

Essential Service #3



At what level does the local public health system...

Inform, Educate, and Empower People about Health Issues

How well do we keep all segments of our community informed about health issues?

Essential Service #3, *Inform, Educate, and Empower People about Health Issues*, ranked as having significant performance and 1st highest priority¹.

Description



Model Standards represent the major components or practice areas of the Essential Service. Model Standards for this service include indicators for *health education and promotion, and health and risk communication*.

Performance Significant



This score can be interpreted as the overall degree to which your local public health system meets the performance standards. The overall performance ranking score for this Essential Service is **72.2**, which represents **SIGNIFICANT** activity.

Priority #1



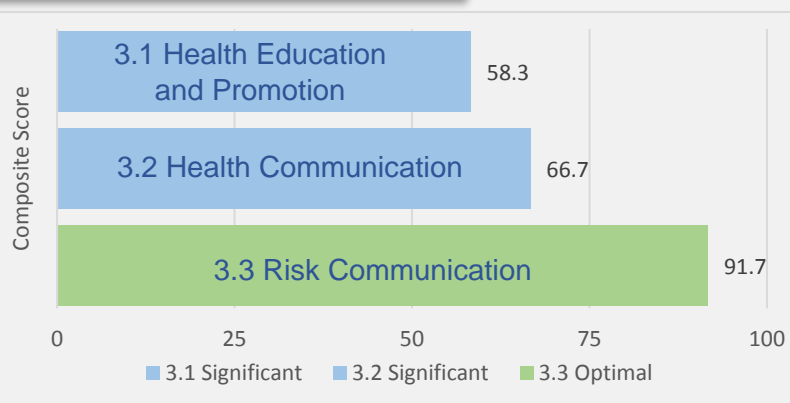
Participants were asked to consider the priority of each Essential Service and Model Standard to their local public health system. With an overall priority ranking score of **1 of 10**, this Essential Service is within the higher-ranking half of priorities.

Data Overview



Prioritization Matrix

Quadrants are based on how the performance of each Essential Service compares with the priority rating.



Model Standards

Model Standards represent the major components or practice areas of the Essential Service. Two model standards scored **SIGNIFICANT** and one as **OPTIMAL** activity.

¹SOURCE: *Local Public Health System Assessment, Lake County, Florida, 2016*
Essential Service #3: Inform, Educate, and Empower People about Health Issues

PERCEIVED SYSTEM STRENGTHS:

Several participants indicated that:

- Health planning councils are an excellent community resource
- Hospitals and schools have good systems in place for health education, training and information sharing to large audiences
- DOH is considered the county lead for disease communication
- Lake County government emergency communication and planning activities were identified as a community strength

A few participants noted that:

- It is important to distinguish between routine health communication and emergency health communication, as these are handled very differently
- The age 55+ community is the largest group that is increasing digital online and social media usage

PERCEIVED SYSTEM WEAKNESSES:

Several participants indicated that:

- Lake County's wide geography can be a challenge to county-wide coordinated activities
- They do not always know where to go for health resources and non-emergency health information
- Information officers do not meet regularly for non-emergency health communication, and staffing is limited or being reduced

A few participants noted that:

- Health planning council services can be limited when funding is unavailable
- They were not familiar with local quality of life reports
- Media can be underutilized as a dissemination resource, and they would like to see more media connection with local communication activities
- Few outlets offer free or reduced cost advertising/promotional services to non-profit or governmental agencies

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PERCEIVED SYSTEM OPPORTUNITIES:

Participants suggested the following for optimization of this essential service:

- More health events that are joint efforts and relay the same message through multiple outlets
- Activating and expanding a county-wide public health information group for health communications

Best practice/innovative approaches highlighted:

- Community resources and events accessible on weekends and evenings
- A clearinghouse for health issue communication
- Use of electronic and social media for information dissemination
- DOH-provided health information officer training and education
- H1N1 event training and information dissemination to students and families through the school system

Essential Service #3 increased in performance and was ranked with a priority, as compared to the 2012 local public health system assessment.

Performance Assessment

55%
2012



72%
2016

Priority Assessment

N/A
2012



#1
2016

Partners in Health

#	Organization Type	#	Organization Type
1	County Health Department	4	Hospitals & Emergency Service Providers
1	Social Service Facilities & Providers	1	Mental Health Facilities & Service Providers
1	Schools, Colleges & Universities	3	County Government & Municipalities
1	Coalitions & Advocacy Groups	2	Media Outlets

Partners who gathered to discuss the performance of the local public health system for this Essential Service

Future Visioning:



Assessment participants also identified other partners who contribute to this work that they would like to see involved in future dialogues related to this Essential Service.

Faith-Based Organizations
Businesses & Employers
State Agencies & Programs
Healthcare Professionals