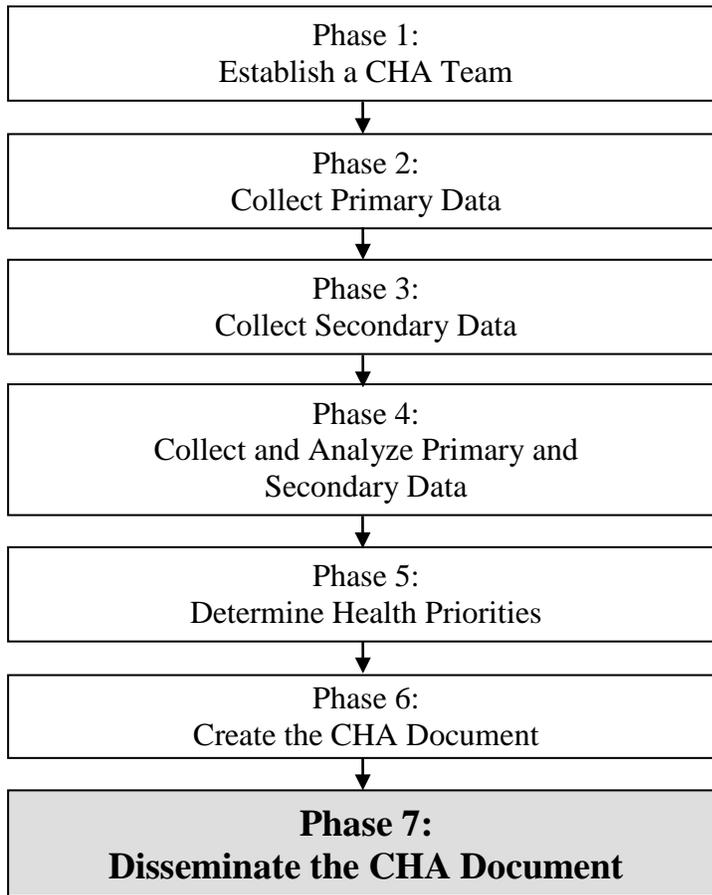


NORTH CAROLINA COMMUNITY HEALTH ASSESSMENT PROCESS



Objective:

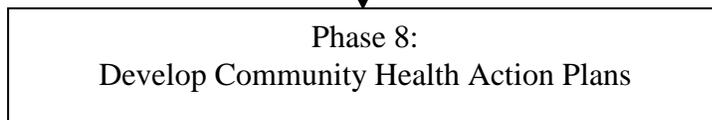
- Engage the community by sharing the CHA document
- Generate active participation in developing a community health action plan

Activities:

- Create a publicity committee
- Publicize information from the CHA document
- Keep the community informed about the results of the CHA and the development of a community health action plan

Tools:

- Sample press release



Essential Services #3 Inform, educate, and empower people about health issues

Benchmark #1 LHD shall conduct and disseminate results of regular community health assessments

Accreditation Activity 1.3 LHD shall disseminate results of most recent CHA and SOTCH report to local health department stakeholders, community partners and general populations

Benchmark #11 LHD shall convene key constituents and community partners to identify, analyze and prioritize community health problems/issues

Additional Accreditation Benchmarks may apply to the CHA (verify by Accreditation Site visit and LHD self-assessment instrument)

Phase 7: Disseminate the CHA Document

The CHA document has valuable information about the county. It is important for county residents to be aware of this information, how to access and use it, and how to become a part of the community response to the information collected. As community outreach is a very important task, it is advisable to appoint a committee or work group to take responsibility for the disseminating the CHA document if one is not already formed.

Because the CHA document can grow very large with so much health information, it's a good idea to make a summary document. The Executive Summary is a good starting point for this summary document. This summary can be two to four pages, and include a short description of the CHA process, a brief summary of the health information gathered, and a review of the priorities that resulted. Be sure to include information on how people can become involved in addressing these health priorities going forward. These summary documents are less expensive to print and can be used as:

- Brochures for partner agencies to distribute to their clientele or members
- Inserts for the local paper
- Handouts at local meetings or events
- Mailings to local community members
- Information packets for local elected leaders and stakeholders

There are many ways to reach out to the community to share the CHA information. Try a variety of methods including translations into all major languages spoken in the county to make sure to reach all sectors of the population. Present the information in several different ways so that people in the community who do not have access to computers or the internet, or who may have a low level of literacy can understand the information. Dissemination suggestions include:

- Presentations to the Board of Health, County Commissioners and other county leaders
- Interviews and coverage on local radio or TV stations and an article or series of articles featuring CHA findings in the newspaper
- Short Executive Summary to distribute to the public
- Limited numbers of copies of the full CHA Document (May need to get a sponsor, raise funds or secure in-kind donations to accomplish this.)
- CDs of the CHA Document for community partners (Much less expensive than printing)

- Copies of the CHA Document and CDs available for loan at the public health department, other human service agencies, and local libraries
- Multimedia presentation on the CHA Document and findings for community programs
- Electronic version of the CHA Document for the websites of all partner agencies

The media can be very helpful in getting the CHA information out across the county. The CHA process produces a lot of information that could be considered “big news” in the county. Draft press releases about the document, including where interested people can find the entire document, and send them to all the local newspapers, radio and TV stations. A press release example is included in the Phase 7 Tools.

Publicity Committee

The Publicity Committee needs members who:

- ✓ Represent important community institutions (hospitals, businesses, government, universities, etc)
- ✓ Are members of various communities (geographic areas, age groups, races, ethnicities, neighborhoods, trades, etc)
- ✓ Have unique skills and contacts in local communications (radio, newspapers, producing, advertising, publishers, printers, cable or public access TV)
- ✓ Are dynamic, enthusiastic, and creative people

Keep the Community Informed

The CHA process and final document can garner lots of interest from county residents. Make sure everyone knows how to get involved and stay informed – include this information in all publications. When new data are available, share them with the community so that they’re aware of how the trends are moving.

The State of the County’s Health (SOTCH) report that must be submitted during the years in between the CHA process is a valuable tool for helping keep the community up-to-date on priority health issues and efforts to address them. Reference the baseline from the CHA to illustrate progress and changes since the CHA process started.

The SOTCH report can be used to:

- Educate and inform county residents, community leaders, agencies, organizations, and others about the past year’s progress on certain health issues
- Enlighten and influence the development of policies that affect the health of the community
- Guide the planning and production of budgets for health programs
- Recruit interested county residents to participate in future activities

Keep contact lists of everyone who received the CHA document through the various channels and outreach methods used (people, media, partner organizations, distribution points, etc). When the SOTCH report is completed each year, use those same contacts to disseminate it.

The SOTCH report is intended to be a short, useful, "the more practical the better" document. For more information on SOTCH requirements and ideas, check out “Future Plans” in Phase 6.

CHECKPOINT

Before leaving Phase 7, check to see if the following tasks are complete:

- ✓ Disseminated the CHA Document through several means to many various segments of the county.
- ✓ Developed plans to keep county residents informed.

PHASE 7 TOOLS

Sample Press Release

Riverdale County Community Health Assessment Team

Led by:



**Riverdale County
Public Health Department**



**Healthy Riverdale
Partnership**
101 N. Main St.
Riverdale, NC 27000

FOR IMMEDIATE RELEASE

January 5, 20xx

For further information contact:

Holly Smith

Daytime phone: (919) 500-3000

Nighttime phone: (919) 600-4000

Email: HSmith@riverdalePHD.org

Local Community Assessment Team Researches Riverdale County's Health:

Population is Relatively Healthy but Shows Worrisome Trends

Riverdale, NC – The Riverdale County Community Health Assessment Team, a local coalition of health professionals, community volunteers, and local leaders, released a Community Health Assessment of Riverdale County this week. *(This press release would go on to detail, briefly, the “who,” “what,” “when,” “where,” “why,” and “how” of the CHA process. It would include quotes from community members and local leaders. It would reference where the full assessment document can be found and how people could find more information and become involved in the action planning process.)*

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(This sample press release created using the Community Tool Box – www.ctb.ku.edu)