

Public Health Communications Awards

APPLICATION: CAMPAIGN WITH THE MOST IMPACTFUL OUTCOMES

CONTACT INFORMATION

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| Jurisdiction size (Please check one): | |
| <input type="checkbox"/> Large (Population exceeds 700,000) | |
| <input type="checkbox"/> Medium (Population less than 700,000; more than 200,000) | |
| <input checked="" type="checkbox"/> Small (Population less than 200,000; more than 50,000) | |
| <input type="checkbox"/> Very Small (Population less than 50,000) | |

ABOUT THE COMMUNICATIONS CAMPAIGN

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| Name Of Communications Campaign | Well Dorado website |
| Brief Campaign Overview (200 Words Or Less) | WellDorado.org is a living dashboard of indicators that informs community health needs assessments and contains a large database of promising practices that can drive evidence-based community programs. The website is for continued assessment of the community, evaluation of potential interventions and aims to be used as a tool to support collaboration, promote best practices, identify local resources and drive decisions based on data. |
| Campaign Start Date | January 2016 |
| Campaign End Date | Campaign is ongoing |

CAMPAIGN PLANNING AND IMPLEMENTATION

What is the purpose of this campaign? Does it address an underlying community need? Please describe why the campaign was developed. You are encouraged to submit evidence of need (e.g., local news stories, internal reports, testimonials, data, community health assessments) as an addendum to this form.

In late 2014, the Director of the El Dorado County Health and Human Services Agency (HHS) asked an interdisciplinary workgroup in HHS to identify primary contributors to the vulnerability of the clients served by our multiple programs. The group was also asked to develop a proposal that would most effectively address these factors using public health funds (See ADDENDUM A for full report)

It was recognized that in order to provide better services to agency clients, we needed to be able to share data and coordinate across agency and programmatic boundaries. We hosted a presentation on a web based platform which was designed to assist in data sharing, appropriate intervention implementation, grant writing and hosting collaborative initiatives.

Does your campaign address an issue related to health equity? How?

Explicit data shows El Dorado County experiences disproportionate issues with alcohol, drug, mental health and family dysfunction at rates higher than the State of California. The public and the governing entities are just beginning to recognize the extent of the problem as WellDorado.org platform provided the opportunity to look at data down to the zip code and census level tract allowing us to make informed decisions about specific communities within our County.

An analysis of further information paints a picture revealing geographic areas with areas of higher concern. Many of them are in Placerville, South Lake Tahoe and rural areas. Geographic isolation in certain parts of the County can add challenges to obtaining human and health services e.g. transportation to services, outreach to residents and awareness of available services
With easy access to data specific to our geographic regions, agencies and individuals will be able to access data easily and in turn better serve all population groups.

What population was this campaign targeted to reach? How did you plan to reach them?

While the availability of the website is open to all, targeted users are community stakeholders seeking accessible and reliable data specific to El Dorado County with access to comparisons with other counties and State data.

We initially creating marketing materials including a press release and business size print collateral to hand out to partners within the community. We also successfully offered a website “launch party”, offering a live demonstration of the site along with numerous live demonstrations at local partner meetings.

Could this campaign be replicated or transferred to other jurisdictions? Please explain.

The www.Welldorado.org website would be easily replicable as the platform is a web-based product in partnership with Community Health Solutions.

What partners did you work with in planning and implementing this campaign?

The initial interdisciplinary workgroup consisted of members from Public Health, Mental Health, Alcohol and Drug Programs, Child Protective Services and Community Services. The Assistant Director of Health and Human Services Agency convened the group.

As the website launched, community partners including the community health center, local hospitals, the transportation commission, cycling advocates and area non-profits were invited for live demonstrations about accessing data and collaboration using the platform.

To what extent does the campaign leverage existing resources without creating new costs?

Current Public Health staff maintain the website and offer frequent website presentations to raise awareness and inform partners and the general public about this platform available to everyone.

The easily accessible data on the WellDorado.org site has reduced the amount of epidemiologist staff time retrieving data, which has allowed for the epidemiologist to spend time focusing on Performance Management and Evidence Based Practice development.

OUTCOMES

Did you test or evaluate your campaign? If so, how?

Public Health staff conducts ongoing evaluation of the site and makes adjustments based on feedback provided by users through a feedback component on the website. We also monitor usage from a Google Analytics site.

What were the outcomes of this campaign? To what extent were your objectives achieved?

Our objective “to provide better services to agency clients, sharing data and coordinating across agency and programmatic boundaries”, has been fully exceeded our objective. Public Health staff have received positive feedback and comments about the accessibility and easy to use data available on WellDorado.org. As a result, our Agency as a whole is engaged in a service integration approach using data from WellDorado.org to guide the process.

To what extent does the campaign shift thinking about health from individual medical care to community / public health / equity issues?

The Well Dorado website offers an enormous amount of information to educate users about the links between external (community) factors and health. Topics such as access to grocery stores and length of commute times are easily accessed and explained in depth about impact to health.

WellDorado.org also allows for data to be viewed down to the zip code/census tract level, exposing disparities among certain communities within the County.

To what extent were earned media articles, letters to the editor, and op-eds published about this project?

The launch and live demonstration of WellDorado.org appeared in the local newspaper and was featured on additional websites and blogs.

To what extent does the campaign inform and lead to personal and collective action to improve population health?

Through increased knowledge of the effect of environmental factors that contribute to health may assist key decision makers, allowing them to make decisions based on data rather than individual health. If you want healthy people, build healthy environments.

WellDorado.org provides a virtual collaborative space which organizes collaborative approaches to improve the health of our County by making decisions based on data and ensuring interventions are evidence based. The site will also host the Community Health Improvement Plan (CHIP), tracking progress, providing transparency and holding our partners accountable to building healthier communities.

How have you used what you have learned from this experience? How will use what you have learned to improve your next communications campaign?

We have learned the importance of having information but also being able to share the information with the entire community. Knowledge is power and the easier people can access it the more benefits will be recognized. We have learned the importance of offering live demonstrations of the website and making personal contacts with stakeholders as keys to success.

IMPACT

Was baseline data collected for the target audience prior to campaign implementation?

Over a series of ten meetings, the group engaged in a multi-phase approach to needs assessment, problem analysis and decision making. In order to assess need, data from each program area within HHSA was reviewed. The group identified three priority areas based on the seriousness of the problem and the potential for HHSA interventions to make an impact. The three problem areas identified and agreed upon were alcohol and drug abuse, mental health and family violence.

The group then developed a problem analysis for each of the three priority areas to identify common contributors. A subject matter expert from the Center for Violence-Free Relationships was invited to discuss the complex nature of family violence, share resources that are currently available in El Dorado County, and what gaps exist.

It was recognized that in order to provide better services to agency clients, we needed to be able to share data and coordinate across agency and programmatic boundaries. We hosted a presentation on a platform called Healthy Communities Institute, which was designed to assist in data sharing, appropriate intervention implementation, grant writing, and hosting collaborative initiatives.

Were results among the target audience measured during the campaign?

Google analytics were used to look at user behavior and use of the website.

How were youth, disadvantaged populations, and other groups at high risk included in the development and public voice of the campaign?

Subject matter experts representing the voice of high risk groups were included throughout the process in the form of an interdisciplinary work-group.

Were social media, mobile phones, and other technology utilized in the campaign?

As a web-based platform, WellDorado.org offers community members the opportunity to access data from easy to use technology.

Can we share this application with other local health officials who are interested in communications best practices?

We would love to share what we have learned through the Well Dorado project. Feel free to share this application, addendums as well as our contact information.

Please email your completed application by Friday, May 27, 2016 to:

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