

Public Health Education Collaborative



February 2nd, 2010



Agenda

Timeframe	Content	Process	Who
9:00am-9:15am	Kick-off, Overview, and Introductions	Remarks and Round-Robin	Jackie Valenzuela
9:15am-9:45am	DHR Wellness Updates	Presentation and Discussion	Susan Lesser
9:45am-10:00am	Wellness Break	Activity	Erika Siever
10:00am-11:00am	DPH Wellness Updates	Presentation, Discussion, and Small Group Activity	Kim Harrison Eowan
11:00am-12:00pm	Health Education Training Priorities & Resources	Presentation and Discussion	Sylvia Estafan
12:00pm-1:00pm	Lunch	On Your Own	All
1:00pm-2:00pm	Committee Integration: Where We Are & Where We Want to Go	Panel and Discussion	Kim Harrison Eowan Susan Srabian & Milan Hill
2:00pm-3:30pm	Health Educations' Role in Emergency Response: Lessons Learned during H1N1	Panel and Discussion	Lindsey Lastra, Jessica Marshall, Olga Vigdorichik, Nicole Vick, Jackie Valenzuela
3:30pm-4:00pm	Wrap-Up & Evaluation	Q & A, Evaluation completion	Sylvia Estafan



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



Wellness Break



Erika Siever

*Workforce Development Specialist,
Health Education Administration*



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*

PURPOSE	2009 OUTCOMES
<p>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.</p>	<ul style="list-style-type: none">- Intranet site- Active for Life- Walk for Wellness- Monthly reporting- Wellness policy



Committee Overview: *Print Materials*

PURPOSE	2009 OUTCOMES
To support DPH staff develop the highest quality print materials & ensure a seamless print materials development process.	<ul style="list-style-type: none">- Manual & Rubric- Templates- Fact sheets- Translation interns- Inventory



Committee Overview: *Speakers' Bureau*

PURPOSE	2009 OUTCOMES
To develop, disseminate, & track trainings provided to community groups related to “hot” or “emerging” Public Health issues.	<ul style="list-style-type: none">- Manual & Rubric- H1N1 materials- ICS function



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

Olga Vigdorichik

CHS Health Educator, SPA 1 & 2

Nicole Vick

CHS Health Educator, SPA 5 & 6

Jackie Valenzuela

Director, HEA

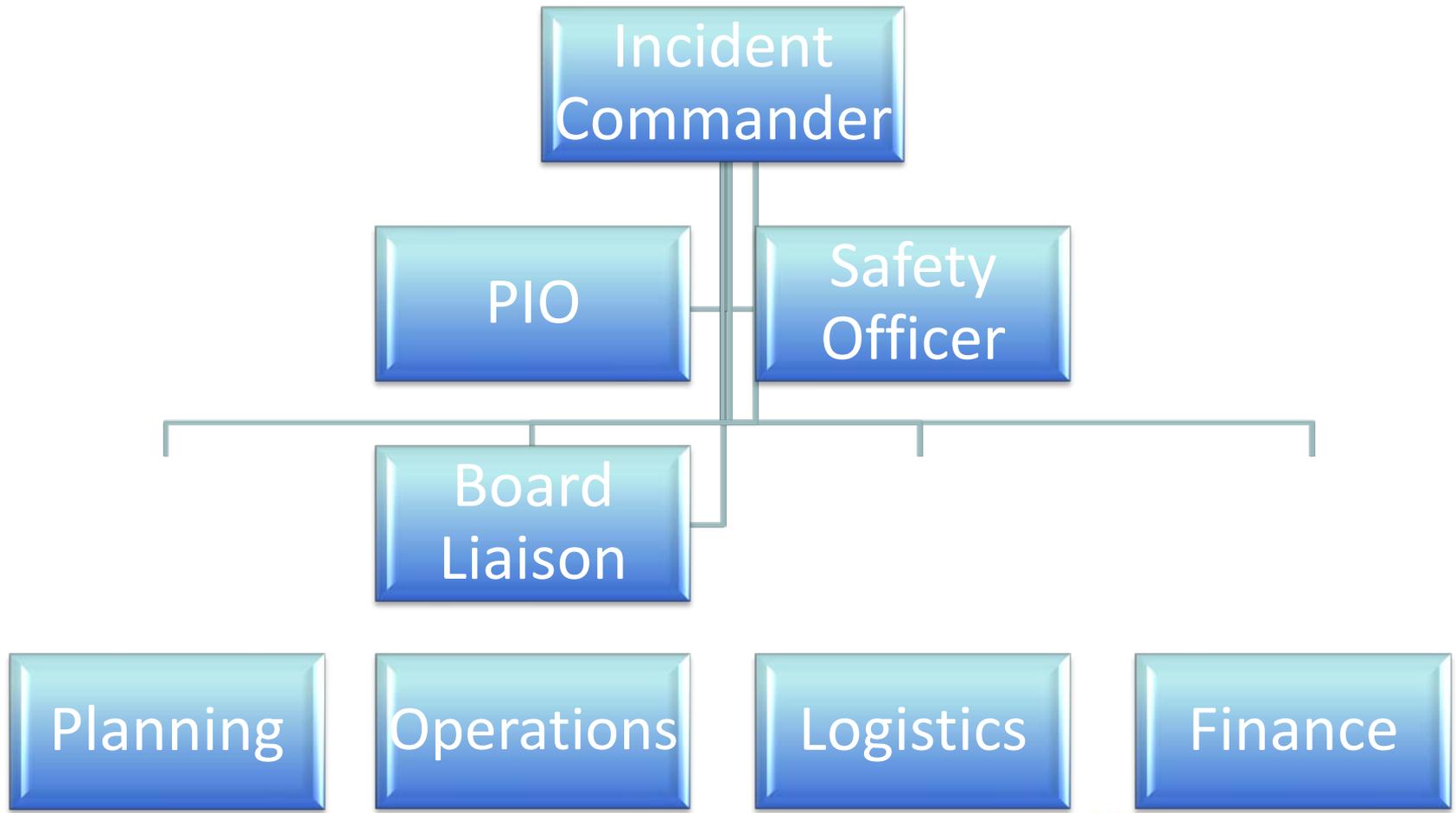


H1N1 Background & Context: April-June 2009

- 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



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

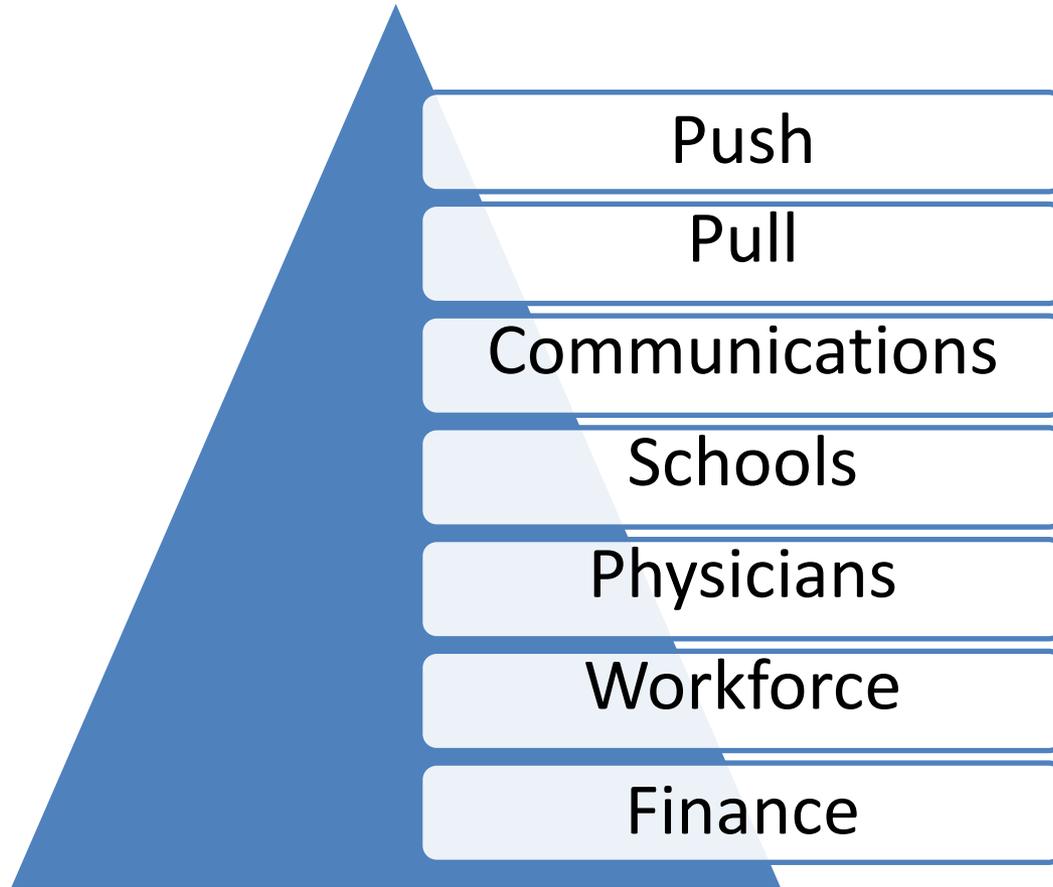


H1N1 Background & Context: July-Sept 2009

- 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



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

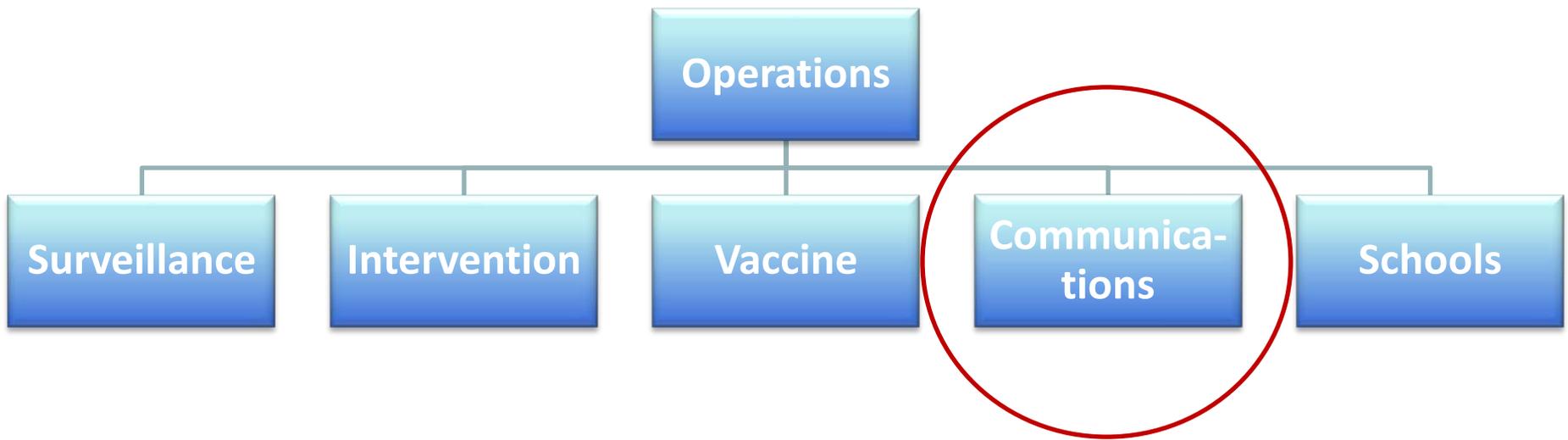
- Revised ICS structure implemented
- DOCs activated
- DPH COOP plans activated
- PODs & other activities conducted
- H1N1 vaccine available to priority groups only
- Vaccine shortage existed
- DPH praised and reprimanded



Incident Command Structure



ICS Operations Section



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

Date	Time	Location
March 2, 2010	9:00am – 4:00pm	Ferguson 2 nd floor, Suite 220, Conf. Rm. A, #2081
April 6, 2010	9:00am – 4:00pm	Ferguson 2 nd floor, Suite 220, Conf. Rm. A, #2081



Thank You!

