Berrien County Health Department (BCHD)

133 employees

Main office located in Benton Harbor Serving a population of 162,611

Berrien County Health Departm

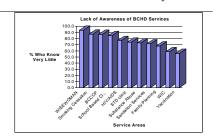
Plan

Identify an Opportunity and Plan for Improvement

I. Getting Started

BCHD began their QI efforts by identifying an area for improvement. According to the Statewide survey results from the EPIC-MRA Survey/Poll sponsored by the Michigan Association for Local Public Health (MALPH) in 2005, 64% of Michigan reside sidents knew very little or were not at all familiar with community programs and rvices provided by LHDs. The team then reviewed data from the 2005 Berrien Services provide up rules. The cannot be referred usat from the evolution of the referred usat from the evolution of the referred to the refer

Behavior Risk Factor Survey 2005



2. Assemble the Team

BCHD committed staff time of several administrators and managers. The team as sembled were those who could contribute to either media capacity or quality assurance processes, and those who would continue in those capacities at the conclusion of the project. A matrix diagram was prepared to document and under-stand the current approach.

Understanding Opportunity: Matrix Diagram								
AIM Statement	Capacity	Capacity Breakdown	Levels of Learning					
		Find list of papers/radio contacts	Becky, Theresa know this					
	Media relationships	Link with Benton Spirit	Past relationship					
		Learn pricing for articles	Basic dated knowledge - John					
	Writing Capacity	Increase writing ability of staff	Becky writes all press releases					
Increase		Develop process for writing	Currently minimal process					
awareness of public health		Learn format for submitting article	Basic knowledge of press release					
services	Topics in Public Health	Find list of critical public health issues	MALPH/MDCH/MPHI marketing plan					
		Most significant public health issues	Basic knowledge from Erin					
		Critical info the public should know	Basic knowledge from Erin, BRFS					
	Measure/Evaluation	survey tools for program evaluation	Theresa, Erin have experience					
	Westaurer L Valuation	What is success?	Define by benchmark, etc.					

	ML	C2 - MACC						y I					_	_		
ID	Task Name	Date	Q1 07				r	Q3 07			Q4 07 Oct Nov Dec			Q1 08	08	Completed?
				Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	feb	
	MPHI announce MACQIC awards	2/2/2007	x													yes
	Kick-off teleconference	2/14/2007	х													yes
	Pre-learning session teleconference	2/28/2007	x													yas
	Learning Session	3/26/2007		x												1923
	Submit first article	3/29/2007		х												yes
0	Establish baseline data	4/3/2007			х											yes
	Check financial constraints	4/3/2007			х											yes
	Finalize AIMS statement	4/15/2007			х											yes
3	Finalize Benton Spirit contract	5/1/2007				х										yes
	Develop evaluation tools	5/15/2007				х										working
11	1st implementation teleconference	5/14/2007				х										yes
12	Report due of MPHI	6/21/2007					х									192
13	2nd teleconference - face to face	6/28/2007					х									yes
	Tech assistance confer with Mmason	7/18/2007						х								yes
	MLC2 Michigan Site Visit	8/17/2007							x							192
14	Report due to MPHI	10/1/2007									x					yes
15	3rd implemenation teleconference	10/8/2007									x					192
	MI SuperConference Poster Session	10/17/2007									х					yes
10	Report due to MPHI	12/3/2007											х			yes
17	4th implemenation teleconference	12/10/2007											х			192
18	Project showcase presentation	1/31/2008		T										х		
	MACOIC core team meetings	1st Thuradays			х	x	х	x	x	x	x	x	х	x	x	working
20	and	3rd Thursday			х		х	х	х	x	х	x	х	х	х	working
21	Management Team Reports	quarterly			х			x			x			x		working

AIM Statement

Increase the number of BCHD service related articles published in the Benton Spirit during the grant cycle period to a minimum of 30 articles. This was done in order to increase community awareness of public health services, highligh munity awareness of public health services, highlight ing those provided by BCHD.

3. Examine the Current Approach

BCHD decided to use a bone diagram to clarify details of their QI project.



Baseline data was collected from the MALPH survey, the Berrien County Behavioral Risk Factor Survey and through numerous articles published in 2006

Team Members: Theresa Green - Director of Community Health Planning

John Nelson - Director of Program Operations Rebecka Weberg, - Health Promotion Services Manager, Media Relations Vita Polasek - Grant Development Specialist Princella Tobias - Publisher, Benton Spirit Erin Edinger - Epidemiologist (Former team member)

Topic of Article	Date Published	
Infant Mortality	8/10/06	
Flu/Pneumonia Clinics	10/26/06	
Breast & Cervical Cancer Screenings	10/26/06	
Childhood Lead Poisoning	10/26/06	
Flu/Pneumonia Clinics	11/2/06	

A fishbone diagram was constructed to identify the root cause and effect of the lack of public health awareness

Why are there no articles?



Root causes identified the reasons for the lack of general public health articles: There is no direct information teaching what public health is or does
 There is no marketing or recruiting for PH services

- There is not a strong tie between events and the public health department Stigma of poverty if using health department services

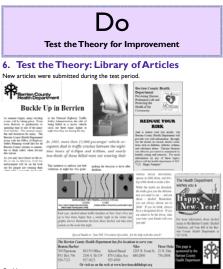
4. Identify Potential Solutions

4. Identify Potential Solutions
When BCHD examined their current approach, the team realized that they needed to improve community awareness of available services, but they also needed to improve their system for writing and submitting articles to the media. The team discussed these problems and identified possible solutions. The first solution involved increasing public awareness of health department services within the community. The team decided to use the Michigan Marketing Plan to identify monthly and weekly topics for articles, which would increase internal media capacity and public awareness of health department services within the community.

5. Develop an Improvement Theory

Prediction: <u>If</u> writing quality articles weekly in the Benton Spirit will increase com-munity awareness of public health services provided by the BCHD, <u>then</u> the num-ber of services provided by BCHD will increase.

Strategy for Testing the Improvement Theory					
Data/Information	Collection	Displayed			
# Articles Printed	Copy and count of articles	Frequencies			
% of deadlines met	Writer and contact evaluations	Bar graph			
Time needed for edit	Log of time by editor	Column Chart			
# of phone inquiries	Phone inquiry collection tool	Frequencies			
Increased awareness	BRFS and interim interview	Survey, chart, etc.			



Problems:

\$

 Difficulty communicating with Benton Spirit. Due to the nature of the paper BCHD chose, there were difficulties with lost articles, unintentional re nts of

 There was a wide range of writing ability among the authors selected. Depth, creativity and writing ability varied greatly from author to author. Unanticipated results:

Other local papers asked to be included in the preventive articles. BCHD has
added the Tri-City Record to the weekly distribution list and supplied a 100
word version of the Benton Spirit articles to that paper.

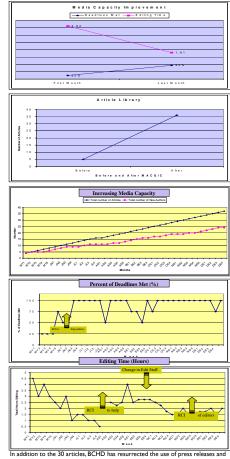


Study

Use Data to Study Results of the Test

7. Study the Results

Survey data predicts over 30 articles will be written on a variety of health care is-sues. Awareness data are still being collected and will be measured with the 2008 BRFS data. Survey data from health fairs showed that most residents had read at least one health article.



at least four additional articles have been printed in the Herald Palladium



Standardize the Improvement and Establish Future Plans

8. Standardize the Improvement or Develop **New Theory**

Internal processes have been established and implemented



BCHD has improved the media program. By decentralizing the media, BCHD is able to use more authors who are experts in their field and increase the number of proactive articles number of proactive articles that were printed without sig-nificantly increasing the work-load of the staff. BCHD will continue the media team and publish articles weekly in news-papers and via the BCHD web-tic

9. Establish Future Plans

All accomplishments have been reported to the Berrien County Board of Health during the monthly board meetings. These meetings are covered by the press and accomplish-ments of this project have been reported in the larger newspaper. Complete write up of the Media Capacity Building project will be studied and reported through public health meeting in Michigan and through publication and possible national presentations.

Multi-State Learning Collaborative-2, February 21, 2008, Funded by the Robert Wood Johnson Foundation