



Public Health



Community Health Action Plan 2015-2018

Designed to address Community Health Assessment priorities

County: Durham

Partnership, if applicable: Partnership for a Healthy Durham **Period Covered:** 2015-2018

LOCAL PRIORITY ISSUE

- Priority Issue: Communications
- Was this issue identified as a priority in your county's most recent CHA? ___ Yes X No

LOCAL COMMUNITY OBJECTIVE:

- Improve internal communications within the Partnership for a Healthy Durham
- Improve external communications from the Partnership for a Healthy Durham
- Develop a Partnership for a Healthy Durham brand that is recognized throughout Durham County
- Improve the Durham Network of Care website
- Increase the number of members involved in the Partnership for a Healthy Durham and its Communications committee

| INTERVENTIONS: SETTING, & TIMEFRAME | LEVEL OF INTERVENTION CHANGE | COMMUNITY PARTNERS' Roles and Responsibilities | PLAN HOW YOU WILL EVALUATE EFFECTIVENESS |
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| <p>Intervention: Recruit new members to the Partnership for a Healthy Durham (PHD) and engage them to remain active by developing a:</p> <ol style="list-style-type: none"> 1. New Member Orientation 2. Buddy System <p>Setting: Partnership for a Healthy Durham</p> <p>Target population: New members</p> <p>Start Date – End Date: January 2017 - June 2018</p> <p>Targets health disparities: __Y __X__ N</p> | <p><input type="checkbox"/> Individual/ interpersonal behavior</p> <p><input checked="" type="checkbox"/> Organizational/ Policy</p> <p><input type="checkbox"/> Environmental change</p> | <p>Lead Agency: PHD Communications Committee</p> <p>Role: Orientation and Buddy System Development</p> <p>Target population representative: New PHD members</p> <p>Role: Participation in New Member Orientation and Buddy System</p> <p>Partners: Other PHD Committees</p> <p>Role: Identification of new members in their committees, PHD recruitment of new members, Buddy System mentors</p> <p>Marketing: Partnership Post, Steering Committee Meetings, PHD Quarterly Meetings, PHD Social Media</p> | <ol style="list-style-type: none"> 1. Expected outcomes: Explain how this will help reach the local community objective <ul style="list-style-type: none"> • New PHD members will be more likely to return to future meetings • New PHD members will become more engaged in the committees and understand how they will fit within the Partnership and how they will be able to impact it. 2. Anticipated barriers: Any potential cultural, political, financial or administrative barriers? <input checked="" type="checkbox"/> Y __N If yes, explain how intervention will be adapted: <ul style="list-style-type: none"> • Time commitment of those participating in the buddy system, including those who are mentoring and the mentee. 3. List anticipated project staff: PHD Communication committee members 4. Does project staff need additional training? __Y <input checked="" type="checkbox"/> N If yes, list training plan: 5. Quantify what you will do (# classes & participants, policy change, built environment change, etc.) <ul style="list-style-type: none"> • Conduct a new member orientation before each quarterly meeting that describes the history of the Partnership and the function/action plan of each committee. <ul style="list-style-type: none"> ○ Create a list explaining commonly used acronyms. ○ Provide a list of members and who they represent. ○ A co-chair or committee member from each committee will be present to provide any additional information. ○ Partnership committee members will provide feedback on information to be included in the new member orientation sessions. • Develop a buddy system in which the committee co-chairs partner a new member with an existing member who then mentor them for 6 months. <ul style="list-style-type: none"> ○ Develop a mentor buddy list from each committee. ○ Develop a list of questions/topics for the mentors to cover with their buddies. 6. List how agency will monitor intervention activities and feedback from participants/stakeholders (is intervention being delivered as intended? How |

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| | | | <p>are staff receiving feedback throughout the intervention?)</p> <ul style="list-style-type: none">• A post-survey will be developed to assess the satisfaction and utility of the Buddy program for both the mentor and mentee. <p>7. Evaluation: Are you using an existing evaluation? <u> </u>Y<u> </u>X<u> </u>N If no, please provide plan for evaluating intervention impact:</p> <ul style="list-style-type: none">• Retention of new and existing members will be tracked through attendance at the Quarterly and committee meetings. |
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| <p>Intervention: Recruit new members to the Partnership for a Healthy Durham Communication committee from the community and other PHD committees.</p> <p>Setting: Partnership for a Healthy Durham</p> <p>Target population: New members and existing members of the Partnership for a Healthy Durham.</p> <p>Start Date – End Date: January 2017 - June 2018</p> <p>Targets health disparities: __Y __X__ N</p> | <p><input type="checkbox"/> Individual/ interpersonal behavior</p> <p><input checked="" type="checkbox"/> Organizational/ Policy</p> <p><input type="checkbox"/> Environmental change</p> | <p>Lead Agency: PHD Communication Committee</p> <p>Role: Member recruitment</p> <p>Target population representative: Other PHD committees and Durham County residents</p> <p>Role: Attendance of PHD Communication Committee meetings and PHD Quarterly Meetings</p> <p>Partners: Other PHD Committees, PHD Steering Committee</p> <p>Role: Identification of members in their committees that would be a good fit for the PHD Communications committee</p> <p>Marketing: Partnership Post, Steering Committee Meetings, PHD Quarterly Meetings, PHD Social Media</p> | <ol style="list-style-type: none"> Expected outcomes: Explain how this will help reach the local community objective <ul style="list-style-type: none"> Recruitment of new PHD Communication committee members. Anticipated barriers: Any potential cultural, political, financial or administrative barriers? <input checked="" type="checkbox"/>Y__N If yes, explain how intervention will be adapted: <ul style="list-style-type: none"> Time commitment of those who are already active in another PHD committee and who will also be a member of the Communications committee. List anticipated project staff: PHD Communication committee members Does project staff need additional training? __Y __X__ N If yes, list training plan: Quantify what you will do (# classes & participants, policy change, built environment change, etc.) <ul style="list-style-type: none"> Engage PHD co-chairs to identify potential Communication committee members from their committees. Continue to recruit community members who responsible for their agency's communications/public relations. Contact potential members to invite to Communications meetings and discuss their potential role and contributions. List how agency will monitor intervention activities and feedback from participants/stakeholders (is intervention being delivered as intended? How are staff receiving feedback throughout the intervention?) <ul style="list-style-type: none"> During the Steering Committee meetings, committee co-chairs will recommend potential Communication members to the Communication co-chairs. Evaluation: Are you using an existing evaluation? __Y __X__ N If no, please provide plan for evaluating intervention impact: <ul style="list-style-type: none"> Retention of new members to the PHD Communications committee. |

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| <p>Intervention: Communicate the mission and health priorities of the Partnership for a Healthy Durham to the Durham community.</p> <p>Setting: Partnership for a Healthy Durham</p> <p>Target population: Durham County residents</p> <p>Start Date – End Date: January 2017 - June 2018</p> <p>Targets health disparities: <u> </u>Y <u> </u>X <u> </u>N</p> | <p><u> </u> Individual/ interpersonal behavior</p> <p><u> </u>X <u> </u> Organizational/ Policy</p> <p><u> </u> Environmental change</p> | <p>Lead Agency: PHD Communications Committee</p> <p>Role: Development of PHD mission and health priorities dissemination plan</p> <p>Target population representative: Durham County residents</p> <p>Role: Receptiveness to PHD mission and health priorities</p> <p>Partners: PHD Steering Committee, Other PHD Committees</p> <p>Role: Dissemination of PHD Communication message</p> <p>Marketing: Partnership Post, Steering Committee Meetings, PHD Quarterly Meetings, PHD Social Media</p> | <ol style="list-style-type: none"> 1. Expected outcomes: Explain how this will help reach the local community objective <ul style="list-style-type: none"> • Increased knowledge among Durham County residents of the mission and purpose of the Partnership for a Healthy Durham and its committees. 2. Anticipated barriers: Any potential cultural, political, financial or administrative barriers? <u> </u>X <u> </u>Y <u> </u>N If yes, explain how intervention will be adapted: <ul style="list-style-type: none"> • Effective coordination of outreach events with available Partnership members. 3. List anticipated project staff: PHD Communication committee members 4. Does project staff need additional training? <u> </u>Y <u> </u>X <u> </u>N If yes, list training plan: 5. Quantify what you will do (# classes & participants, policy change, built environment change, etc.) <ul style="list-style-type: none"> • Compile a list of large Durham events and events/activities that occur within each of the Partners Against Crime (PACs) districts. • PHD will support community led events through attendance, and if desired from the organizers, participate on the planning committees. <ul style="list-style-type: none"> ○ Develop a PHD Public Relations kit for PHD members to take with them that has outreach materials (e.g., Partnership one-pager, brochures, etc.) and talking points. ○ Ensure PHD members have a Partnership shirt. • PHD member will attend monthly planning meetings for Bull City Play Streets. • Share the purpose/mission of the Partnership and the Community Health Assessment results with the community through a water bill mailer. 6. List how agency will monitor intervention activities and feedback from participants/stakeholders (is intervention being delivered as intended? How are staff receiving feedback throughout the intervention?) <ul style="list-style-type: none"> • Document the number of events in which PHD was represented and |

their level of engagement in the event (e.g., attendance, planning, etc.)

7. Evaluation:

Are you using an existing evaluation? Y X N

If no, please provide plan for evaluating intervention impact:

- Conduct community surveys assessing the knowledge of Durham County residents on the mission and health priorities of the Partnership for a Healthy Durham.

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| <p>Intervention: Improve the utility of the Durham Network of Care website and increase the number of individuals using it in Durham County.</p> <p>Setting: Partnership for a Healthy Durham</p> <p>Target population: Durham County residents</p> <p>Start Date – End Date: January 2017 - June 2018</p> <p>Targets health disparities: <input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> | <p><input type="checkbox"/> Individual/ interpersonal behavior</p> <p><input checked="" type="checkbox"/> Organizational/ Policy</p> <p><input type="checkbox"/> Environmental change</p> | <p>Lead Agency: Alliance Behavioral Healthcare</p> <p>Role: Facilitate scrubbing of Network of Care data and taxonomy reorganization</p> <p>Target population representative: Durham County residents</p> <p>Role: Use of Durham Network of Care</p> <p>Partners: PHD Communications committee</p> <p>Role: Assist with evaluation plan implementation and development of Network of Care Advisory Board</p> <p>Marketing: Partnership Post, Steering Committee Meetings, PHD Quarterly Meetings, PHD Social Media, Community Events</p> | <ol style="list-style-type: none"> Expected outcomes: Explain how this will help reach the local community objective <ul style="list-style-type: none"> Increased knowledge among Durham County residents of the existence of the Durham Network of Care website and that they are able to successfully navigate the website and find the resources they need quickly and easily. Anticipated barriers: Any potential cultural, political, financial or administrative barriers? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N <ul style="list-style-type: none"> Identified barrier includes access to the internet to utilize Network of Care. Ensure Network of Care is accessible to Durham County residents at the library and explore accessibility through kiosks that are strategically placed throughout the county. List anticipated project staff: Alliance Behavioral Healthcare staff and PHD Communication committee members Does project staff need additional training? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N If yes, list training plan: Quantify what you will do (# classes & participants, policy change, built environment change, etc.) <ul style="list-style-type: none"> Develop taxonomy category and subcategory index for Network of Care resources. Review Durham Network of Care entries to ensure they are: <ul style="list-style-type: none"> Currently in operation; Information listed is correct, aligned with inclusion/exclusion criteria; Indexed in the appropriate category and subcategory. Create Durham Network of Care Advisory Board to develop policy, procedures, and quality improvement protocols. Relaunch Durham Network of Care at the Duke/Durham Health Summit in Summer, 2017 or July Partnership Quarterly meeting. List how agency will monitor intervention activities and feedback from participants/stakeholders (is intervention being delivered as intended? How are staff receiving feedback throughout the intervention?) <ul style="list-style-type: none"> Quarterly quality assurance reviews of the resources listed in Durham |

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| | | | <p>Network of Care.</p> <ul style="list-style-type: none">• Quarterly Network of Care Advisory Board meetings.• Document number of Durham Network of Care Outreach events and methods for sharing information with partners and the community. <p>7. Evaluation: Are you using an existing evaluation? <u> </u>Y<u> </u>X<u> </u>N If no, please provide plan for evaluating intervention impact:</p> <ul style="list-style-type: none">• Conduct community surveys assessing the ease and utility of the Durham Network of Care website and the knowledge that this resources exists in the community. |
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