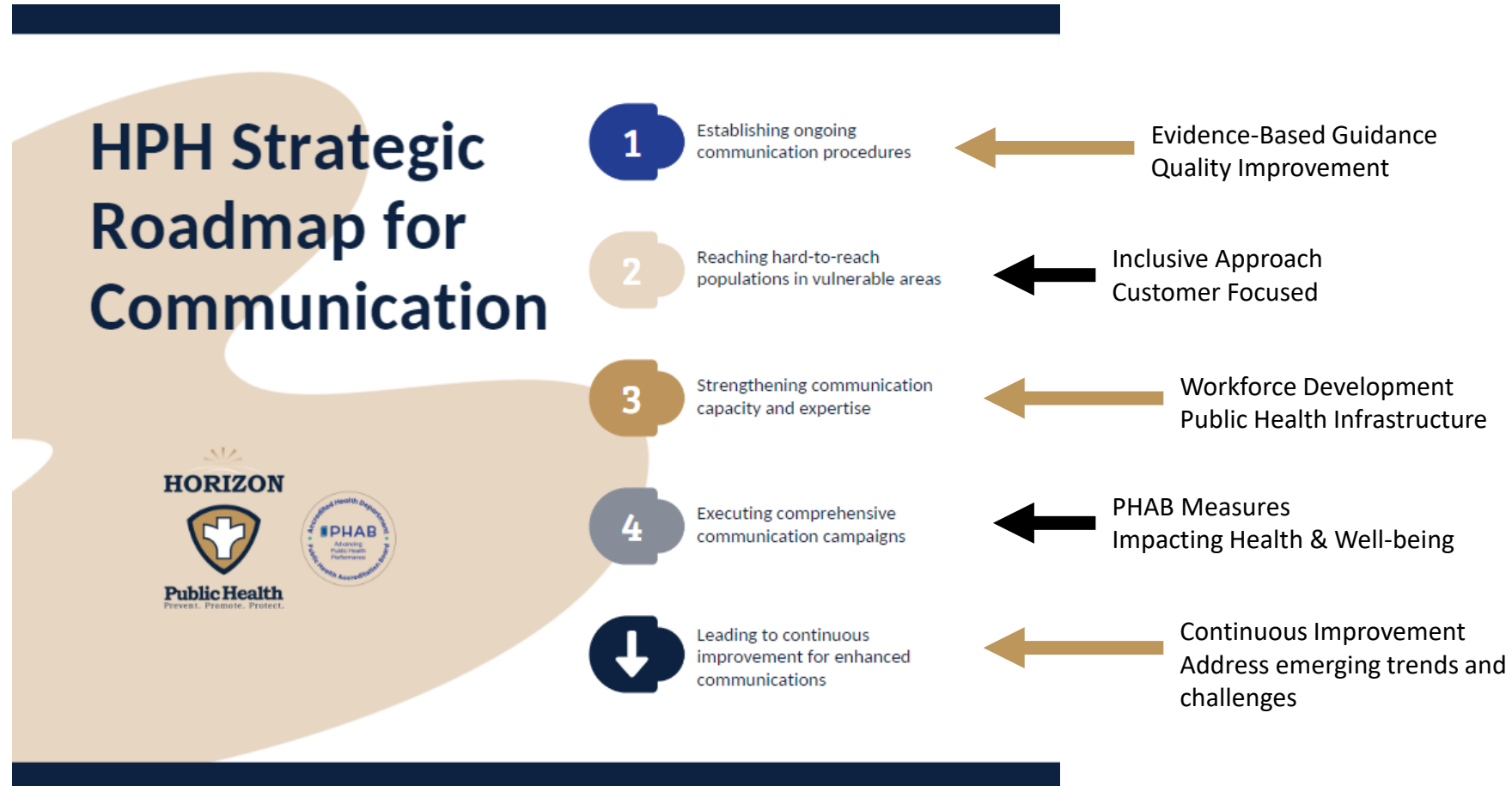


Winter 2021



Fall 2023

Strategic Roadmap – PHAB



Countryside PH Overview

- **COVID-19 Pandemic highlighted the need for cohesive communication strategies**
 - *Communication was mostly reactive*
 - *Staffing was fragmented*
 - *Needed to assess culturally specific communications*
 - *Need for a strategic Communications Plan*
- **MDH Infrastructure Communications Grant**
 - *Awarded Spring 2022*
 - *Focused on building internal communications capacity*
 - *Began with staffing and analysis of communication tools*
 - *Completed a Key Informant Interview project to engage community*



Andrea Mills
Communications
Specialist



Liz Auch
Administrator



Building Communications Capacity

These strategies are helping to increase our Communications Capacity and Infrastructure



Moving towards a modernized and sustainable Communications Plan to reach our diverse population with important health education information and news

Internal Communications Task Force

- Our Internal Communications Task Force serves as an in-house advisory group for our Communications Strategies
- Task Force is made up of a variety of program coordinators
- Task Force meetings quarterly
- Task Force has helped us to increase by-in across our agency and build accountability for our work



*Countryside Public Health
Communications Task Force Meeting*

External Partner Meetings

- Initiated external partner meetings to establish connections between the Communications Specialist and community partners
- External partner meetings have created new opportunities for collaboration and have helped to build a community communications network to help move our communications strategies forward
- Sharing of resources, working together in new ways



Countryside Public Health staff attended Upper Sioux Community Powwow and conducted Key Informant Interviews

Building & Implementing Internal Systems



Some examples...

- *Created an internal Employee Newsletter – “The Pulse”*
- *Created a process flow for agency-wide quarterly Newsletter and Annual Report*
- *Communications is now built into our yearly Program Workplan Meetings, with a worksheet and flow for prioritizing program communications projects*

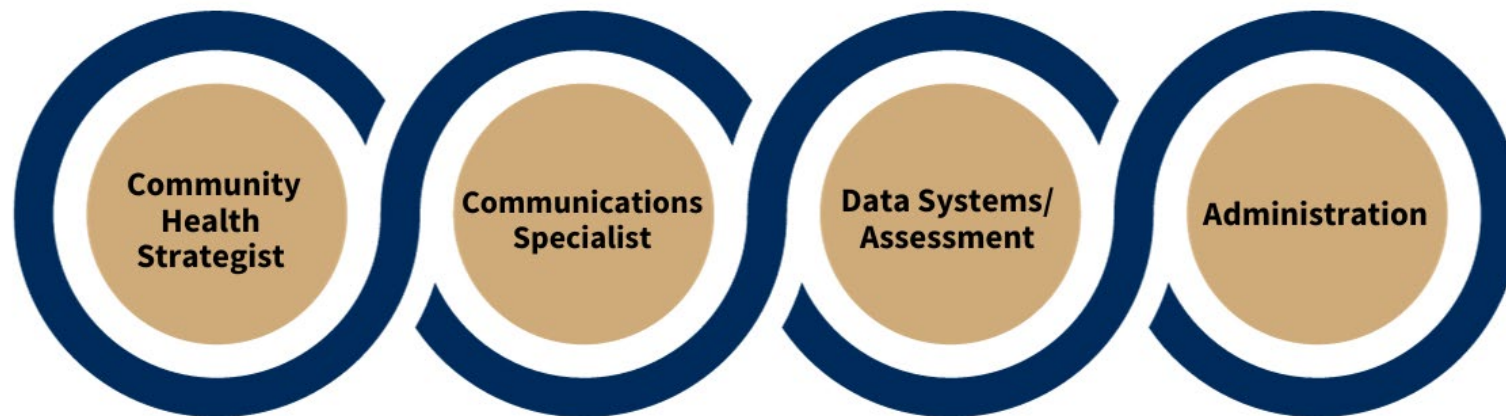
****Resources available on Conference Website:***

- ***Agency quarterly newsletter***
- ***Communications Program Workplan Worksheet Template***
- ***Countryside Public Health MDH Infrastructure Grant Communications Project Summary***

Enhancing Foundational Capabilities

Staff capacity in Communications along with a new Community Health Strategist position is helping to build our Foundational Capabilities of Public Health

- *Working together to enhance our CHIP/CHA and Strategic Planning process*



Building Foundational Capabilities of Public Health

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Countryside Public Health
CHIP/CHA
Strategic Planning

Coming Back Together – HPH & CPH

Challenges

Externally:

- *5-County Service Area*
- *Rural, hard-to-reach areas*
- *Spread out*
- *Populations of non-English speaking (Spanish, Russian, Karen, Chuukese, and Hungarian)*



Internally:

- *Many staff involved, hard to make system changes*
- *New technologies*
- *Differing opinions and styles*
- *Finding innovative strategies to connect with hard-to-reach individuals*

Externally:

- *5-County Service Area*
- *Rural, hard-to-reach areas*
- *Spread out*
- *Populations of non-English speaking (growing Hispanic and Micronesian communities)*



Internally:

- *Communications Specialist sometimes “siloed” – working on systems to feed communications and build capacity is helping*
- *Buy-in from staff was initially a challenge – building new “infrastructure” and new position*
- *Prioritization of communications projects and tasks – many to do (website, social media, print, news releases, newsletter, project specific, etc.)*



Questions?

There is no such thing as a silly question –
just the ones you didn't ask!