

*Health Education Administration's*  
**Public Health Education Collaborative**



February 2<sup>nd</sup>, 2010  
 5555 Ferguson Dr., Commerce, CA 90022

**MEETING NOTES**

Topic/ Activity	Announcements/ Discussion	Next Steps
<b>Kick-off, Overview, and Introductions</b>	Attendees were welcomed to the first Public Health Education Collaborative. Introductions were made, and the Collaborative goals/objectives were reviewed.	
<b>DHR Wellness Updates</b>	<p><u>Wellness Program Intranet</u></p> <ul style="list-style-type: none"> <li>• Always the best source for latest in Wellness activities for LA County employees</li> <li>• <a href="http://go.phd.ladhs.org/ph/Resources/Wellness/WellnessProgram.htm">http://go.phd.ladhs.org/ph/Resources/Wellness/WellnessProgram.htm</a></li> <li>• Yellow button on bottom left of MyPHD page</li> </ul> <p><u>Active for Life</u></p> <ul style="list-style-type: none"> <li>• Cigna's 10 week campaign focused on increasing activity levels for better health</li> <li>• Winners: The Business Office Eliminators, led by Maria Camacho at the Whittier Health Center</li> <li>• Stats                             <ul style="list-style-type: none"> <li>○ 114 people participating in 26 teams throughout DPH</li> <li>○ We had a motivated group this year, completing 292,212 life points (or minutes) over the 10-week challenge. That's 4,870 hours!</li> </ul> </li> </ul> <p><u>Webinars</u></p> <ul style="list-style-type: none"> <li>• 2010 schedule on Wellness intranet site</li> <li>• You can participate on the phone or online</li> </ul> <p><u>Healthy Connection Seminar</u></p> <ul style="list-style-type: none"> <li>• 2010 schedule on Wellness intranet site</li> <li>• Brown bag meetings at Kenneth Hahn</li> <li>• They can come to you in the form of Lunch and Learns</li> </ul> <p><u>Health Topic of the Month</u></p> <ul style="list-style-type: none"> <li>• Monthly health information sponsored by Pacificare</li> <li>• Wellness program sends email with information or you can access it at <a href="http://www.healthyatcola.com">www.healthyatcola.com</a></li> <li>• Prizes offered after quiz completion</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Resolve logo issue</li> <li><input type="checkbox"/> List website locations for webinar</li> <li><input type="checkbox"/> Email HRA info</li> <li><input type="checkbox"/> Continue working to gain clarity on liability and time issues</li> </ul>



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	<p><u>Stress Management</u></p> <ul style="list-style-type: none"> <li>• The new year is the perfect opportunity to chart a plan to lower the amount of stress you experience at work and in your personal life.</li> <li>• The County of Los Angeles, in collaboration with Anthem Blue Cross, is proud to bring you a 6-week web-based program on stress management. By accessing online resources including podcasts, recipes, and educational content, you'll be able to: <ul style="list-style-type: none"> <li>○ Better understand your stressors and triggers</li> <li>○ Learn the effects stress has on the body, mental outlook, energy levels and behavior</li> <li>○ Learn how to use support systems, resources and tools to manage stress effectively</li> <li>○ Learn the value of exercise and nutrition as it relates to stress</li> </ul> </li> <li>• This program is open to all DPH employees. By participating in a survey each week, you'll be eligible to win weekly prizes. To get started, watch for weekly emails from DPH Announcements.</li> </ul> <p><u>Lunch &amp; Learn Seminars</u></p> <ul style="list-style-type: none"> <li>• Reminder: these are free, please request them!</li> <li>• Request forms on intranet site</li> <li>• Same topics as Health Connection Seminars</li> </ul> <p><u>HRA Incentives</u></p> <ul style="list-style-type: none"> <li>• All start over in February of 2010, so you can participate even if you did so last year. All insurers will have their own versions and the Wellness program will provide more details soon. <ul style="list-style-type: none"> <li>○ Kaiser</li> <li>○ PacifiCare</li> <li>○ Anthem Blue Cross</li> <li>○ Cigna</li> </ul> </li> </ul> <p><u>Exercise Classes</u></p> <ul style="list-style-type: none"> <li>• Schedule on the Wellness intranet site</li> </ul>	
<p><b>DPH Wellness Updates</b></p>	<p>Jackie Valenzuela, HEA Director, and Jeffrey Gunzenhauser, QI Director and DPH Medical Director, welcomed attendees and announced that all 2009 Wellness Committee members will be receiving a memo from Dr. Gunzenhauser thanking them for their service.</p> <p>Wellness Committee (WC) meetings will now take place within the Collaborative framework on alternating months. This will provide opportunities for "one-stop shopping" for health education stakeholders and WC integration with Speakers' Bureau and Print Materials Committees.</p> <p>Kim presented DPH's Executive Team wellness priorities:  <b>Motivate</b> coordinators, colleagues, and managers  <b>Equip</b> coordinators with helpful tools  <b>Promote</b> DPH and DHR wellness initiatives  <b>Monitor</b> wellness activities</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Memos will be mailed to 2009 WC members, supervisors, and personnel files</li> <li><input type="checkbox"/> Next Collaborative meeting is 3/2; next Collaborative meeting that includes WC agenda items is 4/6</li> </ul>



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<b>Wellness Brainstorming Session</b>	<p>WC members and other attendees conducted a discussion about how better to address DPH’s wellness priorities.</p> <p><u>How can we equip Wellness Coordinators with the tools they need to enable implementation of wellness activities?</u></p> <ul style="list-style-type: none"> <li>• Create a coordinator handbook including all relevant information, guidelines/fact sheets, and tools (Biggest Loser, healthy cooking demonstrations)</li> <li>• Provide professional development for coordinators</li> <li>• Provide education on flexible spending accounts</li> <li>• Integrate wellness planning with emergency preparedness and ergonomics</li> <li>• Broaden focus beyond exercise (encompass root causes of overweight and inactivity)</li> <li>• Obtain approval for policy that clarifies time issues, liability issues, and official coordinator duties</li> </ul> <p><u>How do we motivate each other, our colleagues, and our managers to participate in wellness activities?</u></p> <ul style="list-style-type: none"> <li>• Coordinators should show a personal commitment to personal health</li> <li>• Coordinators should conduct site-based events to motivate each other</li> <li>• Program ideas: Wellness champions as part of walking program; scavenger hunt; Biggest Loser; low impact activities; Weight Watchers/Jenny Craig on site</li> <li>• Justify need for policy by emphasizing potential ROI</li> <li>• Provide incentives (gift cards, pedometers, water bottles, reduced insurance rates)</li> <li>• Work with PHIS to generate a daily cue to action through DPH’s Electronic Mailman. Ideas: One cue; little variety; “Get Up Now”</li> <li>• Include wellness components in coordinator PEs</li> <li>• General wellness tips (not just exercise)</li> <li>• Ensure culturally competent wellness activities</li> </ul> <p><u>How can we improve promotion of DHR and DPH wellness initiatives?</u></p> <ul style="list-style-type: none"> <li>• Survey managers/supervisors to determine roadblocks</li> <li>• Provide more cohesive and detailed information on DHR incentives</li> <li>• Publicize public transportation</li> <li>• Revisit the idea of Site Teams</li> <li>• Create target population - specific promotions</li> <li>• Highlight success stories <ul style="list-style-type: none"> <li>○ Quarterly newsletter for supervisors</li> </ul> </li> <li>• Branding</li> </ul> <p><u>How can we make monitoring of coordinator-led wellness activities more streamlined and comprehensive?</u></p> <ul style="list-style-type: none"> <li>• Utilize technologies such as Skype (webcam, microphone)</li> <li>• Make the reporting system online (intranet-based) rather than Excel</li> <li>• Create Sharepoint site for logs</li> <li>• Allow for extra time for coordinators to record/log after activities</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 3/2 and 4/6 Collaborative meetings will include professional development components</li> <li><input type="checkbox"/> Collaboratives offer CHES credit; applications for nursing CEUs and REHS credits are under way</li> <li><input type="checkbox"/> Draft policy is under review by DPH Executive Staff</li> <li><input type="checkbox"/> Draft needs assessment of DPH staff and managers will be presented for review at 4/6 meeting</li> </ul>

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<b>Health Education Training Priorities &amp; Resources</b>	<p>NCHEC’s 7 areas of responsibility were reviewed. Each Collaborative will focus on at least one of these areas. The first Collaborative focused on 2 areas:</p> <ul style="list-style-type: none"> <li>• Area VII: Communicate &amp; Advocate for Health Education</li> <li>• Area I: Assess Individual and Community Needs for Health Education</li> </ul> <p>After discussing the areas of responsibility, 7 groups were formed. Each group was given one of the areas of responsibility to focus on. Each group brainstormed about training needs/resources based on their assigned area.</p> <p><b>Area I: Assess Individual and Community Needs for Health Education</b>  <u>Training Needs</u></p> <ul style="list-style-type: none"> <li>• How to use a database inventory (including demonstration)</li> <li>• Practice data analysis (SPSS, Excel, Access, etc.)</li> <li>• Qualitative techniques (phone surveys, focus groups, etc.)</li> <li>• How do deal with difficult audiences</li> <li>• Risk communication</li> <li>• Hands-on activities</li> <li>• Resource library and management</li> </ul> <p><u>Existing Resources</u></p> <ul style="list-style-type: none"> <li>• Invite academics to conduct trainings</li> <li>• Ask trainers from DPH to hold special sessions specifically for the Collaborative</li> </ul> <p><b>Area II: Plan Health Education Strategies, Interventions, and Programs</b>  <u>Training Needs</u></p> <ul style="list-style-type: none"> <li>• Identifying the needs of stakeholder</li> <li>• Using validated questions</li> <li>• Evaluation on a shoestring budget</li> <li>• Job descriptions (train managers)</li> <li>• Grant writing</li> </ul> <p><b>Area III: Implement Health Education Strategies, Interventions, and Programs</b>  <u>Training Needs</u></p> <ul style="list-style-type: none"> <li>• Use of technology (web, excel, etc.)</li> <li>• Putting theory into practice</li> <li>• Cultural sensitivity</li> </ul> <p><b>Area IV: Conduct Evaluation and Research Related to Health Education</b>  <u>Training Needs</u></p> <ul style="list-style-type: none"> <li>• Research methods</li> <li>• Tools – guidebook?</li> <li>• Putting theory into practice</li> </ul> <p><u>Existing Resources</u></p> <ul style="list-style-type: none"> <li>• OAPP’s logic model training</li> <li>• LAC DPH resources</li> <li>• Program presentations at the Collaborative</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Create training resource guide</li> <li><input type="checkbox"/> Create training calendar</li> <li><input type="checkbox"/> Prioritize training needs</li> </ul>

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	<p><b>Area V: Administer Health Education Strategies, Interventions, and Programs</b></p> <p><u>Training Needs</u></p> <ul style="list-style-type: none"> <li>• Strategic planning</li> <li>• P.O.s, OLRs, MOUs</li> <li>• External/internal buy-in; relationship building</li> <li>• Volunteer/intern strategies; preceptor training</li> <li>• Program highlights, needs, and wants</li> </ul> <p><u>Existing Resources</u></p> <ul style="list-style-type: none"> <li>• C-BEEP</li> <li>• HR liaison for Q&amp;A</li> <li>• ODT</li> </ul> <p><b>Area VI: Serve as a Health Education Resource Person</b></p> <p><u>Training Needs</u></p> <ul style="list-style-type: none"> <li>• Health literacy</li> <li>• What's new</li> <li>• Translation resources in DPH and outside</li> <li>• Identifying resources (up-to-date information and any changes)</li> <li>• Getting to know partner organizations</li> </ul> <p><u>Existing Resources</u></p> <ul style="list-style-type: none"> <li>• DHS monthly health topics</li> <li>• Office of Diversity</li> <li>• Free toolkits (get trained by creators)</li> </ul> <p><b>Area VII: Communicate and Advocate for Health and Health Education</b></p> <p><u>Training Needs</u></p> <ul style="list-style-type: none"> <li>• Quarterly journal club</li> <li>• Technology utilization for meetings</li> <li>• Administrative buy-in for Collaborative</li> <li>• MCHES information/updates (prep classes lead by Eleanor?)</li> <li>• CHES opportunities</li> <li>• Promoting CHES/MCHES</li> <li>• Compile training calendar (like ODT's) – make it color coded and have clear criteria for inclusion</li> <li>• Post Collaborative minutes/slides online</li> </ul> <p><u>Existing Resources</u></p> <ul style="list-style-type: none"> <li>• Plain language training (HEA)</li> <li>• Bring Office of External Relations</li> <li>• HR (class specs)</li> </ul>	
<p><b>Committee Integration: Where We Are &amp; Where We Want to Go</b></p>	<p>The committee leads for Wellness, Print Materials, and Speakers' Bureau gave overviews of their committee's purpose and 2009 outcomes. Given that the committees are being integrated into the Collaborative, participants brainstormed about: new meeting structures, problems the committees can help solve, possible projects, and possible new committees. Ideas/suggestions were:</p>	<p><input type="checkbox"/> Determine committee meeting structure</p>



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	<p><u>Print Materials Committee</u></p> <ul style="list-style-type: none"> <li>• People don't know about the Print Materials Committee – consider advertising</li> <li>• Don't develop the materials – the committee should only review and finalize</li> <li>• Start working with program directors and area health officers so they know about the committee's services</li> </ul> <p><u>Speakers' Bureau Committee</u></p> <ul style="list-style-type: none"> <li>• Create presentations aside from "hot topics" – address current/existing issues facing the community</li> <li>• Continue to have subject matter experts because they know the subject content best</li> </ul> <p><u>All Committees</u></p> <ul style="list-style-type: none"> <li>• Create a basic product line across all the committees – include powerpoint presentation, fact sheet, etc. <ul style="list-style-type: none"> <li>◦ Have a "package" for each topic/condition (consolidate components and package the existing resources)</li> <li>◦ Include list of speakers for the topic</li> </ul> </li> <li>• Figure out what the community already knows (or doesn't know) about a given topic</li> <li>• Healthy Way LA has toolkits with powerpoint presentations, handouts, and curriculum for various conditions (consider the same format?)</li> <li>• Avoid duplication of efforts by collaborating among all the committees</li> <li>• Smaller workgroups with people who have experience in those areas</li> <li>• Complete things that were left during H1N1 (priorities)</li> </ul>	
<p><b>Health Educations' Role in Emergency Response: Lessons Learned during H1N1</b></p>	<p>The panel discussed their experiences working with H1N1 from the onset in spring 2009, until the present. Their roles in the Incident Command Center (ICS) structure and the Department Operations Center (DOC) were detailed. Panel members also shared personal accounts of their day-to-day activities.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Present at immunization conference about H1N1 response</li> <li><input type="checkbox"/> Submit abstract to APHA about H1N1 response</li> </ul>
<p><b>Wrap-Up &amp; Evaluation</b></p>	<p>Attendees were informally surveyed about potential meeting locations. Given the options, participants voted to hold future meetings at Ferguson (unless the California Endowment is available).</p> <p>Attendees were reminded to sign-in and sign-out to get CHES credits. CHES certificates were distributed.</p>	