



# Public Health Communication Strategies

Health and Human Services Committee  
City Hall

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Austin Public Health



# Communication Strategy

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- Provide a communication tool to engage stakeholders
- Give meaningful context to public health program benefits to the community
- Connect investments to outcomes
- Describe progress and gaps
- Highlight public health at work

# Supports COA Strategic Direction 2023

- Health and Environment
- Economic Opportunity and Affordability
- Government That Works for All
  
- Strategies
  - Accessibility to quality health care services, both physical and mental
  - Update and standardize the way we measure and monitor service and performance standards.
  - Enhance communication and collaboration between City Council, City staff, and community members to enhance transparency, trust, and shared decision making.

# The Issue Brief

## Telling the Story

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### Purpose

- To tell the story of the department (by program area) in a clear, concise, and cogent manner

### Audience

- Elected officials (and staff)
- Stakeholders
- Others who have an interest in APH work

### Desired Outcome

- To effectively communicate the impact of the health or social service investment in the community

### Deliverable

- One-page story of the program / issue area
- Defined components
- Provides information on scope, reach, budget, performance measures, and stories



# The Issue Brief

## Sample Issue Brief

**APH Austin Public Health** **Workforce Development Issue Brief**  
Facilitating access to good jobs with good wages that support self-sufficiency and transition out of poverty

**Definition:** Access to high-quality education and to computer, personal finance, and health literacy skills in order to help individuals obtain a job, transition out of poverty, and become self-sufficient.

**1 Our Call to Action ...**

- To provide a holistic, client-centered approach to addressing barriers to employment for individuals at or below 200% of the federal poverty level
- To connect individuals to jobs with good wages, benefits, and career path opportunities to transition out of poverty and promote self-sufficiency

**2 Currently ... FY 2017 Funding Total: \$3.47 Million**

Who We Serve	Our Reach	Services Provided
Less than 200% of the Federal Poverty Level who have	• Zip codes most served: 78617, 78744, 78753, 78723, 78724	• Assessment
• A history of unemployment	• 60% at <50% FPL	• Case management
• Limited or basic education	• 44% Hispanic / Latino	• Job placement
• A disability	• 49% White, 36% Black, and 2% Asian	• Occupational Skills training
• A criminal history		• Job coaching
• Low literacy		• Job Retention
• Low English proficiency		• Work experience
• Limited work skills		• Financial and computer literacy

**3 Measures of Success ...**

Number of unoptimal incidents served	Percent of individuals demonstrating improved life skills and / or knowledge
• FY 2015: 3,402 (actual)*	• FY 2015: 78.87% (actual)
• FY 2016: 1,839 (actual)	• FY 2016: 85.9% (actual)
• FY 2017: 1,850 (goal)	• FY 2017: 80.0% (goal)

**Information on Measures**

- Program changes from FY 15 – FY 16 included transition of some services to the City of Austin Economic Development Development

**Community Impact ...**

- A mother of 3 was able to access childcare services so she could attend workforce training and get a job
- A homeless youth was able to secure employment and stable housing
- A formerly incarcerated and unemployed father was able to gain full-time employment

**COMMUNITY**

- These programs work toward decreasing the economic disparity in Austin by providing opportunities for upward mobility for low income individuals and families
- Short-term investments in services provide long-term payoff for families and the community by giving skills that help start lifelong careers

Issue Date: June 1, 2018 • Contact: Vella Korman, Manager, Social Services Policy Unit • Vella.Korman@satintexas.gov • (512) 972-5064

### Elevator Statement and Definition

- Clear, brief message that communicates the work your program does
- A statement of the “exact” meaning of the work that your program does

### Call To Action

- Concise two or three statements that articulates why Austin Public Health provides the services offered by your program

### Currently

- What is being spent, who is being served, and the reach of the services being offered

### Measures of Success

- Report of outcomes for past, current, and next fiscal year

### Community Impact

- Qualitative stories that show the impact on the individual and the community as a whole

# Issue Brief Topics

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## Austin Healthy Adolescent

*Promoting and improving overall sexual health outcomes through sex education, community engagement, and youth development*

## Behavioral Health-*in development*

*Access to person-centered behavioral health care that promotes health, wellness, recovery, and independence*

## Communicable Disease

*Prevent, control, and manage communicable diseases including STIs, HIV, and TB*

## Consumer Health

*Prevent foodborne illness by ensuring safe local food supply*

## Homelessness-*in development*

*Building capacity in the community to provide and maintain stable housing*

# Issue Brief Topics

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## Immunization Program

*Provide access to affordable, convenient, and quality immunization services*

## Epidemiology and Disease Surveillance

*Monitor, investigate and prevent transmission of infectious disease in our community*

## Public Health Emergency Preparedness

*Preparing for and responding to threats and emergencies that affect the public's health*

## Quality of Life

*Providing opportunities for an improved quality of life*

## Workforce Development-*in development*

*Facilitating access to good jobs with good wages that support self-sufficiency and transition out of poverty*

# Next Steps

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- Ongoing review and update of information
- Expand issue brief development process to include other programs
- Share issue brief documents with intended audiences