

# Public Health Communications Awards

## APPLICATION: MOST INNOVATIVE CAMPAIGN

### CONTACT INFORMATION

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<b>Jurisdiction size (Please check one):</b>	
<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

<b>Name Of Communications Campaign</b>	<i>“Health Through My Eyes”- El Dorado County Youth Photovoice Project</i>
<b>Brief Campaign Overview (200 Words Or Less)</b>	<p>In addition to traditional data collection methods in the El Dorado County Community Health Assessment process, Public Health partnered with the El Dorado County Youth Commission, whose members are <i>“appointed by the County Board of Supervisors, to help develop and express the opinions, ideas and visions of El Dorado County youth by partnering with local government and community decision-makers”</i>.</p> <p>Youth participated in the photovoice project entitled <i>Health Through My Eyes (HTME)</i>. Photovoice is a data collection method by which people share their perspectives of their</p>

community through photography and stories. The HTME photovoice project captured what youth believe contributes to good and poor health in our community. A video featuring youth narratives can be viewed at [www.Welldorado.org](http://www.Welldorado.org); along with a small sample of images included in this application (ADDENDUM A).

In addition to the actual photovoice project, we also partnered with Access El Dorado, a media organization which combines the fresh eyes and ears of talented youth with the knowledge, skills and experience of seasoned media mentors. High school and college aged youth go through six months of supervised training to become video interns. Youth filmed, edited and produced the entire *Health Through My Eyes* video project.

<b>Campaign Start Date</b>	October 2015
<b>Campaign End Date</b>	May 2016

## 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, and community health assessments) as an addendum to this form.**

The campaign was developed after identifying a need to reach out to youth within the County as part of the Community Health Assessment. Prior to the 2016 Community Health Assessment, the most recent report was published in 2002 and lacked a strong inclusion of the youth voice. This is not uncommon as the 2016 report also experienced a lack of engagement by youth (only 49 of 905 total survey respondents identified as ages 25 and under).

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

*Health Through My Eyes* aimed to engage youth in the El Dorado County Community Health Assessment and empower them to have their voices heard by leaders within the community. Engaging youth in health equity conversations encourages them to make informed decisions as they grow into adult community members. Youth have been identified as a challenging population to reach in the Community Health Assessment process as traditional data collection methods (telephone interviews and paper surveys) have shown to demonstrate a generational gap in terms of data collection methods.

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

While the intended population of the *Health Through My Eyes* was broad in scope, efforts were made to target youth within El Dorado County. We planned to reach them through including them throughout the process of the project, encouraged them to share the completed video link on their own social

media platforms, made the video available via YouTube as well as providing each youth with a flash drive which included a copy of the video project.

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

The photovoice campaign could be easily replicated or transferred to other jurisdictions. The initial concept was actually a replication from another Health Department which we then enhanced using a youth driven media company to produce the video. We also developed a training presentation with engagement activities and guidelines for youth participants we would be more than happy to share with potential partners (ADDENDUMS B & C).

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

We worked with the El Dorado County Youth Commission, El Dorado County Board of Supervisors, El Dorado County Office of Education and Access El Dorado.

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

The campaign leveraged existing resources through using current Public Health staff to: train the participants, create storyboards, act as a spokesperson in the video and build on existing partnerships already in place within the community.

## OUTCOMES

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

No formal test was conducted however youth requested to be involved in the photovoice project in upcoming years. This may suggest a positive evaluation of the campaign.

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

The outcomes of the campaign included capturing the youth perspective in the El Dorado County Community Health Assessment. Our objectives were exceeded after further developing the collected data into a dynamic video featuring youth narratives about both the positive and negatives factors affecting their health within the community.

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

Health Through My Eyes was a very effective way to look at health from a community perspective shifting from an individual definition. The project specifically addressed the built environment within our County which ranges from suburban to rural. Youth spoke about the new perspective they gained from participating in the project.

Youth also presented the completed project to the El Dorado County Board of Supervisors who in turn responded to concerns about an unfinished bike path and the design of a particularly dangerous intersection.

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

The project was featured on WellDorado.org, highlighted in the Health and Human Services Weekly email update to staff, included in the Community Health Assessment press release with an article appearing in the local newspaper.

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

The project offered Public Health along with the El Dorado County Board of Supervisors a chance to view health through the eyes of youth in the community. While the extent may not be easily measured, there is lasting impact on both youth participants and viewers.

**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 impact that youth can have when demonstrating the importance of health within our community. This project could easily be scaled to include multiple youth groups across the County. In regards to improvement for future campaigns we will again seek a video component as this medium was highly effective for reaching a large population range within the community. Creating the video brought the El Dorado County Community Health Assessment to life.

## INNOVATION

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

Youth were included throughout the development of the campaign. Public Health initially contacted the El Dorado County Youth Commission and were invited to attend their Youth Commission meeting to present the possibility of being involved with the photovoice project (ADDENDUM D). Once accepted, the Youth Commission received training from Public Health, took photos within their communities, shared their photos and stories, and were interviewed to create a video of images and narratives, bringing a tangible public voice to the campaign.

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

Mobile phones were used to capture the images, video technology was used to record the project, which then produced a short film posted to YouTube (click [here](#) for link) and featured on [www.Welldorado.org](http://www.Welldorado.org).

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

We would love to share this campaign with other agencies. Please feel free to pass on our contact information as well as this application and addendums.

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

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