



## New Hanover County Health Department Policies and Procedures



Subject:	Community Outreach & Customer Recruitment
Date of Origin:	01/29/2008
Policy Number:	GS-ADM-084

### **PURPOSE AND SCOPE:**

The purpose of this policy is to ensure that the health department is providing community members with accurate health promotion and disease prevention education throughout the year and the health department services are promoted to members of the community and other agencies/organizations. The scope of this policy applies to all members of the New Hanover County Health Department (NHCHD) workforce.

### **POLICY:**

The NHCHD strives to actively conduct community outreach and customer recruitment for programs and services using a variety of methods. Outreach efforts will include approaches to reach community members with all backgrounds including, but not limited to race, ethnicity, socio-economic status, and disability.

### **PROCEDURES:**

#### **1. Divisional Outreach, Education, and Recruitment to Public**

- Personal Health Services teams are actively providing community outreach and education daily and work collaboratively with health promotion staff to do recruitment of customers. Women's Preventive Health staff develops an annual plan for community outreach and education for women's health and sexually transmitted diseases. Community Services staff conduct ongoing outreach and education, including communicable diseases, food-borne illness, and services for the homeless. Community Services staff also conduct outreach and recruitment for children's dental care (mobile dental unit for Medicaid eligible and uninsured), and for access to health care for Health Check/Health Choice. Seasonal outreach related to flu vaccination is done by Community and Clinic Staff. Child Find is a part of Child Service Coordination, to recruit children in need of early intervention. Maternal Outreach workers provide outreach for prenatal care and Baby Love services. Nutrition staff actively recruit patients and provide community nutrition education. Nursing and mental health staff provides education in schools on services and health topics to students, staff and parents.
- Environmental Health Services integrates the education of customers into all aspects of services. Broad and complex enforcement responsibilities are accomplished most effectively by assuring customers access to laws, ordinances, regulations and recognized environmental-public health practices/standards. A variety of portals for obtaining essential information relevant to processes, services and related environmental-public health disciplines are offered and maintained. These include: brochures; website files/links; forums or presentations designed for select groups such as the operators of child care centers, limited food service establishments, and septic system construction businesses; and workshops conducted biennially for body piercing and tattoo artists. Vector Control Program staff have developed lesson plans and supplemental materials specific to the growth cycle of mosquitoes and the application of control methodologies for several school grade levels. Vector Control Program staff also successfully utilize "talk radio" programs to field questions from customers, and engage their support of control and prevention actions.

**"Healthy People, Healthy Environment, Healthy Community"**

- Animal Control Services (ACS) staff has an on-going mentoring relationship with University of North Carolina at Wilmington students, which includes training in surgical techniques, animal handling, and general pet care education. These students also partner with ACS staff in conducting elementary school education at a variety of locations. ACS staff presents public health forums, speaker presentations, and no cost rabies clinics for the surrounding area. Community partners generally attend these clinics, where educational materials are provided to the public. Various media resources are also utilized, for example, bi-weekly radio spots, animal adoption candidates advertised in local newspapers, television (county and public), and magazines. Educational pieces are also often included in magazine publications.
- Health Programs Administration Health Programs Administration provides outreach through the following methods:
  - Injury Prevention – is a referral system with local partners such as the hospital, Voices Latinos and Maternal Care Coordination to funnel clients to our Injury Prevention Educator. We also provide the Risk Watch curriculum to New Hanover County Schools and we have a program requirement to provide 52 outreach events a year such as car seat checks, health fairs etc. with local partners such as the fire departments and local businesses.
  - Project Assist - Project Assist works largely with local businesses to produce policy and environmental changes such as the indoor quality work in local bars and restaurants, the smoke free dining guide which is a part of our website and highlighted in our quarterly news wrap in the Star News. Individuals are sent to Project Assist via community partners and nurse referrals. This program is active in Brunswick, New Hanover and Pender counties.
  - General Health Education - Classes on various topics are provided to the community upon request. The services are marketed through a Health Promotion brochure that lists available topics which are passed out by program staff at health fairs and through local health coalitions.
- Support Services provides vital records services for the public and conducts outreach activities to provide education and support to local funeral home directors and physicians with regard to birth and death certificate processing. This division also provides management of the volunteer services for the department, conducting outreach activities to educate the public and recruit for volunteers for myriad duties within the department.

## **2. Participation in Community Coalitions, Councils, Boards, and Committees**

- NHCHD staff will participate in community groups to promote preventive health care, collaborate on mutual projects toward public health priorities, and to assure access to care, minimizing duplication of services and maximizing resources.
- Referral procedures will be addressed in these arenas, to NHCHD services and from the NHCHD to other agencies and resources.

## **3. Development and Distribution of Educational/Informational Materials**

- NHCHD services/programs brochure is available in English and Spanish.
- Educational flyers and pamphlets are available for services, programs, diagnoses, treatments, etc.
- All written materials created in-house are reviewed through the forms control process, with health educators reviewing these for readability and cultural appropriateness.
- All widely used materials are translated into Spanish.
- Materials purchased and developed for Family Planning must be approved by the NHCHD's Media Review Committee in accordance with Title X requirements.
- Materials, information, and announcements are distributed in a variety of methods to include door to door, mailings (zip codes or specific groups such as child care or veterinarians), postings in community areas, distribution in schools, health fairs, civic groups, television/radio/newspapers, and speaker presentations.
- Use of media: deputy health director and health educators serve as public information officers (PIOs) to distribute messages through public announcements and press conferences. They will work with the County PIO and access the County public television station.

- An established relationship with the local newspaper has resulted in a quarterly wrap to provide articles about services and department accomplishments. The annual report is included.
- Web site: NHCHD Information Technology team will maintain the website, to include services, contact information, emerging issues, communicable disease statistics, etc.

**OTHER INFORMATION: (attached)**

**REFERENCES:**

- NHCHD Limited English Proficiency (LEP) Interpreter/Translation Policy (GS-ADM-027)
- Community Participation Media Review Policy (WH-68)
- NHCHD Public and Media Communications Plan (GS-ADM-029)
- NHCHD Forms Control Policy (GS-ADM-060)
- Web Page-NHCHD Policy (GS-ADM-057)
- Communications Triage Policy (GS-ADM-065)

**CHANGE HISTORY:**

<b>Version</b>	<b>Date</b>	<b>Comments</b>
A	01/29/08	Original Document