

Priority: Basic Needs

Lead Agency: Health Department

Program Offer Type: Support

Program Contact: WIGGINS Noel

Related Programs:

Program Characteristics:

Executive Summary

This program helps people both inside and outside the Health Department build their capacity to increase health equity by addressing the social determinants of health. Activities include training community members as community health workers, conducting culturally-specific health promotion, teaching empowering health promotion approaches, conducting empowering health research, and coordinating this work throughout the Health Department.

Program Description

This program helps people both inside and outside the Health Department to develop the skills and knowledge they need to increase health equity by addressing the social determinants of health, via five primary strategies: 1) providing credit-bearing training for Community Health Workers (CHWs) who promote health in their own communities; 2) assisting a variety of groups to learn to use empowering strategies such as popular education to promote health; 3) conducting community-based participatory research (CBPR) projects that increase power and improve health in marginalized communities; 4) conducting empowering health promotion projects in culturally-specific communities; and 5) leading the MCHD Health Promotion Change Management Process. The three goals of the Change Management Process are: 1) To increase health promotion competence at the HD; 2) To increase coordination and collaboration among HD programs; and 3) To make available the successes and challenges of the process for others to use in replication efforts. The Change Management Process is guided by the Health Promotion Community of Practice, which includes members from all five Health Department Service Areas. This group has already increased collaboration across the Health Department by acting as a liaison between Service Areas and spawning joint projects. In line with the Change Process Implementation Plan, currently members are: 1) developing an "Introduction to Empowering Health Promotion" training that will be shared with teams across the HD; 2) refining the document and graphic that explains MCHD's approach to health promotion; 3) developing a strategy and tools to evaluate the Change Management Process; and 4) applying empowering health promotion strategies in their individual programs.

Program Justification

Many persistent health inequities are the result of adverse social conditions such as poverty and discrimination. The unifying factor among all these conditions is relative powerlessness or lack of control. Substantial evidence suggests that only by addressing the underlying social determinants of health and increasing people's control over their health can we reduce persistent health inequities. Thus, echoing the WHO's Ottawa Charter on Health Promotion, the first goal of the Health Department's 2010-2014 Strategic Plan is to enable individuals and communities to gain more control over the factors that influence their health. Previous inattention to the social determinants of health has created a need for skill-building in this area, both among public health practitioners and their community partners. This program fills that need by modeling empowering health promotion, teaching concrete knowledge and skills, conducting research that increases community control, and coordinating this work throughout the Health Department.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY07-08)	Current Year Purchased (FY08-09)	Current Year Estimate (FY08-09)	Next Year Offer (FY09-10)
Output	Number of participants in training courses	1,300	1,800	1,800	2,000
Outcome	% of participants in training courses who report increased ability to promote hlt	90.0%	90.0%	97.0%	98.0%
Outcome	% of trainees who demonstrate increased hlth knowledge (new)	0.0%	0.0%	100.0%	100.0%
Outcome	% of participants in HP trainings who report increased ability to promote hlth	0.0%	90.0%	97.0%	98.0%

Performance Measure - Description

The number of participants in training courses represents an unduplicated count within the same training course. However, 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. 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
Program Expenses	2009	2009	2010	2010
Personnel	\$343,078	\$0	\$446,038	\$9,145
Contracts	\$2,250	\$0	\$2,250	\$0
Materials & Supplies	\$9,168	\$0	\$6,822	\$3,937
Internal Services	\$33,679	\$0	\$41,771	\$2,918
Subtotal: Direct Exps:	\$388,175	\$0	\$496,881	\$16,000
Administration	\$5,571	\$0	\$8,618	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$5,571	\$0	\$8,618	\$0
Total GF/non-GF:	\$393,746	\$0	\$505,499	\$16,000
Program Total:	\$393,746		\$521,499	
Program FTE	3.60	0.00	4.60	0.10
Program Revenues				
Indirect for dep't Admin	\$0	\$0	\$970	\$0
Fees, Permits & Charges	\$10,000	\$0	\$6,000	\$0
Other / Miscellaneous	\$0	\$0	\$0	\$16,000
Program Revenue for Admin	\$0	\$0	\$0	\$0
Total Revenue:	\$10,000	\$0	\$6,970	\$16,000

Explanation of Revenues

\$10,000 sub-contract from Yakima Valley Farmworkers Clinic for training for support group facilitators.

\$6,000 sub-contract from the Women with Disabilities Health Equity Coalition (WowDHEC) for training Community Health Workers.

\$6,000 in miscellaneous revenue from training courses.

Significant Program Changes

Last year this program was: #40038A, Health Promotion Coordination & Capacity Building

This program offer combines program offers 40038A and 40038B from 2008-2009.