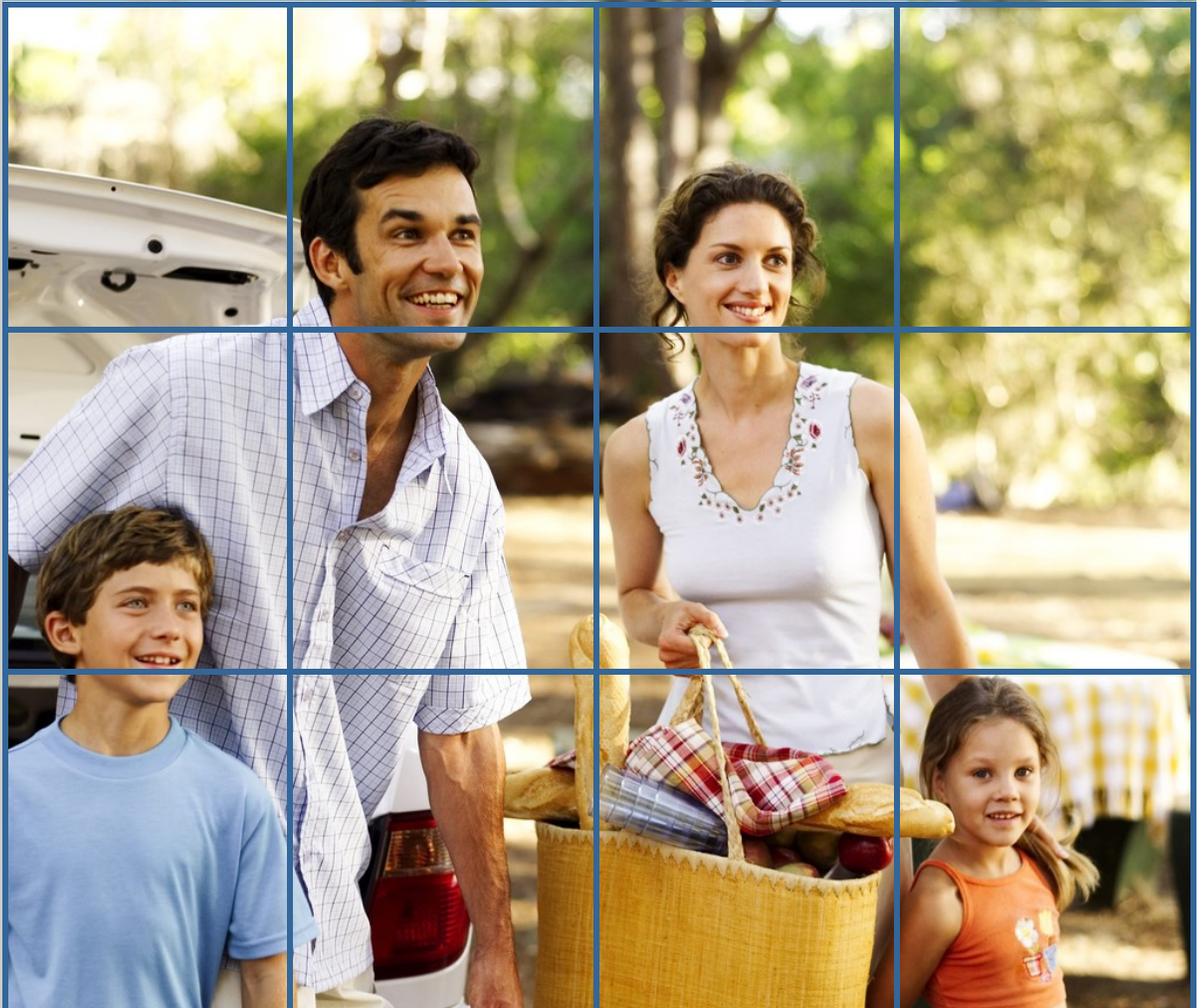


# Strategic Plan

2011 - 2015

Idaho Public Health Districts

## Fiscal Year 2011 Report



Healthy People in Healthy Communities

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## Introduction

Idaho's seven public health districts were established in 1970 under Chapter 4, Title 39, Idaho Code. They were created to ensure essential public health services were made available to protect the health of all citizens of the State—no matter how large their county population.

The intent of the legislature in creating the seven public health districts was for public health services to be locally controlled and governed. Each of the public health districts is governed by a local Board of Health appointed by the county commissioners from that district. Each Board of Health defines the public health services to be offered in

its district based on the particular needs of the local populations served.

The districts are not state agencies nor part of any state department; they are recognized much the same as other single purpose districts, and are accountable to their local Boards of Health.

The law stipulates that public health districts provide the basic services of public health education, physical health, environmental health and health administration. However, the law does not restrict the districts solely to these categories.

While Idaho Public Health Districts are locally based we share a common vision and mission.

## Public Health's Vision

### *Healthy People in Healthy Communities*

## Public Health's Mission

- To **PREVENT** disease, disability and premature death,
- To **PROMOTE** healthy lifestyles, and
- To **PROTECT** the health and quality of the environment.

## Public Health's Goals

Although services vary depending on local need, the Idaho Public Health Districts provide the following basic goals or essential services that assure healthy communities.

1. Monitor health status and understand health issues.
2. Protect people from health problems and health hazards.
3. Give people information they need to make healthy choices.
4. Engage the community to identify and solve health problems.
5. Develop public health policies and plans.
6. Enforce public health laws and regulations.
7. Help people receive health services.
8. Maintain a competent public health workforce.
9. Evaluate and improve the quality of programs and interventions.
10. Contribute to and apply the evidence base of public health.



**Public Health**  
Prevent. Promote. Protect.

**Idaho Public Health Districts**

**M**onitoring the health status of communities is an essential service of public health. Periodically assessing the health status of Idaho residents helps the public health districts be more aware of the health of communities and identify health trends. Furthermore, assessment can be used as the basis for setting priorities, developing strategies to address identified health issues, allocating resources, and evaluating the impact of public health's efforts on improving the health and safety of Idahoans.

### District Assessments

The public health districts continually conduct a variety of assessments. Some examples include seat-belt usage, tobacco policies, school wellness policies, oral health, and community nutrition. Topics vary from year to year, as some assessments are conducted on a routine basis, while others are conducted only periodically.

### Community Health Profiles

Each public health district has developed a Community Health Profile in an effort to establish a baseline for accurate, periodic assessment of communities' progress towards health-related objectives. For the development of Community Health Profiles, the public health districts, working in collaboration with the Idaho Department of Health and Welfare (IDHW), selected 20 indicators that represent the status of the health and safety of Idahoans. From these indicators, public health districts will monitor the health status of residents as well as identify trends and population health risks within

each of the individual seven public health districts. The information gained through the Community Health Profiles can then be used as the basis for setting priorities, developing strategies to address identified health issues, allocating resources, and evaluating the impact of public health's efforts on improving the health and safety of Idahoans.

The indicators were divided into three categories: Maternal/Child, Adolescents, and Adults.



The indicators that the public health districts chose to monitor through the Community Health Profiles include:

#### Maternal/Child

- Percent of unintended pregnancies
- Percent of live births with adequate prenatal care
- Percent of live births with low birth weight
- Percent of live births with tobacco use during pregnancy
- Percent of WIC participation

- Percent prevalence of breastfeeding

#### Adolescents

- Teen pregnancy rate (ages 15-19)
- Motor vehicle crash death rate (ages 15-19)
- Suicide rate (ages 10-18)

#### Adults

- Percent without health care coverage
- Percent with no leisure time activity
- Percent of overweight (Body Mass Index >25)
- Percent diagnosed with diabetes
- Percent who smoke cigarettes
- Percent who binge drink (5+ drinks on one occasion in past 30 days)
- Percent of females without breast cancer screening (age 40+)
- Percent of males without prostate cancer screening (age 40+)
- Percent who did not wear seat-belts
- Suicide rate (ages 65+)
- Percent with no dental visit in the past 12 months

Data on each of these indicators have been collected either by the Idaho Bureau of Health Policy and Vital Statistics or through the Idaho Behavioral Risk Factor Surveillance Survey. The public health districts will be able to use this data to identify trends within local populations.

## Goal 1: Monitor Health Status and Understand Health Issues

*The benchmarks in this plan are based on combined numbers for all seven public health districts.*

**Objective 1: Obtain data that provides information on the community's health to identify trends and population health risk.**

### Strategies

- Develop relationships with local providers and others in the community who have information on reportable diseases and other conditions of public health interest and facilitate exchange.
- Conduct or contribute expertise to periodic community health assessments.
- Integrate data with health assessments and data collection efforts conducted by others in the public health systems such as the ongoing Behavior Risk Factor Surveillance System (BRFSS).

| Performance Measures |   | 2008 | 2009 | 2010 | 2011 | Benchmark |
|----------------------|---|------|------|------|------|-----------|
| Ia.                  | Number of assessments done at the individual District level   | 45   | 62   | 36   | 46   | 30        |
| Ib.                  | Community health data sets (selected indicators that represent the status of the health and safety of Idahoans) collected | 140  | 140  | 140  | 140  | 140       |

## Goal 2: Protect People from Health Problems and Health Hazards

The seven public health districts are extensively involved in diagnosing, investigating, and identifying health problems in their communities. Epidemiology, the study of the incidence, prevalence, spread, prevention, and control of diseases, is core to the foundation of public health. The public health districts investigate and report on over 70 diseases/conditions that are required reportable diseases according to the Rules and Regulations Governing Idaho Reportable diseases (IDAPA 16.02.10).

The public health districts, working together with the Office of Epidemiology and Food Protection (OEFPP), send disease investigation reports to the Centers for Disease Control and Prevention (CDC) through the National Electronic Disease Surveillance System (NEDSS). This electronic link to the State and the CDC

provides for the quick identification of public health concerns including outbreaks, biological/chemical health threats, and/or other health-related concerns.

Planning for public health emergencies has become a major focus for the public health districts. In 2002, the public health districts began receiving federal funding to ensure that they are capable of accomplishing emergency preparedness/planning activities related to bioterrorism, infectious disease outbreaks, and public health threats and emergencies. This planning has played a critical role in responding to emergencies such as H1N1 vaccination clinics and weather hazards.

The public health districts, in collaboration with Idaho Department of Health and Welfare (IDHW), use the Health Alert Network system (HAN). The HAN system is an

automated system designed to rapidly deliver time-critical, health-related information via fax or email to designated health partners. This system is used extensively by the



public health districts to update, advise, or alert health partners regarding diseases and/or public health threats. The HAN system is an effective way to provide situational updates to community partners.

**Objective 2A:** Minimize, contain, and prevent adverse health events and conditions resulting from communicable diseases; food, water, and vector borne outbreaks; chronic diseases; environmental health hazards; biological threats; negative social and economic conditions; and public health disasters.

**Strategies**

- Investigate health problems and environmental health hazards.
- Prevent, minimize, and contain adverse health events and conditions resulting from communicable diseases; food, water, and vector-borne outbreaks; and chronic diseases.
- Coordinate with other agencies that investigate and respond to health problems or environmental health hazards.

| Performance Measures |   | 2008        | 2009        | 2010        | 2011        | Benchmark                       |
|----------------------|---|-------------|-------------|-------------|-------------|---------------------------------|
| 2a.1                 | Total number of communicable diseases reported  | 7,196       | 7,163       | 9,647       | 9,478       | N/A                             |
|                      | Salmonella  | 169         | 209         | 162         | 165         |                                 |
|                      | Hepatitis A   | 21          | 10          | 40          | 10          |                                 |
|                      | Chlamydia   | 3,813       | 3,903       | 3,977       | 4,175       |                                 |
|                      | Giardiasis  | 218         | 222         | 240         | 168         |                                 |
|                      | Campylobacter   | 254         | 285         | 306         | 314         |                                 |
|                      | West Nile Virus   | 140         | 47          | 61          | 5           |                                 |
|                      | Tuberculosis  | 10          | 15          | 38          | 17          |                                 |
| 2a.2                 | Number of valid food complaints investigated and percent investigated   | 585<br>100% | 454<br>100% | 454<br>100% | 427<br>100% | 100%<br>Complaints Investigated |
| 2a.3                 | Number of health messages (informational, updates, advisories, or alerts) sent to medical providers and other community partners through the Health Alert Network | 103         | 141         | 141         | 89          | 70                              |

The public health districts selected seven reportable diseases to highlight and track for the 2011-2015 Strategic Plan. They include Salmonella, Hepatitis A, Chlamydia, Giardiasis, Campylobacter, West Nile Virus, and Tuberculosis.

These diseases are transmitted in numerous ways:

- food/water

- person to person (e.g., sexual activity, respiratory droplet, fecal-oral)
- vectors (e.g., mosquitoes, bats, mice)

Due to the ability of these diseases to cause widespread illness, it is vital for the public health districts to prevent, monitor, and control disease spread.



**Objective 2B: Coordinate and facilitate public health emergency response activities with state, federal, city/county, and local agencies in a manner consistent with the community's best public health interest.**

#### Strategies

- Lead public health emergency planning, exercises, and response activities in the community in accordance with the National Incident Management System, and coordinate with other local, state, and federal agencies.
- Participate in planning efforts, exercises, and response activities for public health and all-hazard emergencies in the community that have public health implications within the context of state and regional plans and in a manner consistent with the communities best public health interest.
- Maintain policies and technology required for urgent communication and electronic data exchange.

| Performance Measures |  | 2008 | 2009 | 2010 | 2011 | Benchmark |
|----------------------|--|------|------|------|------|-----------|
| 2b.1                 | Number of All-Hazard Plans that are updated annually by public health district staff | 7    | 7    | 7    | 7    | 7         |
| 2b.2                 | Number of preparedness exercises facilitated by public health staff                  | 138  | 108  | 109  | 115  | 70        |
| 2b.3                 | Number of preparedness planning efforts with community partners                      | 699  | 462  | 520  | 501  | 500       |

## Goal 3: Give People Information They Need to Make Healthy Choices

Education is a critical tool used by the public health districts of Idaho as a means of changing individual health behaviors. Educational outreach services provided by the health districts come in a variety of forms including training classes, newsletters, community events, forums, media releases, and information posted on district web sites. Most are focused on very specific areas of public health with the intention of bringing about awareness and broadening the public's understanding of these topics, as well as encouraging them to take recommended action to improve or protect their health. Some examples include:

- Health Preparedness: All-Hazards Planning (including Pandemic Influenza, natural disasters, as well as man-made disasters) Strategic National Stockpile, and Emer-

gency Preparedness.

- Communicable Disease: Pertussis (whooping cough), Measles, Influenza (including H1N1), West Nile Virus, and Sexually Transmitted Diseases.
- Nutrition/WIC program: Breast-feeding, Choosing Fruits and Vegetables, Feeding Tips for Toddlers, and Family Meal Time.
- Environmental Health: Food Handler's Certification, Certified Pool Operators, Onsite Wastewater System Installers Classes, and Daycare Operator Instruction.
- Community/Health Education: Fit and Fall Proof™ Exercise Class for Older Adults, Tobacco Cessation, Adolescent Pregnancy Prevention, and Risk Reduction Strategies for Youth.

The training classes/programs are held at health district offices, schools, and community-based locations throughout the state.

In order to inform the public in a timely manner of imminent health issues and services provided, a variety of media are used such as newspapers, radio, television, reader boards, telephone hot lines, and district web sites. Examples of types of information and services provided in these forms of media are: prevention messages and health advisories for communicable diseases (such as Pertussis and Measles); education and response efforts to local flooding emergencies; announcement of the state's new immunization rules; promotion of healthy lifestyles; schedules for clinics and classes; community public health events; and food recalls (such as ground beef or peanut butter) just to name a few.

## Objective 3: Conduct health promotion activities to address public health issues.

### Strategies

- Develop relationships with media to convey information of public health significance, correct misinformation about public health issues, and serve as an essential resource.
- Exchange information and data with individuals, community groups, other agencies, and the general public about physical, behavioral, environmental, and other issues effecting the public's health.
- Provide targeted, culturally appropriate information to help individuals understand what decisions they can make to be healthy.
- Provide health promotion programs to address identified health problems.



| Performance Measures |   | 2008  | 2009  | 2010  | 2011  | Benchmark |
|----------------------|---|-------|-------|-------|-------|-----------|
| 3a.                  | Number of health education classes offered by health district staff (some examples: tobacco prevention, breastfeeding, food management, public health preparedness).                      | 7,202 | 7,502 | 7,368 | 8,631 | 7,000     |
|                      | Schools   | 1,361 | 1,375 | 956   | 1,544 |           |
|                      | WIC   | 4,738 | 3,826 | 3,661 | 3,755 |           |
|                      | Environmental Health  | 213   | 219   | 138   | 128   |           |
|                      | Community   | 890   | 2,082 | 2,613 | 1,794 |           |
| 3b.                  | Number of community events, which are defined as activities that reach more than one individual for the purpose of education, that are sponsored or co-sponsored by the health districts. | 499   | 658   | 470   | 561   | 350       |
| 3c.                  | Number of media messages through news releases; print, radio, or television interviews; and newsletters.  | 1,638 | 1,566 | 1,656 | 837   | 1,050     |

# Goal 4: Engage the Community to Identify and Solve Health Problems

Public health issues impact the community as a whole. As a result, it is critical for local public health districts to actively lead and/or participate in partnerships with public and private organizations, state and local government agencies, businesses, schools, faith communities, and the media to support and implement strategies that address identified public health challenges. Circumstances vary as to

whether the public health district takes the lead on a particular issue or is an equal or supporting partner. Local public health districts measure activity, progress, and success for this goal by looking at three indicators. The first is the number of formal agreements developed with community partners that are in place. These agreements are especially critical in the Public Health Preparedness (PHP) programs.

Due to the scope and nature of the PHP programs, community partnerships are critical to ensuring that communities are prepared to respond effectively should such an emergency or disaster situation arise. Memorandums of Understanding help to formalize the roles and responsibilities of various community organizations in the response plans. Partners in health preparedness include county and city govern-

## Goal 4: Engage the Community to Identify and Solve Health Problems

ments, the Bureau of Homeland Security, hospitals, Emergency Medical Services (EMS), law enforcement agencies, fire departments, schools, faith-based communities, Area Agencies on Aging, media, and businesses. Partnerships are critical to many other programs as well.

The second and third indicators chosen to measure this goal verify the scope of the work the public health districts do. Measuring the number of advisory groups at a district and state level that public health district staff participate on and/or facilitate helps to demonstrate not only the wide variety of issues addressed by public health, but the level of expertise of our professionals as well.

The seven public health districts have an average of over 57 advisory groups a piece on which staff partici-



pates at either the district or state level. These groups cover a wide range of issues, including the State Access to Recovery Advisory Group, State Food Task Force,

Idaho HIV Council on Prevention, and the State Drinking Water Advisory Committee, just to name a few. Public health staff facilitate 148 of the local coalitions and advisory groups. Issues these groups address include (but are not limited to) diabetes, asthma, injury prevention, immunizations, infant/toddler development, Head Start, arthritis, substance abuse, suicide prevention, breastfeeding, water resource issues, infection control, and oral health. These groups help to ensure broad community input and involvement is maintained in addressing public health issues.

**Objective 4: Lead and/or participate in partnerships with public and private organizations, state and local government agencies, businesses, schools, and the media to support and implement prevention strategies that address identified public health problems.**

**Strategies**

- Promote the community's understanding of, and advocacy for, policies and activities that will improve the public's health.
- Support, implement, and evaluate strategies that address public health goals in partnership with public and private organizations.
- Develop partnerships to generate interest in and support for improved community health status, including new and emerging public health issues.
- Inform the community, governing bodies, and elected officials about public health services that are being provided.

| Performance Measures |   | 2008 | 2009 | 2010 | 2011 | Benchmark |
|----------------------|---|------|------|------|------|-----------|
| 4a.                  | Number of formal agreements that are in place with community partners.  | 585  | 457  | 583  | 623  | 470       |
| 4b.                  | Number of local, state, and/or national committees or coalitions that health district staff participate in to influence public health issues. | 325  | 791  | 362  | 405  | 300       |
| 4c.                  | Number of local, state, and/or national committees or coalitions that health district staff facilitate to influence public health issues.     | 77   | 92   | 96   | 113  | 50        |

To assure effective public health policy, Idaho’s public health districts contribute to the development and/or modification of public health policy by facilitating community involvement in the process and by engaging in activities that inform the public of the process. To achieve this end, questions such as, “What policies promote health in Idaho?” and “How effective are we in planning and in setting health policies?” must be answered. In addition, public health districts provide or facilitate research, data, and other resources to help tell the story and seek other organizations to ally with in strategizing and providing resources to accomplish policy enactment. Public health districts work with partners to educate the public, to track progress and results, and to evaluate impacts upon the health of the public. Furthermore, the public health districts strive to review existing policies periodically and alert policymakers and the public of potential unintended outcomes and consequences. Public health districts

also advocate for prevention and protection policies, particularly for policies that affect populations who bear a disproportionate burden of disease and premature death.



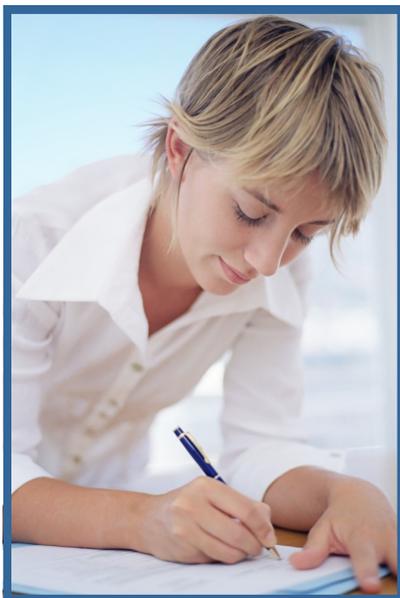
Strategic planning is a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does, and why. Idaho’s public health districts participate in information gathering and exploration of alternatives, with emphasis on future implications of present decisions. The strategic planning process facilitates communication and participation, accommodates divergent interests and values, and fosters orderly

decision-making that leads to successful implementation, and, ultimately, quality improvement. Strategic planning includes the identification of forces and trends in the external environment that might impact the health of individuals, the health of the community, or the effectiveness of the local public health districts. It also includes the assessment of the strengths and weaknesses of the public health districts.

To optimize community resources and encourage complementary action, Idaho’s public health districts conduct organizational strategic planning activities by way of a strategic planning committee composed of members from each of the seven public health districts. This group reviews its organizational planning on an ongoing basis to determine how it can best be aligned with the community health improvement process, focusing specifically on community public health needs and issues, and aligning its goals, objectives, strategies, and resources.

|   |  |             |             |             |             |                  |
|---|--|-------------|-------------|-------------|-------------|------------------|
| <p><b>Objective 5: Lead and/or participate in policy development efforts to improve physical, social, and environmental conditions in the community as they affect public health.</b></p> <p><b>Strategies</b></p> <ul style="list-style-type: none"> <li>• Serve as a primary resource to governing bodies and policymakers to establish and maintain public health policies, practices, and capacity based on current science and best practices.</li> <li>• Advocate for policies that lessen and improve physical, behavioral, environmental, and other public health conditions that affect the public’s health.</li> <li>• Engage in public health district strategic planning to develop a vision, mission, and guiding principles that reflect the community’s public health needs, and to prioritize services and programs.</li> </ul> |  |             |             |             |             |                  |
| <b>Performance Measures</b>   |  | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>Benchmark</b> |
| 5.  | Number of policy advocacy efforts (which may include meetings, written or verbal communications, and/or education) focused on promoting an issue with those who can impact change. | 360         | 345         | 265         | 194         | 350              |

A healthy community is reflective of having clean and safe air, water, food, and surroundings for schools, child care centers, food establishments, swimming pools, and residential development. This goal is aimed at minimizing the public's exposure to environmental hazards in order to prevent disease and injury. Protection from exposure is accomplished through an integrated program of prevention and mitigation strategies. Central to these strategies is the multidisciplinary team approach by Environmental Health, Community Health, Communicable Disease and Prevention, and Epidemiology. The primary key is education. Our emphasis is to educate individuals and organizations on the meaning, purpose, and benefit of compliance with public health laws, regulations, and ordinances. The tangible benefits to citizens, business owners, and local/county government is improved overall health and



community confidence that the water, food, air, and surroundings are safe and in conformance with public health laws and regulations.

### Prevention Strategies

All public health districts continue to ensure public health and safety by 1) carefully reviewing applications and then issuing permits and licenses as is appropriate; 2) conducting inspections as is needed and required by statute; and 3) providing educational classes and consultations.

The public health districts maintain an educated and skilled workforce by 1) only hiring those individuals that meet certain minimum educational requirements related to their positions; 2) providing up front training and close supervision until adequate levels of knowledge and skill are demonstrated; 3) requiring Environmental Health Specialists to obtain national certification requiring continual education.

### Mitigation Strategies

Corrective actions taken by establishment owners as a result of inspections are the most common and effective mitigation process. Further enforcement proceedings result from neglect or willful non-compliance with preventative regulatory standards. Examples of enforcement activities may include notices, hearings, statutory civil penalties, embargo, or closure. The most significant, but rarely used, mitigation strategy involves the issuance of

an isolation or quarantine order by the District Board of Health.

Indicative of the present economic downturn, the number of establishments has declined in some programs over the last few years. This trend is most dramatically seen in the land based programs. The number of individual sewage permits issued in 2011 is about one-third of the number issued in 2007.



There has also been a significant decrease noted in the number of child care inspections and establishments due to both the economic downturn and to a tightening of the licensing, CPR/First Aid, and background check requirements now stated in the Idaho child care and licensing rules. Licensing requirements are now extended to all daycares with seven or more children and a new higher fee structure is required of daycare centers with thirteen or more children.

## Objective 6A: Monitor the compliance of regulated organizations, entities, and individuals.

### Strategies

- Educate individuals and organizations on the meaning, purpose, and benefit of public health laws, regulations, and ordinances, and how to comply.
- Review existing laws and regulations and work with governing bodies and policymakers to update them as needed.

| Performance Measures |  | 2008   | 2009   | 2010   | 2011   | Benchmark |
|----------------------|--|--------|--------|--------|--------|-----------|
| 6a.1                 | Number of septic permits issues.   | 4,208  | 3,119  | 2,970  | 2,028  | 4,000     |
| 6a.2                 | Number of food establishment inspections.  | 11,307 | 11,456 | 10,924 | 11,154 | 10,000    |
| 6a.3                 | Number of public water systems monitored.  | 1,140  | 1,136  | 1,099  | 1,096  | 1,100     |
| 6a.4                 | Number of child care facility inspections.   | 3,015  | 3,100  | 2,549  | 2,151  | 3,500     |
| 6a.5                 | Number of solid waste facility inspections.  | 127    | 159    | 177    | 149    | 125       |
| 6a.6                 | Number of public health visits with clients receiving directly observed therapy (daily medication monitoring) for active Tuberculosis. | 298    | 991    | 1,102  | 785    | N/A       |

## Objective 6B: Conduct enforcement activities.

### Strategies

- Coordinate notification of violations among other governmental agencies that enforce laws and regulations that protect the public's health.
- Ensure all public health laws and rules are being followed.

| Performance Measures |   | 2008 | 2009 | 2010 | 2011 | Benchmark |
|----------------------|---|------|------|------|------|-----------|
| 6b.                  | Number of isolation or quarantine orders issued by public health officials. | 2    | 2    | 2    | 1    | N/A       |

# Goal 7: Help People Receive Health Services

**D**isease shapes our world, we are fortunate to live in a country and a time where many diseases that used to be the norm, have now become the exception to the norm. We have vaccines available that prevent diseases such as measles, mumps, rubella, polio, diphtheria, tetanus, and many more. The seven public health districts are active in assuring access to vaccines for children. We assure this access through administration of the vaccines for children program and education of both providers and the community about the program as well as the overall importance of childhood vaccinations. This year, Idaho increased the number of vaccinations required for children entering kindergarten and seventh grade. Many of the seven public health districts offered special back-to-school immunization clinics for school-age children to meet the new requirements.



## Goal 7: Help People Receive Health Services



### Objective 7: Provide personal health services to individuals who encounter barriers to receipt of services.

#### Strategies

- Support and implement strategies to increase access to care and establish systems of personal health services, including preventive and health promotion services, in partnership with the community.
- Link individuals to available, accessible personal health care providers.

| Performance Measures |   | 2008       | 2009         | 2010       | 2011       | Benchmark  |
|----------------------|---|------------|--------------|------------|------------|------------|
| 7a.                  | Number of unduplicated women, infants, and children on the WIC program receiving food vouchers, nutrition education, and referral services.   | 74,615     | 80,738       | 83,153     | 80,605     | 80,000     |
| 7b.                  | Number of unduplicated clients receiving reproductive health services at public health district.  | 30,073     | 28,518       | 25,972     | 23,479     | 30,000     |
| 7c.                  | Number of people tested for HIV at public health district clinics.  | 2,492      | 2,628        | 2,647      | 4,113      | 2,300      |
| 7d.                  | Number of unduplicated low income, high risk women (targeted at, but not limited to, women ages 50-64 years) receiving screenings for breast and cervical cancer through public health districts' Women's Health Check program. | 3,115      | 2,938        | 3,234      | 3,202      | 3,000      |
| 7e.                  | Number of teens, pregnant women, and adults receiving smoking cessation services and percent quit.  |            |              |            |            |            |
|                      | Number and percent of pregnant women quit.  | 75<br>29%  | 275<br>29%   | 281<br>19% | 330<br>31% | 125<br>25% |
|                      | Number and percent of teens quit.   | 335<br>54% | 838<br>57%   | 387<br>43% | 562<br>52% | 200<br>25% |
|                      | Number and percent of adults quit.  | 334<br>29% | 1,213<br>24% | 527<br>36% | 746<br>37% | 550<br>25% |
| 7f.                  | Number of children receiving fluoride mouth rinse services in areas with low levels of fluoride.  | 35,765     | 34,824       | 29,547     | 30,480     | 30,000     |
| 7g.                  | Total number of vaccines given.   | 171,420    | 148,264      | 124,205    | 109,118    | 150,000    |
|                      | Adult   | 57,134     | 51,359       | 41,248     | 34,154     | 50,000     |
|                      | Children  | 114,286    | 96,905       | 82,952     | 74,964     | 100,000    |
|                      | H1N1**  | N/A        | N/A          | 211,078    | N/A        | N/A        |
| 7h.                  | Percent of children who are immunized in health district clinics whose immunization status is up-to-date.   | 78%        | 46%*         | 63%        | 76%        | 90%        |

\*Decrease attributed to HIB vaccine shortage. \*\*Unique to 2010 reporting year; not included in total number of vaccines given.

The role of public health in any emergency is an extension of the general mission of public health, which is to promote physical and mental health and prevent disease, injury, and disability.

The type of emergency and the response plan for each public health district will determine whether public health agencies are in the lead position, in a collaborative role, or in a supportive role during a particular emergency. In order for the public health districts to fulfill the appropriate role, all public health workers must be competent to carry out their responsibilities.

Competencies do not replace specific job descriptions or the specific emergency plan. If mastered, they can assure that workers will be able to perform in emergency situations. Core competencies for all public health workers in emergency preparedness and bioterrorism readiness are listed below. Each staff member should be able to:

- Describe the public health role in emergency response for a range of

natural or man-made emergencies that might arise.

- Describe the chain of command in emergency response.
- Identify and locate the agency emergency response plan.
- Describe his/her functional role(s) and demonstrate those role(s) in regular drills.
- Demonstrate correct use of all communication equipment used for emergency communications.
- Describe communication role(s) in emergency response within the agency, with the media, with the general public, and in personal circumstances.
- Identify limits to personal knowledge, skill, and authority and identify key system resources for referring matters that exceed these limits.
- Recognize unusual events that might indicate the need for action or evaluation and describe the appropriate action.
- Apply creative problem solving and flexible thinking to unusual challenges within functional re-

sponsibilities and evaluate effectiveness of all actions taken.

In Goal 8 of this strategic plan, the objective was to address deficiencies in, and promote public health competencies through, continuing education, training, and leadership development activities. To achieve this end, the public health districts looked at the number of competency-based trainings held. The focus was on Public Health Preparedness curricula, as well as other trainings particular to program management and delivery, based on information in the Learning Management System (LMS), a web-based program that tracks training and continuing education.

Public health districts still have work to do to stay current on emerging public health issues, to encourage staff in obtaining degrees and advanced degrees in public health related fields, to train new employees who have limited public health experience to enable them to perform in emergency situations, and to ensure mastery of core competencies for all public health workers.

| <b>Objective 8: Address deficiencies in and promote public health competencies through continuing education, training, and leadership development activities.</b>   |  |      |      |      |      |           |
|---|--|------|------|------|------|-----------|
| <b>Strategies</b>   |  |      |      |      |      |           |
| <ul style="list-style-type: none"> <li>• Recruit, train, develop, and retain a diverse staff.</li> <li>• Evaluate staff members' competencies and address deficiencies through continuing education, training, and leadership development activities.</li> <li>• Provide the public health workforce with adequate resources to do their jobs.</li> </ul> |  |      |      |      |      |           |
| Performance Measures  |  | 2008 | 2009 | 2010 | 2011 | Benchmark |
| 8.  | Number of workforce development trainings. | 529  | 723  | 590  | 759  | 300       |

It is not enough to just provide essential public health services in the community—it must be clear they make a difference, are efficient, and meet the needs of Idaho’s citizens. Programs and interventions may be evaluated by:

- Developing evaluation efforts to assess health outcomes to the extent possible.
- Applying evidence-based criteria to evaluation activities where possible.
- Evaluating the effectiveness and quality of programs and activities and using the information to improve performance and community health outcomes.
- Reviewing the effectiveness of public health interventions by other practitioners and agencies for prevention, containment, and/or remediation of problems affecting community health.

Public health districts conduct these activities internally as individual districts, in collaboration with other districts, with contractors, and with consultants. Staff, including program coordinators and managers, receives

training, as needed, to assure their competency as evaluators. Outside evaluators are also utilized, where appropriate, to assure objectivity.

The public health districts have many programs in common and some that are unique. These programs vary among the public health districts. Approximately 50 percent, on average, of these programs receive a formal evaluation each year. The components and evaluation models vary among the public health districts, but all measure one or more of the following: effectiveness of services to improve health outcomes; customer satisfaction; comparison to national standards and best practices; employee satisfaction; and program efficiency.

Some examples of evaluation have included:

- Process evaluation of the Public Health Ready certification.  
Outcomes: Standards met by all seven public health districts enabling Idaho to become the first state designated as “Public Health Ready.”

- Evaluation of Idaho Child Care Program (ICCP)  
Outcomes: As a result of this statewide audit, changes were made in coding and documentation.
- Evaluation of the Fit and Fall Proof Program for seniors.  
Outcomes: Post-class tests revealed an improvement in participant performance.
- Evaluation of Public Health Preparedness Plans.  
Outcomes: A variety of exercises are conducted to test the health districts’ plans. As a result, deficiencies and areas for improvement are identified and addressed. Changes are then implemented to improve the public health preparedness plans. This is an ongoing process to ensure the plans are as effective as possible.  
  
All public health districts participated in these evaluations. Once discovery is made of improvements needed, modification of strategies and processes occurs before evaluation begins again.

**Objective 9: Evaluate the effectiveness and quality of local public health agency programs.**

**Strategies**

- Develop evaluation efforts to assess health outcomes to the extent possible.
- Apply evidence-based criteria to evaluation activities where possible.
- Use information gathered through evaluations to improve performance and community health outcomes.
- Provide expertise to other practitioners and agencies providing public health interventions.

| Performance Measure |  | 2008 | 2009 | 2010 | 2011 | Benchmark |
|---------------------|--|------|------|------|------|-----------|
| 9.                  | Number of health district programs with a formal evaluation mechanism. | 129  | 134  | 105  | 124  | 100       |

Public health practitioners are vital for contributing to and testing the evidence-based science of public health. Public health district staff evaluate and improve programs and services on a routine basis, sharing the results of findings with other public health practitioners and academics, and field testing nationally developed evidence-based practices in local settings, modifying as needed. Finally, public health districts engage in the following steps to aid research activities that benefit the health of Idaho communities:

- Identify appropriate populations, geographic areas, and partners;
- Work with these populations to actively involve the community in all phases of research;
- Provide data and expertise to support research; and

- Facilitate efforts to share research findings with the community, governing bodies, and policy makers.

Public health district staff promote this essential public health service internally. The public health districts address and monitor the improvements made in current programs as a measure of this goal.

There were several examples of improvements that occurred as a result of program evaluations or audits. As a result of WIC client immunization evaluation, after education, reminders, and incentives, one district's WIC immunization rate continued to rise from 63 percent to 86 percent for all recommended immunizations. In another district, through the QI process, strategies were developed to increase the number of clients accessing Family

Planning Services. The strategies included: increased promotion of services, community partner development, and providing evening walk-in clinics. The evening walk-in clinics were very successful, generating new clients and bringing back clients who had not accessed services in over three years. Home Health Quality Improvement (HHQI) has ranked Health District 1's Home Health Program in the top ten percent nationally because so few of its patients need hospitalization while on service. Panhandle Home Health's average of home health clients who need hospitalization is 14.3 percent and the national average is 27.5 percent. The ranking is attributed to best practice quality improvement interventions and teaching actions initiated by nursing staff to improve patients' adherence to their medical regime.

**Objective 10: Share results of program evaluations to contribute to the evidence base of public health and performance improvement.**

**Strategies**

- Share research findings with community partners and policy makers.
- Implement findings in an effort to improve performance.

| Performance Measure |   | 2008 | 2009 | 2010 | 2011 | Benchmark |
|---------------------|---|------|------|------|------|-----------|
| 10.                 | Number of program plan modifications or performance improvements based on evaluation. | 34   | 28   | 34   | 19   | 25        |



## External Factors

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These are factors that are beyond the control of the public health districts and impact ability to fulfill mission and goals.

- Lack of consistent funding from state and local resources, as well as contracts and fees.
- The needs of a growing and aging population.
- Changes to social, economic, and environmental circumstances.
- The growing prevalence of chronic diseases and complex conditions such as heart disease, stroke, cancer, diabetes, respiratory diseases, mental health issues, as well as injury and self-harm.
- Meeting public health demands in the context of declining work force.
- Opportunities and threats presented by globalization, such as bioterrorism and epidemics.



**Public Health**  
Prevent. Promote. Protect.

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**Idaho Public Health Districts**

## For More Information

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If you would like more detailed information concerning the Idaho Public Health Districts and the services they provide, you may contact any member of the Public Health Districts' Data Collection and Analysis Work Group listed on page two of this report.