Public Health Education Collaborative

February 2\textsuperscript{nd}, 2010
<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Content</th>
<th>Process</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00am-9:15am</td>
<td>Kick-off, Overview, and Introductions</td>
<td>Remarks and Round-Robin</td>
<td>Jackie Valenzuela</td>
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<tr>
<td>9:15am-9:45am</td>
<td>DHR Wellness Updates</td>
<td>Presentation and Discussion</td>
<td>Susan Lesser</td>
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<tr>
<td>9:45am-10:00am</td>
<td>Wellness Break</td>
<td>Activity</td>
<td>Erika Siever</td>
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<tr>
<td>10:00am-11:00am</td>
<td>DPH Wellness Updates</td>
<td>Presentation, Discussion, and Small Group Activity</td>
<td>Kim Harrison Eowan</td>
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<tr>
<td>11:00am-12:00pm</td>
<td>Health Education Training Priorities &amp; Resources</td>
<td>Presentation and Discussion</td>
<td>Sylvia Estafan</td>
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<tr>
<td>12:00pm-1:00pm</td>
<td>Lunch</td>
<td>On Your Own</td>
<td>All</td>
</tr>
<tr>
<td>1:00pm-2:00pm</td>
<td>Committee Integration: Where We Are &amp; Where We Want to Go</td>
<td>Panel and Discussion</td>
<td>Kim Harrison Eowan, Susan Srabian, Milan Hill</td>
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<tr>
<td>2:00pm-3:30pm</td>
<td>Health Educations’ Role in Emergency Response: Lessons Learned during H1N1</td>
<td>Panel and Discussion</td>
<td>Lindsey Lastra, Jessica Marshall, Olga Vigdorchik, Nicole Vick, Jackie Valenzuela</td>
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<tr>
<td>3:30pm-4:00pm</td>
<td>Wrap-Up &amp; Evaluation</td>
<td>Q &amp; A, Evaluation completion</td>
<td>Sylvia Estafan</td>
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Introducing the Collaborative

Jackie Valenzuela
Director,
Health Education Administration

...Your one-stop shop for all your health education needs.
A place where we take care of...

Administrative duties

• Priority setting
• Planning
• Budgeting
A place where we take care of...

Getting work done

- Committees
- Small groups
A place where we take care of...

Building and practicing skills

• Training

• Learning from each other
  – Updates & sharing tools
Today’s Objectives

By the end of this session, participants will be able to...

1. Describe two current and upcoming wellness initiatives.
2. Describe the function of each Collaborative Committee.
3. List two ways that the Collaborative and its Committees will help accomplish health education-related work goals.
4. Characterize health education’s role during H1N1 response.
5. Identify at least one professional development resource to improve health education knowledge and skills.
Promoting & Recognizing Wellness

Dr. Jeffrey Gunzenhauser
Medical Director & Director of the
Quality Improvement Division
DHR Wellness Updates

Susan Lesser
Deputy Wellness Manager &
Health Communications Specialist,
Health Education Administration

• Active for Life
• Webinars
• Healthy Connections Seminars
• Lunch & Learn Seminars
• Health Topic of the Month
• Stress Management Campaign
• Exercise Classes
• HRA Incentive Programs
DPH Wellness Updates

Kim Harrison Eowan
Wellness Manager & Deputy Director,
Health Education Administration
Training Priorities & Resources

Sylvia Estafan
Workforce Development Specialist, Health Education Administration

NCHEC, 2006
Training Needs & Priorities

• Based on the 7 Areas of Responsibility...
  – What type of skill/topic would you/your program find most useful to be covered during future Collaboratives?
  – What type of skill/topic would you/your program like to teach during future Collaboratives?
  – What kind of updates would you like to receive/provide during future Collaboratives?
Health Ed Training Resources

• Organizational Development and Training (ODT)
  – Athens, Public Speaking (for DPH staff only)

• Pacific Public Health Training Center (PPHTC):
  http://www.pphtc.org
  – Public Health 101, Getting Published

• Diffusion of Effective Behavioral Interventions (DEBI):
  http://www.effectiveinterventions.org
  – Training for topic-specific interventions

• National Commission for Health Education Credentialing (NCHEC):
  http://www.nchec.org
  – Topics by area of responsibility; for people looking for continuing education credits
Lunch
Committee Integration

Kim Harrison Eowan
Wellness Manager & Deputy Director,
Health Education Administration

Susan Srabian
Health Communications Specialist & Print Materials Lead,
Health Education Administration

Milan Hill
Health Communications Specialist & Speakers’ Bureau Lead,
Health Education Administration
## Committee Overview: Wellness

<table>
<thead>
<tr>
<th>PURPOSE</th>
<th>2009 OUTCOMES</th>
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| To promote a work environment & culture within DPH that fosters the physical, emotional, intellectual, occupational, spiritual, environmental, & social health of DPH employees. This work is accomplished through the promotion & implementation of DHR & DPH wellness initiatives. | - Intranet site  
- Active for Life  
- Walk for Wellness  
- Monthly reporting  
- Wellness policy |
# Committee Overview: Print Materials

<table>
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<tr>
<th>PURPOSE</th>
<th>2009 OUTCOMES</th>
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| To support DPH staff develop the highest quality print materials & ensure a seamless print materials development process. | - Manual & Rubric  
- Templates  
- Fact sheets  
- Translation interns  
- Inventory |
Committee Overview: *Speakers’ Bureau*

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<th>2009 OUTCOMES</th>
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<tr>
<td>To develop, disseminate, &amp; track trainings provided to community groups related to “hot” or “emerging” Public Health issues.</td>
<td>- Manual &amp; Rubric</td>
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<td></td>
<td>- H1N1 materials</td>
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<td></td>
<td>- ICS function</td>
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Discussion about Committee Integration

• Should we revisit Committees’ purpose (excluding wellness)?
• What problems do you/your program face that could be solved by these Committees?
• What projects would require collaboration among Committees?
• What type of meeting structure would facilitate Committee collaboration?
• Is there a need for additional Committees?
Health Education’s Role in Emergency Response: Lessons Learned During H1N1

Lindsey Lastra  
*CHS Health Educator, SPA 7*

Jessica Marshall  
*CHS Health Educator, SPA 8*

Nicole Vick  
*CHS Health Educator, SPA 5 & 6*

Olga Vigdorchik  
*CHS Health Educator, SPA 1 & 2*

Jackie Valenzuela  
*Director, HEA*
H1N1 Background & Context: April-June 2009

- H1N1 identified as a threat to public health
- Media created panic
- CDC designated H1N1 testing for all ILI
- DPH moves into ICS
- LA County declares state of emergency
- WHO declares H1N1 to be a pandemic
- DPH praised and reprimanded
Incident Command Structure

- Incident Commander
  - PIO
  - Safety Officer
  - Board Liaison
  - Planning
  - Operations
  - Logistics
  - Finance
Health Ed Role: April-June 2009

• Served at the DOC under OPS
  – Created standardized, multilingual guidance documents for physicians & other stakeholders

• Served within ICS at the SPAs
  – Epidemiologic surveillance

• Developed & disseminated information to community partners
H1N1 Background & Context: July-Sept 2009

- 3 Phases of federal funding released to DPH
- CDC designated H1N1 testing for ILI-related hospitalizations or deaths
- 7 DPH vaccination planning groups convened
- Revised ICS structure created & staffed
DPH Vaccine Planning Groups

- Push
- Pull
- Communications
- Schools
- Physicians
- Workforce
- Finance
Health Ed Role: July-Sept 2009

• COMM Branch activities:
  – Materials development, production, & dissemination
  – Inquiry management
    • Speakers’ Bureau
    • 2-1-1
  – Communications with Physicians

• Fostering relationships
  – OEM, EPPHNs
H1N1 Background & Context: Oct-Dec 2009

- Revised ICS structure implemented
- DOCs activated
- DPH COOP plans activated
- PODs & other activities conducted
- H1N1 vaccine available to priority groups only
- Vaccine shortage existed
- DPH praised and reprimanded
Incident Command Structure

- Incident Commander
  - PIO
  - Safety Officer
  - Board Liaison
    - Planning
    - Operations
    - Logistics
    - Finance
ICS Operations Section

Operations

Surveillance

Intervention

Vaccine

Communications

Schools
Health Ed Role: Oct-Dec 2009

• Creating, editing, producing materials
• Speakers’ Bureau training & requests
• Fulfill Speakers’ Bureau requests
• Work during PODs in following roles:
  – COMM DOC staff
  – JIT Trainer
  – PIO
  – Q&A Supervisor
  - Communication Supervisor
  - Personnel Group Supervisor
  - Safety Officer
  - Documentation Staff
H1N1 Background & Context: Dec-Present

- Vaccine recall occurs
- Target population restrictions lifted
- Targeted outreach requested by BOS
- Data collected & analyzed to improve future response efforts
- Contracts with external partners monitored
- Preparation for possible additional funding
Health Ed Role: Dec-Present

- Demonstrate leadership in health equity
- Plan & conduct outreach to communities
- Dismantle silos by collaborating with Immunization, CHS, ExComm, ACDC
- Manage budget & programs
- Submit to conferences & journals
Lessons Learned: What Worked

• Health education principles maintained during emergencies
• COMM Branch
• Preparation through participation in exercises, PODs, & committees
• Collaboration with DPH programs
• Existing relationships with community partners
Lessons Learned: What Could Be Improved & How

• Foster & maintain trust throughout DPH
• Designate specific roles to HE staff
• More involvement in planning
  – PODs
  – Media strategies
• System needed for handling customer inquiries & assuring their satisfaction
• More opportunity to engage DPH workforce & communities
Discussion

- Was your role different?
- What lessons did you learn?
- Additional questions?
Wrap-Up & Evaluations

Sylvia Estafan
Workforce Development Specialist
# Upcoming Collaboratives

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>March 2, 2010</td>
<td>9:00am – 4:00pm</td>
<td>Ferguson 2nd floor, Suite 220, Conf. Rm. A, #2081</td>
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<tr>
<td>April 6, 2010</td>
<td>9:00am – 4:00pm</td>
<td>Ferguson 2nd floor, Suite 220, Conf. Rm. A, #2081</td>
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Thank You!