

# Board of Public Health Meeting

January 10, 2012



Healthcare Georgia Foundation  
grantmaking for health





## *Our Mission*

***Our mission is to advance the health of all Georgians and to expand access to affordable, quality healthcare for underserved individuals and communities.***

# 2012 Funding Priorities

- Addressing Health Disparities
- Expanding Access to Affordable Quality Healthcare Services
- Promoting Health and Preventing Disease
- Strengthening Nonprofit Health Organizations

# Advancing Public Health Foundation Investments...

- Partner Up! Public Health Campaign
- Georgia Public Health Association
- Mathews & Maxwell
- Georgia Health News
- UGA – Grant In Aid
- DPH/CDC – Infant Mortality Report

# Advancing Public Health Future Investments...

- Childhood Obesity
- Public Health Journal
- Health Impact Assessment
- Infant Mortality, Low-Birthweight
- Public Health Accreditation
- Childhood Immunization
- School-based Medical Homes
- Safety Net & Public Health Integration



# Audit Presentation



**Board of Public Health**

Kenneth Bramlett

Inspector General

January 10, 2012



# Communicating Public Health



**Board of Public Health**

Ryan Deal

Director, Communications

January 10, 2012



# Communicating Public Health

## Presentation Goals

- Mission
- Background
- Repositioning the Department
  - Improving Information Exchange
  - Building Relationships (External and Internal)
  - Building Marketing Platforms
- Looking Ahead



# Communications Mission

## **Mission = Foster healthier outcomes through holistic communication**

- Provide sound risk communication
- Improve information sharing with the media and public
- Strengthen communication and coordination with government and partners
- Promote holistic communications practices with measurable results
- Build robust internal communications and morale



# Background

## **Prior to July 1, 2011**

- Underserved in super-agencies
- Insufficient outreach
- No identifiable brand
- Hadn't told our story



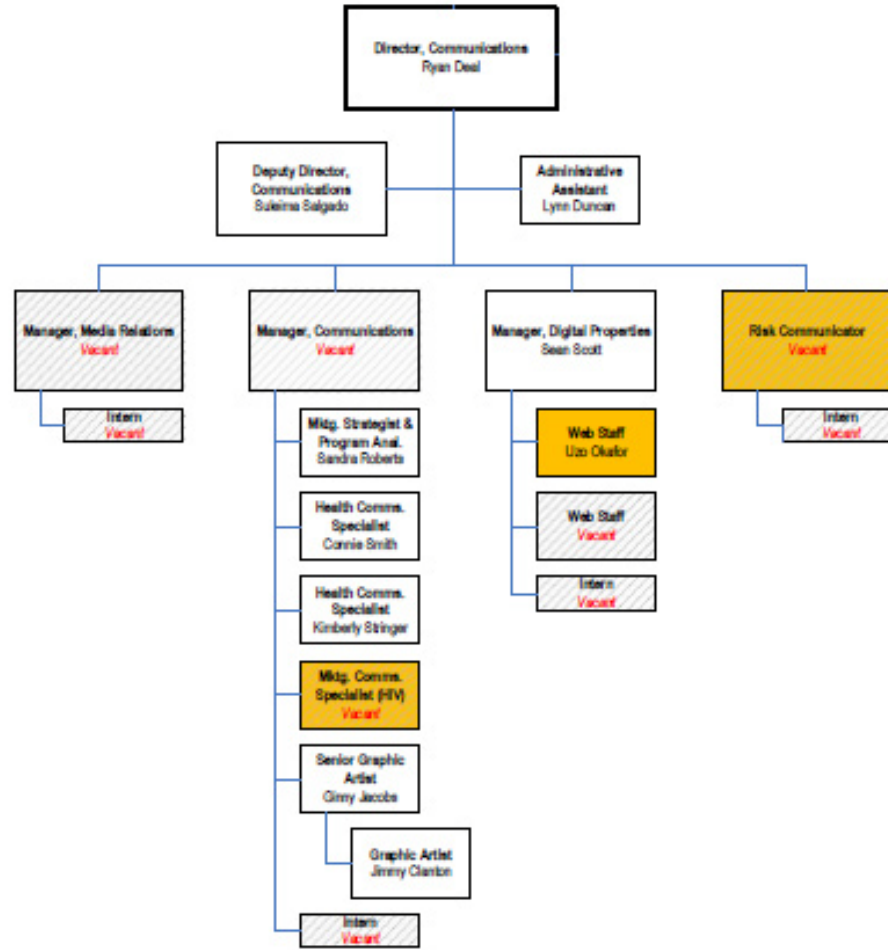
# Background

## Since July 1, 2011

- Creating best-in-class communications vehicles
- Building robust information databases
- Increasing interaction with the news media and blogosphere
- Building holistic marketing plans
- Working to brand the Department
- Increasing, consolidating and improving staff



# Background



# Communications Challenges

## Emory University/SPA Focus Group

- *“did not know much about the Department”*
- *“not clear on our mission or what we could offer”*
- *“relatively unknown”*
- *“not very familiar with our Department”*



# Communications Challenges



Physical, Environmental, And  
Community Health



COBB and DOUGLAS  
**PUBLIC HEALTH**



**PUBLIC HEALTH**  
is for **EVERYONE**  
NORTHEAST HEALTH DISTRICT  
[www.PublicHealthAthens.com](http://www.PublicHealthAthens.com)



# Repositioning the Department

- Increase promotion of one Department (tell our story)
- Improve information flow and exchange
- Build relationships internally and externally





# Improving Information Exchange

## PHWEEK



GEORGIA  
**PHWEEK**  
We Protect Lives

DEPARTMENT OF  
STATE OF GEORGIA  
PUBLIC HEALTH  
1776

News and Information from the Georgia Department of Public Health



### Your Health and Safety Count: Drink and Drive Responsibly



Join our Mailing List

Submit your story suggestions, ideas, comments or a story of your own!

Send PHWEEK Your Suggestion



You will soon hit the highways visiting friends and family or you may drive to your favorite vacation home for a quick getaway during the holiday season. The Georgia Department of Public Health (DPH) and the Georgia Department of Public Safety want you to think twice about your overall health and safety on the

Critical driving skills like braking, steering, lane changing, depth of perception, judgment and response time are dramatically affected when your Blood Alcohol Content reaches 0.08.

road if you drink alcohol during the holidays.

In This Issue

- [Health and Safety Counts](#)
- [Resolutions that Stick](#)
- [Cobb PH Gets Grant](#)
- [Substance and Alcohol Abusers](#)

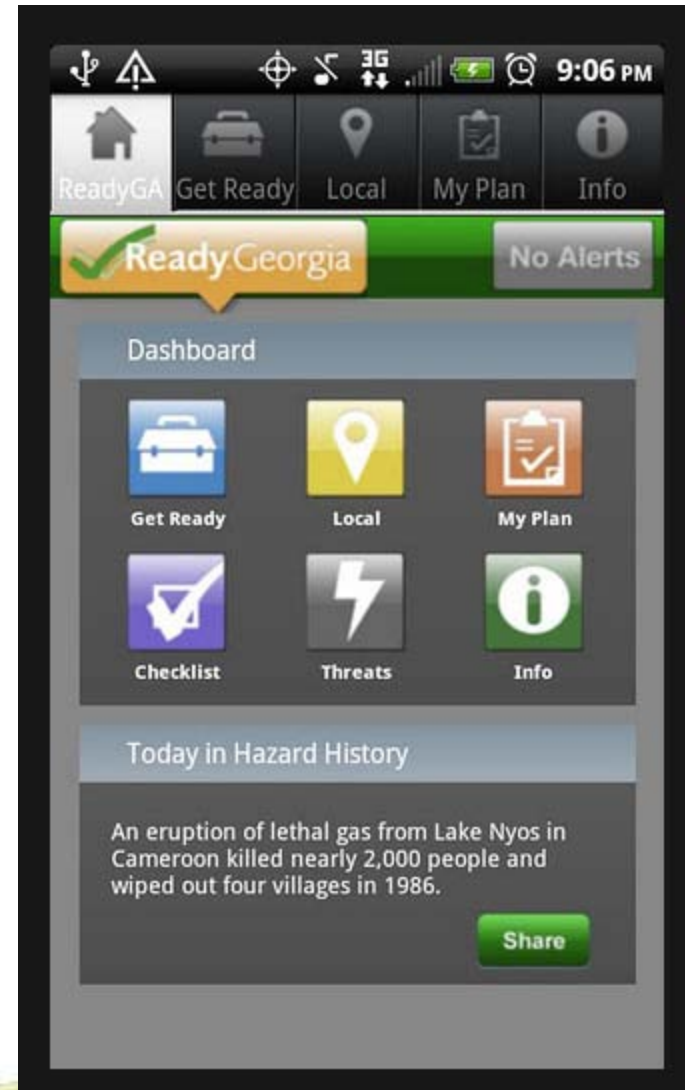
**PH**EVENTS



# Improving Information Exchange

## Ready Georgia App

- Launched September 15, 2011
- 25,000+ downloads
- #2 weather-related app in iTunes Store



# Improving Information Exchange

## Social Media Engagement

- Facebook
- Twitter
- YouTube



# Improving Information Exchange

The image is a screenshot of a web browser displaying a YouTube channel page. The browser's address bar shows the URL <http://www.youtube.com/user/GaDPH?feature=mhee#p/u>. The browser tabs include Hotmail, Novell WebAccess, Georgia Department of Health, Georgia DPH (GaDPH), and GaDPH's Channel. The YouTube interface includes a search bar, navigation links (Browse, Movies, Upload), and a user profile dropdown (GaDPH). The channel name is GaDPH's Channel, and the current view is 'Uploads'. A large video player is visible, showing a woman in a pink shirt. To the right, a list of related videos is displayed, each with a thumbnail, title, and view count.

Firefox

Hotmail - kathyru... x Novell WebAccess ... x Georgia Departme... x Georgia DPH (GaD... x GaDPH's Channel ... x

http://www.youtube.com/user/GaDPH?feature=mhee#p/u

talent assessment survey

YouTube

Search Browse Movies Upload GaDPH

Post Bulletin Settings Themes and Colors Modules Videos and Playlists

GaDPH's Channel All Uploads Favorites Arrange Uploads

Search

Date Added | Most Viewed | Top Rated

Healthy at Home: Taking a Temperature  
45 views - 1 month ago  
4:11

Healthy at Home: Medication Kits  
8 views - 1 month ago  
4:53

Healthy at Home: Hand Hygiene  
8 views - 1 month ago  
4:57

Healthy at Home: Controlling Infection  
7 views - 1 month ago  
6:55

# Improving Information Exchange

Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://wic.ga.gov/

http://wic.ga.gov/

Most Visited Customize Links Exit this survey Free Hotmail My Yahoo! Windows Marketplace Windows Media Windows http://www.health.st... Yahoo! Downloads Mozilla Firefox Start P... Yahoo! Mail

Obit explore with YAHOO! SEARCH Search System Scan Security Scan Amazon eBay Options

georgia.gov™

GEORGIA WIC

GO

Home | Jobs | Publications | Public Health Programs | WIC Calendar | Public Health Site Index

Contact Us Press Releases Health Alerts Career Opportunities OASIS SENDSS

**Women, Infants & Children (WIC)**

- Calendar
- County Profiles
- Data
- District WIC Resources
- Emergency Plans
- Farmer's Market Nutrition Programs
- Georgia's Nutrition and Physical Activity Initiative
- Georgia Breastfeeding Program
- Georgia Nutrition Program
- Health Care Provider Information
- News Alerts
- Nutrition Risk Code Search
- Public Comment Survey
- Recall List
- Training
- Vendor Information
- WIC Income Guidelines (PDF)

### Program at a Glance

Georgia's WIC is the nation's fifth largest Special Supplemental Nutrition Program for Women, Infants and Children. The Food and Nutrition Service administers the program at the federal level and provides funds to state agencies for implementation. At the state level, the Department of Community Health, Georgia Department of Public Health, Maternal and Child Health Program, Office of Nutrition and WIC administers the program.

WIC has provided nutrition education and supplemental foods to low income families for over thirty years. In federal fiscal Year (FFY) 2010, Georgia's WIC provided benefits to approximately 303,000 participants. WIC contributes approximately \$3.3 billion to the state's economy.

Georgia's WIC services are provided through 18 health districts and two contract agencies. Services are provided at over 220 locations including: 172 health departments, 28 community health centers, 13 hospitals, 5 military bases, and 2 Division of Family and Children Services (DFACS) offices. Of these locations, 99 sites provide WIC and other services during a WIC visit, 98 provide other services by referral within the same location, and 26 provide other services by referral to another location. Most locations have extended hours.

**Contact Information**

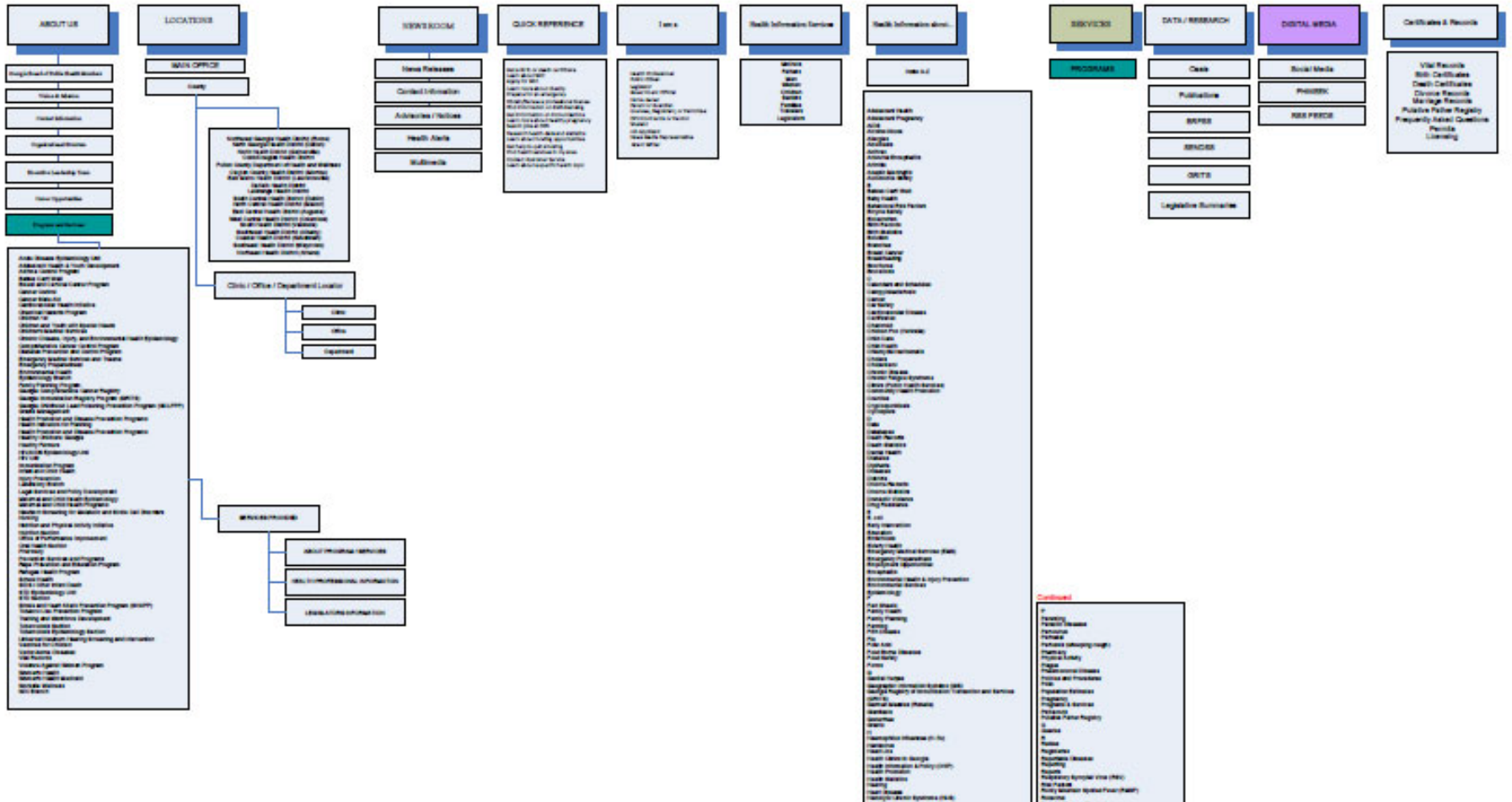
Vendor Contact:  
1-866-814-5468

Participant Contact:  
1-800-228-9173



**WIC Participants:**  
Please click **here** to learn about the new WIC Food Package - Videos in English &

# Improving Information Exchange



# Improving Information Exchange

## Revamping and Consolidating Web Properties

- New taxonomy, new design
- Centered in preventative healthcare
- Deployment of CDC's content syndication
- [health.state.ga.us](http://health.state.ga.us) → [dph.ga.gov](http://dph.ga.gov)



# Improving Information Exchange

## **Building Robust, Emergency Communications Platforms**

- Healthcare
- Veterinary Medicine
- Pharmacy/Pharmacology
- Education
- Corporate partners
- Others





# Improving Information Exchange

## **Building Strong Media Relations Program**

- Simple, clear transparency
- Consolidation of media interaction through one central point of contact
- Improving coordination with public health districts
- Increasing earned media



# Building External Relationships

## External Improvement Areas

- Constituents
  - Improving outreach, available information
  - Identifying the best communications mediums
- Partners (CDC, DCH, Governor's Office, georgia.gov, GTA, etc.)
- Meeting with those we serve
- Legislature/Elected Officials



# Building Internal Relationships

## Internal Improvement Areas

- Districts
  - District Health Directors
  - Risk Communicators/Public Information Officers
- State
  - Virtual and traditional suggestion boxes
- Information Services Workgroup
  - PHACE (Public Health Active Communication Exchange)



# Building Internal Relationships

georgia.gov™



Georgia Department of Public Health | We Protect Lives.

MAIN | MY PAGE | MEMBERS | EVENTS | GROUPS | MANAGE | DPH WEBSITE

Welcome to PHACE at DPH!

Here are a few things you can do right now...



Invite Friends



Add Profile Photo



Add Content

## A PHACE USER

Sign Out

Inbox

Friends – Invite

Settings

## EVENTS

January 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### Thursday's Child Call

January 12, 2012 from 9am to 9:15am – Dept of Public Health

0 Comments 0 Likes

Last Month

[+ Add an Event](#)

## GROUPS



Change Management Group

7 members

0 2



Model Group

15 members

1 6



Governance Team

11 members

3 4

[View All](#)

# Building Marketing Platforms

## **Better Marketing and Research**

- Striving for true, holistic marcom planning
- Seeking to end fragmentation, duplication
- Centered in research
- Driven by measurable results

**Conducted *Needs Assessments* of all  
Dept. programs**



# Building Marketing Platforms

**Georgia WIC offering Yummy, Healthy Food and More!**

**Georgia WIC offering Yummy, Healthy Food and More!**

**Now Enrolling Participants**

**Eat Healthy • Grow Healthy • Live Healthy**

**Georgia WIC Provides:**

- Breastfeeding Information
- Nutrition Education
- Healthy Foods

There are over 1,000 WIC stores in Georgia. WIC stores may be redeemed at participating grocery stores.

**Georgia WIC provides:**

- Prenatal Women
- Breastfeeding Infants
- Postpartum Women
- Children age 5 and under

**Income Eligible Guidelines:**  
July 1, 2010 to June 30, 2011

If your household size is:	And your annual gross income is:
1	\$20,036
2	26,955
3	33,874
4	40,793

**We Welcome WIC!**

**GEORGIA WIC**

**800-228-9173 | www.wic.ga.gov**

WIC is an equal opportunity provider.



# Looking Ahead

- Strengthen current communications vehicles and platforms
- Explore national best-practices
- Strengthen relationships
- Seek new technology
- Brand the Department



# Thank You

**Ryan Deal**

Director, Communications

Georgia Department of Public Health

**404-657-6602**

**[rydeal@dhr.state.ga.us](mailto:rydeal@dhr.state.ga.us)**





# Board of Public Health Meeting

Next Meeting: February 14, 2012, 1:00 PM

To be added to the notification list, send an e-mail  
to Bob Shaw – [rmshaw@dhr.state.ga.us](mailto:rmshaw@dhr.state.ga.us)