# Public Health Education Collaborative



March 2<sup>nd</sup>, 2010





### **Overview & Introductions**

#### Jackie Valenzuela

Director,
Health Education Administration



... Your one-stop shop for all your health education needs.





Agenda						
Timeframe	Content	Process	Who			
9:00am-9:30am	Overview, and Introductions	Presentation and Discussion	Jackie Valenzuela Director, Health Education Administration			
9:30am-9:45am	Committee Overview	Presentation and Discussion	Milan Hill Susan Srabian Health Communications Specialists, Health Education Administration			
9:45am-10:45am	Program Update	Presentation and Discussion	Rachel Tyree Project Director, Tobacco Control & Prevention Program			
10:45am-11:00am	Wellness Activity	Activity	Kim Harrison Eowan Wellness Manager & Deputy Director, Health Education Administration			
11:00am- 12:00pm	Program Update	Presentation and Discussion	Yeira Rodriguez Senior Health Educator, Healthy Way L.A.			
12:00pm-1:00pm	Lunch	On Your Own	All			
1:00pm-1:15pm	Wellness Activity	Activity	Erika Siever Workforce Development Specialist, Health Education Administration			
1:15pm-2:45pm	Collaborative Committees	PMC and SBC Workgroup Sessions	Milan Hill Susan Srabian Health Communications Specialists, Health Education Administration			
2:45pm-3:15pm	Reconvene & Next Steps	Overview and Discussion	Milan Hill Susan Srabian Health Communications Specialists, Health Education Administration			
3:15pm- 4:00pm	Wrap-up & Evaluations	Q & A, Evaluation completion	Sylvia Estafan Workforce Development Specialist, Health Education Administration			





# Housekeeping

- Bathrooms
- Sign-in/Sign-out
- CHES credits
- Snacks





### **Ground Rules**

- Turn cell phone to vibrate mode
- Take phone calls outside, or hold returning calls until the end of the session
- Respect one another
- Agree to disagree





# **Today's Objectives**

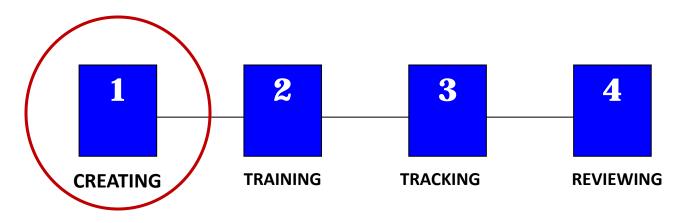
#### By the end of this session, participants will be able to...

- 1. Describe at least one component of a health education program being implemented by the Tobacco Control & Prevention Program.
- 2. Describe at least one component of a health education program being implemented by Healthy Way L.A.
- 3. Determine Collaborative Committee priorities related to chronic diseases.
- 4. List two Collaborative Committee tasks related to chronic diseases.





# The Speakers' Bureau Committee (SBC)



#### Milan A. Hill, MPH

Speakers' Bureau Coordinator, Health Education Administration





# What is the purpose of the Speakers' Bureau Committee?

The purpose of the Speakers'
Bureau Committee is to organize
and oversee the development of
community-level presentations
and supplemental materials on
"hot" or "emerging" public health
topics within Los Angeles County.







# The Speakers' Bureau Committee

- Department-wide committee
- Currently comprised of 8 active members
  - Co-Lead needed!
- Played a key role in the development of:
  - SB PowerPoint Rubric
  - Preconception Health
  - Public Health Working For You Every Day
  - Childhood Obesity (launching 2010)
  - Global Climate Change (launching 2010)
  - Physical/Social Environment (launching 2010)







# SBC Membership: Expectations & Participation

- Committee is <u>currently</u> open to new members
- Committee members agree to:
  - Become familiar with the SB process (development, dissemination, tracking)
  - Attend the Collaborative meetings at least every other month for SBC workgroup sessions in the afternoon
  - Devote time to delegated tasks (i.e. brainstorming, editing materials, emails, feedback submission, etc.)
  - Attend Speakers' Bureau presentation trainings







# **SBC: Pending Projects**

- Review and revise presentations that haven't been launched
  - Childhood Obesity
  - Physical/Social Environment
  - Global Climate Change
- Explore new ways to launch presentations, train staff, and evaluate effectiveness of materials
- Determine how library of materials, speaker deployment, and committee structure should work







### **SBC: Priorities for 2010**

#### Chronic Disease Focus

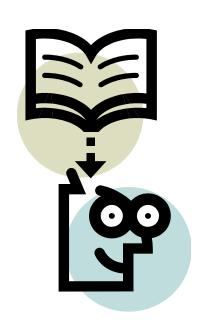
Begin building "library" of SB presentations with supplemental materials

#### – Five Topics:

- Diabetes
- Cholesterol
- Asthma
- High Blood Pressure
- Congestive Heart Failure



# The Print Materials Committee (PMC)



#### **Susan Srabian**

Communications Specialist,
Health Education Administration

#### Jessica Marshall

Communications Specialist, Service Planning Area 8





### What is the PMC?

- Department-wide committee
- Comprised of Health Educators and Public Health Nurses
  - Currently 10 members
  - New members are welcome
- Goal: To support DPH staff develop high quality and community-friendly print materials





### What does the PMC do?

- Assist with development & review of print materials
- Design templates for fact sheets, brochures, posters, etc.
- Applies plain language standards
- Ensure community friendly products
- Coordinates the translation of DPH materials



#### Cholesterol

#### 1. What is cholesterol?

Cholesterol is a soft waxy fat that is naturally found in the body. It is important for keeping the body's cells healthy and for making hormones.

#### 2. Where does cholesterol come from?

Cholesterol comes from two sources: your body and the food you eat.

- The liver and other cells in your body make about 75 percent of blood cholesterol.
- The other 25 percent comes from foods that you eat (meat, milk, eggs, or anything made from animal products).

#### 3. What are the different types of cholesterol?

LDL (Low-density lipoprotein) cholesterol is the "bad" cholesterol. When too much of it circulates in the blood, it can clog arteries, increasing a person's risk of beart disease, heart attack and stroke.

HDL (High-density lipoprotein) cholesterol is the "good" cholesterol. High levels of HDL carry cholesterol away from the arteries and back to the liver, where it's removed from the body.

#### 4. What are triglycerides?

Triglycerides are the most common type of fat in the body. When triglycerides are higher than normal (150mg/dl or more), the risk of heart disease or stroke may be increased.

#### 5. What should my cholesterol levels be?

E		Normal	Borderline	High
Γ	Total Cholesterol	Less than 200 mg/dl	200-239 mg/dl	Over 240 mg/dl
Γ	LDL	Less than 100-130 mg/di	130-159 mg/dl	Over 160mg/dl
	HDL	Men: over 45mg/dl Women: over 55 mg/dl	40 mg/dl	Below 40 mg/dl
ſ	Triglyceride	Less than 150 mg/dl	150-159 mg/dl	Over 200 mg/dl

L.A. County Department of Public Health-Print Materials Committee: 2-10-2009





# **Print Materials Committee (PMC)**

#### Expectations of PMC members:

- Develop and review print materials; other duties as assigned
- Work with Subject Matter Experts (SME) within the department
- Attend 80% of PMC meetings

#### Benefits of participation

- Promotes teamwork and collaboration
- Fosters creativity and enhances skills
- Improves Plain Language expertise
- Contributes to branding County materials
- Letters of Recognition signed by Division Director

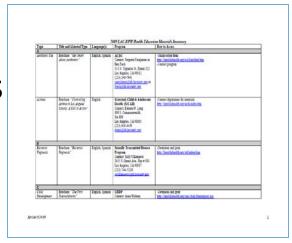






# **PMC: Pending Projects**

- Finalize the Print Materials Inventory
- Advertise the inventory to internal and external customers
- Complete pending fact sheets
  - Environmental Health
  - ACD
  - STD







#### PMC: Priorities for 2010

- Create print materials for 5 chronic disease topics
  - Asthma
  - Diabetes
  - High blood pressure
  - Congestive heart failure
  - Cholesterol
- Design new materials on most commonly requested topics (i.e. Nutrition, Physical Activity)
- Discuss how we want to proceed with plain language trainings
- Standardize CHS clinic information pamphlets





# **Program Update**

### Rachel Tyree

Project Director,

Tobacco Control & Prevention Program



# **Wellness Activity**



#### Kim Harrison Eowan

Wellness Manager & Deputy Director, Health Education Administration





#### **Program Overview**



### HWLA Promotional Video

## California Health Care Coverage Initiative (CI)

- Expansion of health care coverage to eligible lowincome, uninsured adults in California
- 3-year program, started September 1, 2007
- Los Angeles County is 1 of 10 counties
- Types of services: primary care and preventive services; early intervention services; and chronic disease management

# Healthy Way LA (HWLA)

- The goal is to provide benefits and service enhancements to meet the needs of:
  - Uninsured adults with chronic illness
  - Older adults at risk for developing chronic conditions
  - Chronic users of services provided by Department of Health Services (DHS) and Public-Private
     Partner (PPP) clinics

#### HWLA Enrollment Criteria

#### Members must meet the following criteria:

- Los Angeles County Resident
- U.S. Citizen or legal resident for 5 or more years
- Age 19-64
- Income at or below 133 1/3% of Federal Poverty Level
- Uninsured and not qualified for other programs

And one of the following three criteria:

### HWLA Enrollment Criteria (cont'd)

- Chronic condition diagnosis
  - Diabetes
  - Hypertension (High Blood Pressure)
  - Asthma or Chronic Obstructive Pulmonary Disorder
  - Dyslipidemia (High Cholesterol)
  - Congestive Heart Failure
- Age 63 64 (pre-Medicare age)
- 2+ visits to a DHS or PPP facility within the past year

#### **HWLA** Documentation

- Citizenship or Permanent Residency (5+ years)
- Income
  - Proof of General Relief (GR is sufficient)
- Attestation
- Valid Photo ID







#### HWLA Service Network

- Department of Health Services (DHS)
  - 3 hospitals (12 primary care clinics total)
  - 17 non-hospital based clinics
    - 1 multi-service ambulatory care center (MACC)
    - 6 comprehensive health centers (CHC)
    - 10 health centers (HC)
- Public Private Providers (PPP)
  - a total of 38 contracted PPPs with approximately 100 sites throughout the County

#### **HWLA Member Benefits**

- Primary care medical home
- Preventive health services
  - Health education workshops
- Customer Service Line
- 24/7 Nurse Advice Line (NAL)
- Next-day appointments (if determined medically necessary by NAL)
- Disease management programs (diabetes, asthma, CHF)
  - Hypertension and dyslipidemia protocols
- Improved coordination of care via Encounter Summary Sheets (ESS) and Referral Processing System (RPS)

# Not an Insurance Program

- Healthy Way LA is a county program, not an insurance program
  - It does not cover medical care services provided by private hospitals
  - However, it does cover medical care including emergency room/urgent care visits at any LA County Department of Health Services facilities



Accomplishments, Challenges, Next-Steps

## HWLA Accomplishments

- Enrolled about 54,544 members as of 3/1/10
- Membership packets, including I.D. cards
- HWLA marketing materials (brochures, banners, posters)
- 38 Public Private Providers contracted
  - approximately 100 clinic sites throughout LA County
- IT infrastructure developed
- California birth record match
- HWLA & DPSS GROW collaboration
  - DPSS GROW Referral Pilot Program

## HWLA Accomplishments (cont'd)

- Member Services hotline: multi-lingual
  - Handles over 1,000 calls per month
- Nurse Advice Line: multi-lingual
  - Available 24/7, toll-free
  - Approx. 120 calls per month, increasing
  - 84% of calls are for current symptoms
  - Most common symptoms are:
    - 1. Upper respiratory illness
    - 2. Abdominal pain
    - 3. Chest pain

# HWLA Accomplishments (cont'd)

- HWLA Newsletter
  - Issued quarterly to providers & staff
- Encounter Summary Sheets (ESS) rolled-out to DHS & PPP facilities
- Preventative Services
  - Seasonal flu vaccine purchased and provided to members
  - Information on H1N1 prevention & care
  - Smoking cessation referrals

# Preventive Services: Health Education/Promotion Plan

- Goal 1: to explore opportunities for partnership that leverage expertise and resources to improve coordination of preventative health education activities
  - Determine extent of activities taking place and explore opportunities for collaboration

# Preventive Services: Health Education/Promotion Plan

- Goal 2: To increase the availability and quality of health promotion and education activities to meet members' specific health needs
  - Assess existing patient education and health promotion activities taking place at DHS & PPP
  - Implement a minimum of 5 health education/promotion classes by network/cluster
  - Identify and explore distribution of screening/preventative guidelines to members
  - Develop and distribute 2 member newsletters

## Preventive Services: Health Education/Promotion Plan

- Goal 2 (continued):
  - Complete HWLA tool kit (e.g. 5 chronic diseases)
  - Identify a health risk assessment tool & encourage DHS & PPP facilities to adopt its use
  - Provide coordinated health ed/promotion messages (e.g. health observances calendar)
  - Provide direction and technical support on health education/promotion activities (e.g. 14 Health Education Assistants)
  - Share best practices on documentation of preventative care services and patient education activities
  - Encourage facilities and partner agencies to evaluate the effectiveness of their educational programs

# Preventive Services: Health Education/Promotion Plan

- Goal 3: To provide culturally, linguistically and literacy-level appropriate health education services, information and materials to members'
  - Provide direction and technical support on preparation and presentation of culturally, linguistically and literacylevel appropriate health education activities and materials
  - Draft and disseminate guidelines and protocols for production and use of linguistically sensitive and appropriate reading-level material

### **HWLA Challenges**

- Program
  - Existing resources
  - Specialty Care capacity
  - Primary Care capacity
  - IT infrastructure
  - Onerous enrollment requirements
  - DHS & PPP facilities are different

## What's in the Future for DHS and its Partners?

- More patients will be covered
- Fundamental changes in the way DHS receives funding
- Greater emphasis on medical homes, preventive medicine, care coordination
- Greater emphasis on quality of care and cost containment
- IT improvements

## Any questions?



## Lunch







### **Wellness Activity**



#### Erika Siever

Workforce Development Specialist, Health Education Administration



#### **Collaborative Committees**

#### **Print Materials Committee**

Susan Srabian Jessica Marshall

Communications Specialist, CHS Health Educator,

Health Education Administration Service Planning Area 8

#### **Speakers' Bureau Committee**

#### Milan Hill

Communications Specialist,
Health Education Administration





## **Next Steps**







### Wrap-Up & Evaluations

#### Sylvia Estafan

Workforce Development Specialist





## **Upcoming Collaborative**

Date	Time	Location
April 6, 2010	9:00am – 4:00pm	Ferguson 2 <sup>nd</sup> floor, Suite 220, Conf. Rm. A, #2081



## Thank You!



