



{ **Communicating Regional Cooperation** }

**Kansas Association of Local Health Departments
(KALHD)
Mid-Year Meeting**

***Communicating with County Commissioners
about Regional Cooperation***

June 18, 2008

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“If you’re trying to persuade people to do something, or buy something, it seems to me, you should use their language, the language in which they think.” *David Ogilvy*



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Purpose of Session

“Counties are so independent. We cling to this home rule thing and I think we can help each other, but barriers need to be broken down – that independence and feeling of independence that commissioners have.”

*Kansas County
Commissioner*

How to communicate regionalization to county commissioners

- Pilot project
- Audience Research
- Messages
- Sample materials



Today's Take-aways

This morning, we will cover:

- Audience research findings
- Key messages
- Sample materials

<< FEEDBACK >>



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Audience Research

Answer: How do county commissioners perceive public health and regionalization?

- Who we talked to
- Why we talked to them
- What we learned

■ ■
“You never really understand a person until you consider things from his point of view, until you climb inside of his skin and walk around in it.” – Lesson from Atticus Finch, “To Kill a Mockingbird”



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What we learned

“That’s part of the problem with public health departments. They have their own language and seem to be the only ones privy to it. Functional regionalization has no meaning for me at all.”

- Key findings – County Commissioners
 - Terminology: Regional Cooperation
 - Message:
 - “All people, no matter where they live, deserve to have their health protected and monitored. Everyone should have a basic level of public health services.”
 - “Guilt” appeal:
 - “For the health of people in our county/in the state, we can do better”



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What we learned

Key messages

1. All people, no matter where they live, deserve to have their health protected and monitored. Everyone should have a **basic level of public health services**.
2. Kansas public health agencies are known for **working together**. We need to consider the benefits of regional cooperation versus forced consolidation to get federal funding.
3. If we are successful in regional cooperation for public health, we can use it as a **model for other services and issues**.



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What we learned

Metaphors and Models

1. City/county agreements – law enforcement.
2. Inter-local agreements – road repairs/maintenance.
3. Do not use SRS – perceived lack of services.

Importance – supportive of regionalized approach, but
protect services

“Public health is about people. It isn’t about budgets.” – Kansas County Commissioner



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Materials – A “mini” campaign for county commissioners

HEALTHY PEOPLE BUILD STRONG COMMUNITIES

What's important for campaigns

1. Branded – same look (templates)
2. Same message
3. Same approach – make it personal



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Materials – A “mini” campaign for county commissioners

Templates you will have:

1. Fact Sheet
2. News release – mid-point
3. PowerPoint

PARTICIPATING REGIONS

North Central Kansas

Clay County
 Cloud County
 Dickinson County
 Ellsworth County
 Jewell County
 Lincoln County
 Mitchell County
 Osborne County
 Ottawa County
 Republic County
 Russell County
 Smith County
 Washington County

Northeast Kansas

Atchison County
 Brown County
 Doniphan County
 Jackson County
 Jefferson County
 Marshall County
 Nemaha County
 Shawnee County

Kansas Regional Cooperation Project FACT SHEET/Spring 2008

SCOPE OF REGIONAL COOPERATION PROJECT

Our county is participating in a project that explores **regional cooperation** as a way to provide essential public health services to the people and communities we serve. This approach to regionalization allows local leaders to determine solutions while ensuring all the people in our county – no matter where they live – have their health protected and monitored through a basic level of public health services.

As part of this project, we receive technical assistance that helps us 1) understand our strengths and challenges as a local health department, 2) how we can leverage financial and human resources from other local health departments in our region to deliver services effectively and efficiently, and 3) how we can communicate about our plans to those who can have the most impact on the health of our community.

WHY REGIONAL COOPERATION?

-Increased efficiencies. Through the use of contracts and other formal agreements, counties can work together in a variety of ways that allow for more efficient use of limited funds, including joint purchasing arrangements, coordinated data collection and analysis, and emergency preparedness.

-Increased access to public health services. By working together, local health departments can provide a wide range of services that couldn't be provided by each department individually, ultimately ensuring people in our county have access to the public health services they need.

-Quality improvement. Accreditation for local health departments is moving forward on a national and state level. Regional cooperation allows local health departments to voluntarily opt-in to a process where they can learn quality and performance improvement techniques before others in the state and the country.

TECHNICAL SUPPORT PROVIDED TO OUR COUNTY:

Assessments • Planning • Legal • Financial/economic • Communication

PROJECT TIMELINE

PHASE 1 – Organize and Assess (Sept – Dec 2007)

Identify gaps in services within communities and begin a planning process that allows communities to develop regional priorities to address those gaps.

PHASE 2 – Plan and Communicate (Jan – Aug 2008)

Regional capacity improvement planning begins to address gaps through a regional approach. Emphasis on communication strategies to increase awareness and support among key stakeholders.

PHASE 3 – Evaluate and Educate (Sept – Dec 2008)

Lessons learned will be shared with key stakeholders, including other regions and county commissioners. Discussion of successes, challenges and barriers.

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REGIONS****North Central Kansas**

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Northeast Kansas

Atchison County
 Brown County
 Doniphan County
 Jackson County
 Jefferson County
 Marshall County
 Nemaha County
 Shawnee County

FOR IMMEDIATE RELEASE**Contact: <insert name, title,
phone number>****Date:****<Insert name of local health department> takes
part in regional cooperation project**

The <insert name of local health department> is participating in a pilot project to determine the feasibility of regional cooperation in <north-central or northeast> Kansas. The project is about halfway through its planning process, which includes:

- Assessing strengths and challenges
- Identifying how to leverage financial and human resources in the <north-central or northeast> region to deliver services effectively and efficiently
- Determining how to communicate the results of the plan to have the most impact on the local community

“Regional cooperation is one way for us to proactively determine the best approach for protecting the people in our county – no matter where they live,” said <insert name of local health department administrator, title, county>. “We want to make sure everyone continues to have a basic level of quality public health services.”

A regional approach has several advantages, including:

- Increased efficiencies
- Increased access to public health services
- Quality improvement

“With accreditation for local health departments being considered at a state and national level, this pilot project will allow us to be better prepared,” said <insert last name of local health department administrator>. “Our goal is to keep our essential services, and our decision-making, local – and this pilot project will give us the information and resources we need to make that happen.”

The pilot project, which is sponsored by the Kansas Association of Local Health Departments (KAHLD) and the National Association of County and City Health Officials (NACCHO), started last year and will conclude in December 2008.



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Regional Cooperation PowerPoint Presentation

Kansas Regional Cooperation Project

<INSERT NAME OF LOCAL HEALTH DEPARTMENT>

<INSERT NAME OF PRESENTER(S)>

Kansas Association of Local Health Departments (KAHLD)

National Association of County and City Health Officials (NACCHO)

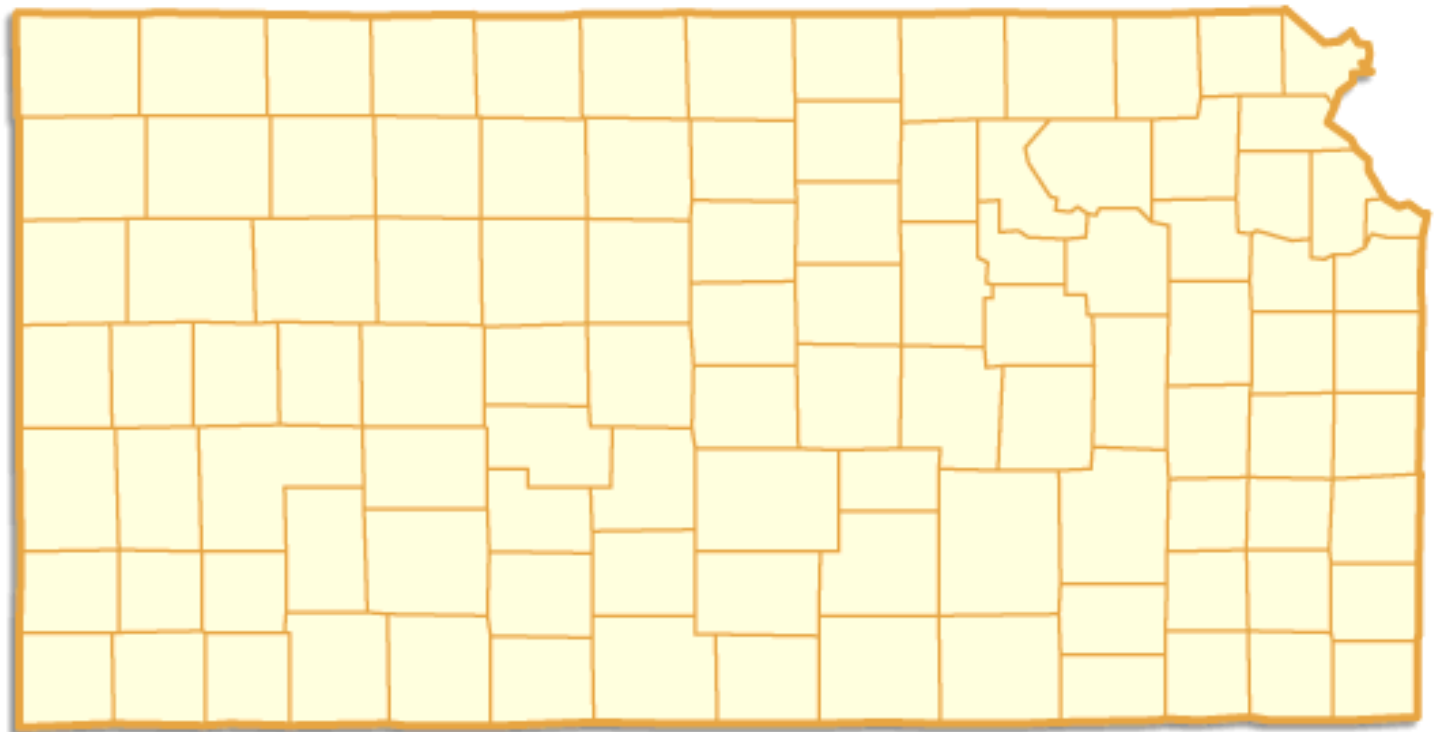
What is Regional Cooperation?

Counties working together

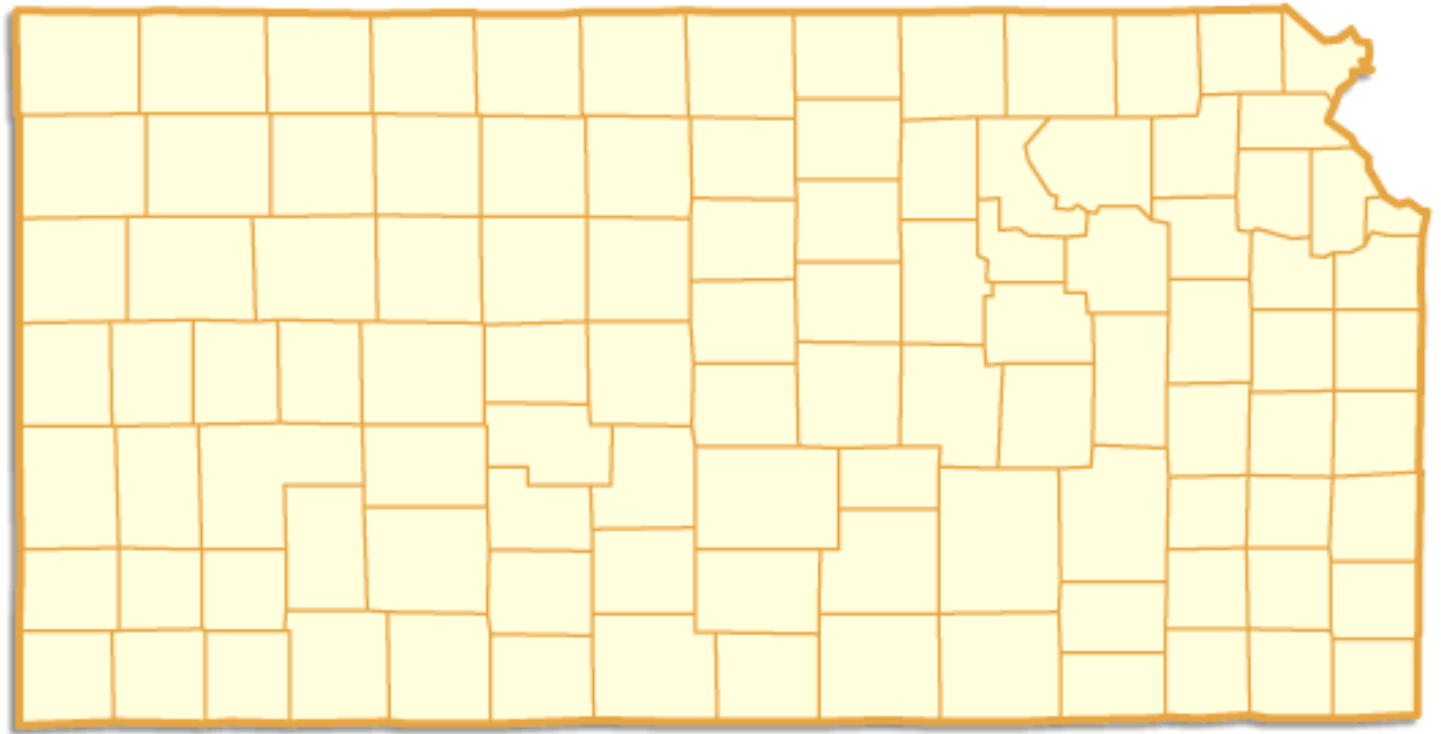
Local decision making

Basic level of services for our communities

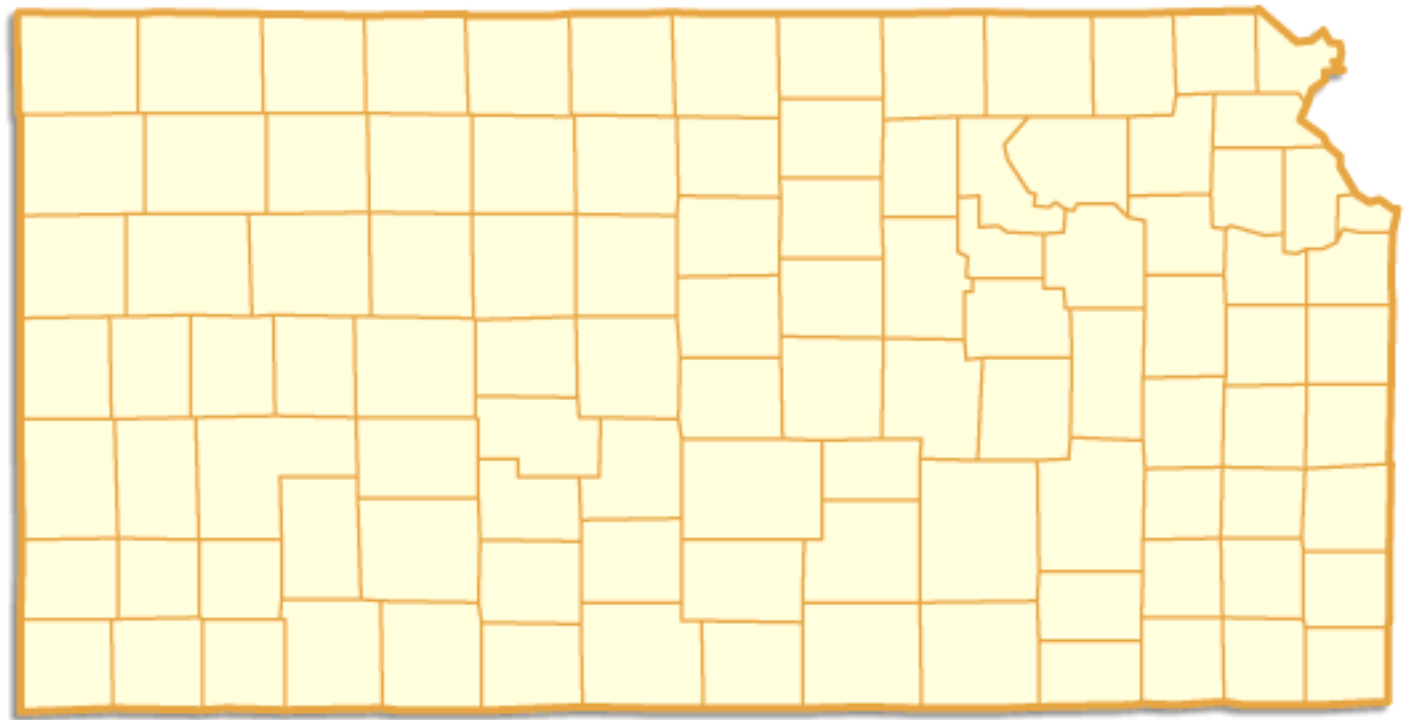
Working Together – NE Region



Working Together – NC Region



Working Together – NE and SC Kansas



Why is Regional Cooperation Important?

Increased efficiencies

- <Insert local example>

Increased access to public health services

- <Insert local example>

Quality improvement

- Accreditation – national and state level
- Positions us to better serve communities
- Model for others

What is Our Role?

Pilot project: 2 years (2007 – 2008) – develops “best practices”

Technical support:

- Assessments
- Planning
- Legal
- Financial/economic
- Communication

Funded by: KALHD, NACCHO

Timeline:

- Phase 1: Organize and Assess (Complete)
- Phase 2: Plan and Communicate (through Aug 2008)
- Phase 3: Evaluate and Educate (Sept – Dec 2008)

What have we learned?

Assessment Highlights:

- 1.
- 2.
- 3.

Opportunities to work together as a region:

- 1.
- 2.
- 3.

Next steps







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Conclusion:

How to reach county commissioners –

1. One-on-one – meetings
2. Presentations at county commission meetings
3. Media

The messengers:

1. Local health department administrators
2. KDHE/district nurse
3. NACCHO, KPHA, KAHLD, KAC
 - Educational opportunities – intersect where they can “hear the message