

Priority: Basic Needs

Lead Agency: Health Department

Program Offer Type: Support

Program Contact: WIGGINS Noel

Related Programs:

Program Characteristics:

Executive Summary

Public Health Promotion (PHP) supports Health Department efforts to assure access to care, prevent disease and improve health in vulnerable communities, and eliminate racial and ethnic health disparities through health education, training/capacity-building, community organizing/partnerships, media communication, advocacy, and health campaigns.

Program Description

Public Health Promotion (PHP) works with individuals, families, communities, agencies and policy makers to foster healthy behaviors and healthy communities through: 1) Health education: Supports clinic-based chronic disease self-management programs; provides tobacco education to tenant and landlord groups; teaches culturally appropriate fitness classes; 2) Training/capacity-building: Provides credit-bearing training for Community Health Workers and training on effective health promotion strategies for a variety of groups; leads efforts to build internal health promotion capacity; supports emergency preparedness efforts within culturally specific communities; 3) Community organizing/partnership-building: Coordinates multidisciplinary coalitions to assess and develop plans to meet the health needs of people with disabilities, develop a voluntary emergency registry (VER) for people with disabilities, and address the underlying causes of chronic disease; works with law enforcement to decrease crime by addressing social service and health needs; initiates and manages community-based participatory research (CBPR) projects; 4) Media Communication: Develops and sustains working relationships with culturally-specific media sources such as Portland Chinese Times and El Hispanic News; produces regular media spots; publishes study findings in peer-reviewed journals; 5) Policy Advocacy: Staffs the Portland Multnomah Food Policy Council and Tri-County Tobacco Prevention Coalition; enforces smoke-free workplaces law; and 6) Health Campaigns: Participates in community-wide campaigns such as 5-A-Day Fruits & Vegetables, TV Turnoff Campaign, and Walk to School Day.

Program Justification

This program supports the Health Department's efforts to prevent disease and decrease future health care costs by working with vulnerable communities to: 1) Eliminate racial and ethnic health disparities; 2) Link individuals to health care services; 3) Share culturally-specific health education and information; 4) Develop culturally-specific and culturally-appropriate services; 5) Develop health leadership; 6) Develop the capacity of communities to address their own health issues; and 7) Address the underlying social, behavioral, and environmental causes of disease.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY05-06)	Current Year Purchased (FY06-07)	Current Year Estimate (FY06-07)	Next Year Offer (FY07-08)
Output	Number of participants in training courses	400	400	450	500
Outcome	Number of new policies established to create smoke-free environments	0	0	1	2
Outcome	% of participants in training courses who report increased ability to promote health	0.0%	0.0%	0.0%	90.0%
Output	Number of media spots (radio, TV, newspaper)	18	0	26	40

Performance Measure - Description

The number of participants in training courses represents an unduplicated count within the same training course. The same person may participate in more than one course. Percentage of participants in training courses who report increased ability to promote health is defined as participants who rate this item 1 or 2 on a post-evaluation survey. The number of media spots includes articles, TV reports, PSAs, articles in community media, etc.

Legal/Contractual Obligation

Tobacco Prevention and Diabetes programs must comply with DHS-HS work plans and assurances.
Smoke-free Work & Public Places Law must be enforced as per MC 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	2007	2007	2008	2008
Personnel	\$363,322	\$72,256	\$391,601	\$87,222
Contracts	\$9,958	\$6,333	\$25,474	\$5,058
Materials & Supplies	\$9,682	\$3,614	\$11,612	\$5,233
Internal Services	\$58,730	\$19,797	\$42,918	\$22,471
Subtotal: Direct Exps:	\$441,692	\$102,000	\$471,605	\$119,984
Administration	\$10,328	\$0	\$9,958	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$10,328	\$0	\$9,958	\$0
Total GF/non-GF:	\$452,020	\$102,000	\$481,563	\$119,984
Program Total:	\$554,020		\$601,547	
Program FTE	3.92	0.91	3.50	0.85
Program Revenues				
Indirect for dep't Admin	\$4,254	\$0	\$7,003	\$0
Fees, Permits & Charges	\$0	\$0	\$0	\$10,000
Intergovernmental	\$0	\$85,000	\$0	\$85,000
Other / Miscellaneous	\$0	\$17,000	\$0	\$24,984
Program Revenue for Admin	\$0	\$0	\$0	\$0
Total Revenue:	\$4,254	\$102,000	\$7,003	\$119,984

Explanation of Revenues

\$85,000 Tobacco Prevention grant from Oregon Dept. of Human Services – Health Services.
\$10,000 annual revenue from Community Health Worker trainings/popular education workshops.

Significant Program Changes

Last year this program was: #40013, Public Health Promotion (PHP)
No significant changes.