Region 3 Public Health Practice Profile Fact Sheet

Introduction
Public health practitioner priorities were investigated and recorded, so to interconnect those with OPHP/UMSPH work activities. Six regional meetings of Health Officers and/or their representatives were convened to gain input. Region 3 encompasses nine counties, each with a local health department. The questions asked and summarized responses are listed.

1. What **key population health issues** are important to your community? And how have these been identified?

<table>
<thead>
<tr>
<th>Disparities</th>
<th>Infant mortality rates</th>
<th>Increased maternal stress per poor economic situations</th>
<th>Economic disparities, including substandard housing</th>
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<tbody>
<tr>
<td><strong>Access</strong></td>
<td>Basic needs: housing, transportation in urban and rural areas (inadequate built environment hinders access), etc.</td>
<td>Primary &amp; oral healthcare providers for the underinsured and uninsured</td>
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<td>Oral healthcare services, specially for Medicaid-eligible adults</td>
<td>Mental healthcare/services</td>
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<td><strong>Health Issues</strong></td>
<td>Obesity, physical inactivity and cardiovascular health</td>
<td>Substance abuse (tobacco especially during pregnancy, alcohol, prescription &amp; illicit drugs) and overdose deaths</td>
<td>Lack of oral healthcare follow-up services for Medicaid children (parents do not take them to get follow-up services)</td>
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<td><strong>Budgetary Issues</strong></td>
<td>Decreased funding, especially for environmental health and nursing</td>
<td>Closure of satellite clinics, so decrease in clinical services</td>
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2. What **training and workplace development needs and topics**, such as evaluation, financial, time management, dealing with difficult people, grant writing, other, would be useful & why, to expand skills for leadership, middle management and front line staff?

<table>
<thead>
<tr>
<th>Leadership</th>
<th>Apply new business models for developing qualified workforce and succession planning</th>
<th>Increase revenue stream and training resources</th>
<th>Provide better models for community health assessments</th>
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<tbody>
<tr>
<td>Analyze &amp; evaluate data (tools)</td>
<td>Write grants and gain new funding (tips and techniques)</td>
<td>Create effective time studies to calculate true service costs</td>
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<td>Craft external messaging to communicate the benefit/role of community public health</td>
<td>Review the Public Health Code &amp; powers and duties section per Health Officer responsibilities</td>
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<td><strong>Middle Management</strong></td>
<td>Write grants and gain new funding</td>
<td>Apply the Quality improvement framework &amp; tools</td>
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<td><strong>Frontline Staff</strong></td>
<td>Analyze &amp; evaluate data</td>
<td>Improve program quality &amp; customer service skills</td>
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<td>Learn how a job well done, benefits public health and adds to revenue</td>
<td>Understand social determinants of health (health equity) and how that helps the client</td>
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<td><strong>All Staff</strong></td>
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<td>Improve public health knowledge and skills</td>
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</table>
3. **What pressing local policy issues are facing your health department?**
   - Policy addressing preventive health and health education in local school districts. Topics could include nutrition, exercise, and avoidance of drugs and alcohol.
   - Barriers to policy creation:
     - The public does not respond to day-to-day issues. Often a crisis must occur for the public to support change.
     - Political units smaller than the counties (villages, townships, cities) may not enforce their own local policies, looking to county agencies to do that for them.
     - Elected officials are reticent to pass new policies and laws due to perceived adverse effects on their electability.

4. **What about practice projects would advance or what practice projects would aid the work of your health department and why, how?**
   - Facilitated regional session(s) with health officers to share ideas and best model practices
   - Facilitated meeting(s) for regional administrative staff and financial staff to share operational & financial procedures and ideas
   - Customer satisfaction survey models & methodologies with provide valuable information, and meet quality improvement criteria
   - Creation of training templates to be modified, as needed, by each health department on topics such as marketing and new staff basic public health orientation
   - Projects, answering the following questions, that will benefit local health departments:
     - How to determine core public health programs and core public health services?
     - What work should future public health agencies be doing?
     - What core services are at greatest risk, because lack of funding?
     - What are the State of Michigan’s current & future models for public health?

5. **Can you identify for your health department, particular research needs and issues for which more research information could be provided? And can existing research areas be identified, where translation of that research into practice would be useful?**

**Research Needs & Issues (*some will also be considered as topics for new Training sessions):**
- Model intervention practices to decrease obesity and increase physical activity
- How to understand and address low WIC numbers and trends*
- Model practices for electronic medical record transition, especially with reduced resources and limited staff*
- Assessment of what smoking cessation education or quit support methods work for pregnant women or mothers with young children. Should these be applied with every health department visit, regardless of the reason for the visit?
- How to gain access to an online resource library with guidance on finding and using accurate, trustworthy, and evidence-based public health resources*
- How to gain translation and provide presentation of academic findings to communities and local health departments
- How to use technological tools for practice, research, and training*
- Policy change that can affect housing codes to promote healthy homes*
- How to increase funding streams and/or sources though fee increases, federal grant connections, etc.*
- Time of sale regulation model practices and lessons learned (well and septic inspection prior to sale of home)
- Existing government supported transportation implementation/expansion programs, specifically for serving those in need
- Roles/responsibilities of medical home models (what is covered, billing, available options, etc.)?*
- Private pay and other insurances that can be billed by county health departments & how to bill*
- Model collaboration and communication practices for improving interactions with external partners, such as healthcare providers and national chain pharmacies (e.g. CVS, Rite-Aid, etc.), to limit misplaced referrals to the local health department as a safety net provider*