

Program # 40063 - Public Health Promotion**Version 2/01/2005 s****Priority:** Safety Net Services**Lead Agency:** Health Department**Program Offer Type:** Support**Program Contact:** TILLMAN Tricia**Related Programs:****Frameworks:** School Aged Policy Framework, Early Childhood Framework, Poverty Framework**Executive Summary**

Public Health Promotion supports Health Department efforts to assure access to care, improve health in vulnerable communities, and eliminate racial health disparities through community building, leadership development, training, participatory research, policy advocacy, and media strategies that actively engage and promote diverse and vibrant communities.

Program Description

Using effective models of public health practice, diverse community partnerships, and health promotion strategies, the Health Promotion Unit (HPU) works with individuals, families, institutions, and policy makers to foster healthy behaviors and promote vibrant communities. HPU addresses: 1) Chronic diseases: Implements clinic-based chronic disease self-management and school-based physical activity programs, staffs the Food Policy Council, enforces the Smoke-free Work & Public Places Law, and promotes the Oregon Tobacco Quit Line. 2) Community health issues, such as environmental justice and sexual health: Provides community trainings, engages communities in assessing and addressing priority health issues through policy advocacy, community action, service coordination, and communications. 3) Capacity-building of vulnerable communities: provides credit-bearing training for Community Health Workers and partners with community-based organizations and universities to conduct participatory research and action projects. 4) Media use provides accurate and timely information to the broader community and reinforces the Health Department's role as a consistent and credible partner in public health.

Program Justification

The Health Promotion Unit supports the Health Department's efforts to eliminate racial and ethnic health disparities and perform the essential functions of public health by focusing policy and practice on informing, educating, and empowering people about health issues; mobilizing community partnerships; developing policies and activities that support individual and community health efforts; and linking people to needed personal health services.

Performance Measures

- Number of community members and clients participating in health promotion programs, coalitions, and community events
- Number of community health workers and community members participating in training
- Publication and communications through media

Summary of last year's program results and this year's expected results

Conducted community assessments on environmental health in NE Portland, food access in Lents, and secondhand smoke in bars. Trained and mobilized 150 Community Health Workers and 400 community members in health promotion and policy advocacy. Consistent and favorable media coverage of health promotion activities and departmental initiatives. Community participation target for FY 06 is 1,300. Community and health worker training target for FY 06 is 300.

Program Mandate: 3 Program Choice but No Funding/Service Level Choice

Tobacco Prevention and Diabetes grants must comply with DHS-HS work plan and assurances.
 Smoke-free Work & Public Places Law must be enforced as per MCC §21.500 et seq. CDC standards for local public health agencies will soon make health promotion a mandatory service.

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2005	2005	2006	2006
Personnel	\$196,725	\$223,650	\$364,965	\$132,280
Contracts	\$0	\$300,737	\$9,547	\$90,265
Materials & Supplies	\$21,274	\$5,763	\$10,975	\$4,806
Internal Services	\$30,832	\$95,529	\$54,724	\$35,713
Capital Outlay	\$0	\$0	\$0	\$0
Subtotal: Direct Exps:	\$248,831	\$625,679	\$440,211	\$263,064
Administration	\$0	\$0	\$11,601	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$0	\$0	\$11,601	\$0
Total GF/non-GF:	\$248,831	\$625,679	\$451,812	\$263,064
Program Total:	\$874,510		\$714,876	
Program FTE	0.00	0.00	3.50	2.09
Program Revenues				
Indirect for dep't Admin	\$49,433	\$0	\$14,720	\$0
Fees, Permits & Charges	\$0	\$5,000	\$0	\$2,500
Intergovernmental	\$0	\$617,677	\$0	\$260,565
Other / Miscellaneous	\$0	\$3,000	\$0	\$0
Program Revenue for Admin	\$0	\$0	\$0	\$0
Total Revenue:	\$49,433	\$625,677	\$14,720	\$263,065

Explanation of Revenues

\$100,000 Tobacco Prevention grant from Oregon Department of Human Services-Health Services
 \$ 8,185 Diabetes grant from Oregon Department of Human Services-Health Services
 \$1.5 million 9/30/02 – 9/29/05 Participatory Research Grant from CDC
 \$101,142, 9/1/02 – 8/31/05 Community Health Worker training project funded by OHSU
 \$5,000 annually, miscellaneous revenue from Community Health Worker trainings/presentations

Significant Program Changes

N/A