

**Program # 40038B - Health Promotion Coordination & Capacity Building - Scaled Offer** **Version 2/15/2008 s**

**Priority:** Basic Needs **Lead Agency:** Health Department  
**Program Offer Type:** Innovative/New Program **Program Contact:** WIGGINS Noel  
**Related Programs:**  
**Program Characteristics:**

**Executive Summary**

This scaled offer builds on the work of Program Offer 40038A, Health Promotion Coordination and Capacity-Building. The additional funds requested in the scaled offer will allow us to implement the Health Promotion Change Management Process throughout the Health Department (HD), thus increasing departmental ability to promote health by empowering communities and addressing the underlying social determinants of health.

**Program Description**

Implementation of the Health Department’s Health Promotion Framework represents a change management process that requires a systematic and long-term commitment. In Year I of this process, additional funds will allow us to achieve three goals with related outcome objectives. 1) Increase health promotion competence at the HD: a) develop and build the capacity of a health promotion Community of Practice; b) further develop the health promotion framework; c) conduct trainings on empowering health promotion practice throughout the Dept.; d) develop HD capacity to use popular education for health promotion; e) provide mentoring and consultation to HD programs; f) create an online library of health promotion literature; g) coordinate the collection and diffusion of targeted health promotion messages; h) participate strategically in a variety of MCHD groups; and i) coordinate a calendar of HP events and publicize these events throughout the Dept. 2) Increase coordination and collaboration among HD programs: a) organize and facilitate cross-departmental teams aimed at addressing particular health issues and/or particular determinants of health; and b) act as an HD “gadfly”, staying informed on projects and connecting people working on the same issue. 3) Make available the successes and challenges of the HP Framework implementation for others to use in replication efforts: a) document the process, outcomes and outputs of the process; and b) develop a plan to study long-term outcomes impacted by the process.

**Program Justification**

This scaled program offer builds strategically on the work of the Community Capacitation Center as well as capitalizing on and extending synergies between the CCC and other programs such as the Chronic Disease Prevention Program and the Adolescent Health Promotion Program. These programs possess substantial theoretical and practical knowledge about conducting empowering health promotion. This program offer provides the additional resources that will allow these programs to act as catalysts and coordinators for implementing a long-term change management process within the Health Department. The ultimate goal of this change management process is to enable Health Department staff to conduct empowering health promotion at every level of the socio-ecological model. In addition, this scaled program will strengthen the Health Equity Initiative by building the internal skills Health Department staff members need to be able to address health disparities in the broader community.

**Performance Measures**

Measure Type	Primary Measure	Previous Year Actual (FY06-07)	Current Year Purchased (FY07-08)	Current Year Estimate (FY07-08)	Next Year Offer (FY08-09)
Output	Number of participants in training courses	450	500	1,300	1,800
Outcome	% of participants in HP trainings who report increased ability to promote health	0.0%	90.0%	90.0%	90.0%
Output	No. of regular meetings of the HP Community of Practice	0	0	0	12
Input	No. of health promotion trainings	0	0	0	12

**Performance Measure - Description**

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. A score of 1 is the highest score.

**Legal/Contractual Obligation**

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
	2008	2008	2009	2009
<b>Program Expenses</b>				
Personnel	\$0	\$0	\$174,535	\$0
Materials & Supplies	\$0	\$0	\$10,606	\$0
Subtotal: Direct Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$185,141</b>	<b>\$0</b>
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Total GF/non-GF:	<b>\$0</b>	<b>\$0</b>	<b>\$185,141</b>	<b>\$0</b>
Program Total:	<b>\$0</b>		<b>\$185,141</b>	
Program FTE	0.00	0.00	2.00	0.00
<b>Program Revenues</b>				
Program Revenue for Admin	\$0	\$0	\$0	\$0
<b>Total Revenue:</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

**Explanation of Revenues****Significant Program Changes**

**Last year this program was:**

This is a new, scaled Program Offer.