Approved by the Tuscarawas Co.
Gen. Health District Board of
Health this date: 2/14/18

President,
Tusc. Co. Gen. Hlth. District
Board of Health

HEALTH EDUCATION

Public Health
Prevent. Promote. Protect.

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Revision Page

Date	Revision	Responsible Party
01/25/2018	New document	Patty Maag, HE

What is Health Education and Health Promotion...

According to the World Health Organization's website, "Health education is any combination of learning experiences designed to help individuals and communities improve their health, by increasing their knowledge or influencing their attitudes".

Additionally, the World Health Organization's website defines Health Promotion as:
"Health promotion enables people to increase control over their own health. It covers a wide range of social and environmental interventions that are designed to benefit and protect individual people's health and quality of life by addressing and preventing the root causes of ill health, not just focusing on treatment and cure.
There are 3 key elements of health promotion:

1. Good governance for health

Health promotion requires policy makers across all government departments to make health a central line of government policy. This means they must factor health implications into all the decisions they take, and prioritize policies that prevent people from becoming ill and protect them from injuries.
These policies must be supported by regulations that match private sector incentives with public health goals. For example, by aligning tax policies on unhealthy or harmful products such as alcohol, tobacco, and food products which are high in salt, sugars and fat with measures to boost trade in other areas. And through legislation that supports healthy urbanization by creating walkable cities, reducing air and water pollution, enforcing the wearing of seat belts and helmets.

2. Health literacy

People need to acquire the knowledge, skills and information to make healthy choices, for example about the food they eat and healthcare services that they need. They need to have opportunities to make those choices. And they need to be assured of an environment in which people can demand further policy actions to further improve their health.

3. Healthy cities

Cities have a key role to play in promoting good health. Strong leadership and commitment at the municipal level is essential to healthy urban planning and to build up preventive measures in communities and primary health care facilities. From healthy cities evolve healthy countries and, ultimately, a healthier world".

Health Education in the Public Health Arena…

Essential Public Health Service	Ethical Principle
1. Monitor the health status to identify community health problems	(5) collect information (7) act on information
2. Diagnose and investigate health problems and health hazards in the community	(5) collect information
3. Inform, educate, and empower people about health issues	(4) advocacy and empowerment (6) provide information
4. Mobilize community partnerships to identify and solve health problems	(12) collaboration
5. Develop policies and plans that support individual and community health efforts	(1) protect and promote health; address fundamental causes of health risks (3) processes for community input (5) collect information
6. Enforce laws and regulations that protect health and ensure safety	(2) achieve community health with respect for individual rights (3) feedback from the community (7) act upon information
7. Link people to needed personal health services and assure the provision of health care when otherwise unavailable	(4) advocate for and empower; basic resources available to all (8) incorporate diversity
8. Assure a competent public health and personal health care workforce	(11) professional competence
9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services	(3) community feedback (5) collect information
10. Research for new insights and innovative solutions to health problems	(5) collect information
No corresponding essential public health service	(9) enhance physical and social environments (10) protect confidentiality

Basis for Health Education at Tuscarawas County

Yearly Health Education Goals will be based upon, but not limited to the following sources:

- Tuscarawas County Community Health Improvement Plan
- Tuscarawas County Health Department Community Needs Assessment
- Injury statistics and trends from local hospitals
- Community reports from partner agencies
- Performance Management Results
- Child Fatality Review Board Findings

Health Education Programs Offered at TCHD…

- Safe Communities
  - Click It or Ticket
  - Drive Sober or Get Pulled Over
  - Look Out for Motorcycles
  - Stay Alive Don't Text and Drive
- Injury Prevention
  - Bicycle Safety
  - Car Seat Safety / Distribution
  - School / Home Safety
  - Water Safety
- Maternal & Child Health
  - Moms Quit for 2
  - Blessings In A Backpack
  - Cribs For Kids
  - Safe Sleep Infrastructure

Health Planning Foundation

Partially Based on CDCynergy Lite, using SMART Objectives and SWOT Analysis

Identify Need	Plan Strategy	Implement Strategy	Evaluate Strategy
This is based upon any of the documentation listed under Health Education Goals above, CHIP and CHA or any other community needs assessments with a clear definition of the problem needing addressed. Emphasis will be placed upon Un-served or Under-served populations as outlined in the TCHD policy for determining Un-served or Under-served populations.	Clearly define who is to be targeted and what interventions will be used, including a timeline and budget if needed. SMART objectives are used here.	Assure staff are trained and know objectives and their roles. Put the strategy in play, modifying as needed to achieve goals.	Determine qualitative data or quantitative data results and decide if further intervention or ongoing interventions are needed, and if desired results were achieved. SWOT Analysis done here.

Quantitative research is designed to collect cold, hard facts. Numbers. Quantitative data is structured and statistical. It provides support when you need to draw general conclusions from your research.

Qualitative research collects information that seeks to describe a topic more than measure it. Think of impressions, opinions, and views. A qualitative survey is less structured: It seeks to delve deep into the topic at hand to gain information about people's motivations, thinking, and attitudes. While this brings depth of understanding to your research questions, it also makes the results harder to analyze.

Step 1: Identify Need

Step 2: Gather information/data

Step 3: Identify target audience, taking into account health disparity and inequity, describing how this will improve or reduce the disparity

Step 4: Develop program

Step 5: Consult with Supervisor and Health Commissioner

Step 6: Make modifications if necessary

Step 7: Carry out program

Step 8: Evaluate using the Evaluation/Outcomes Table and report out to supervision

Step 9: Conclude programming or redo based upon outcomes of Step 8

These steps can be formatted in any commonly used method as necessary to properly document the development and execution of the plan including but not limited to Quality Improvement Tools, Plan-Do-Check-Act and CD Cynergy Lite Tools.

Smart Objectives

SMART is an acronym that can be used to help ensure that effective objectives or goals are set.

Specific

Specific objectives are clear and well-defined. This helps both the performer and the manager, as the performer knows what is expected of them and the manager is able to monitor and assess actual performance against the specific objectives.

Specific objectives may well include a *scope* description, which includes details of what is *not* included.

Measurable

Progress towards objectives often need to be to be monitored whilst work is under way. It is also very useful to know when that work has been done and the objectives are completed. A measurable objective achieves this end.

Achievable

When giving objectives, the person may not be able to achieve it for various reasons, including a lack of skill, not having enough resources (computers, tools, etc.), not having access to key people and not having management support. Achievable objectives ensure that everything is in place and that if the person does not reach the goals they cannot reasonably point the finger elsewhere.

Relevant

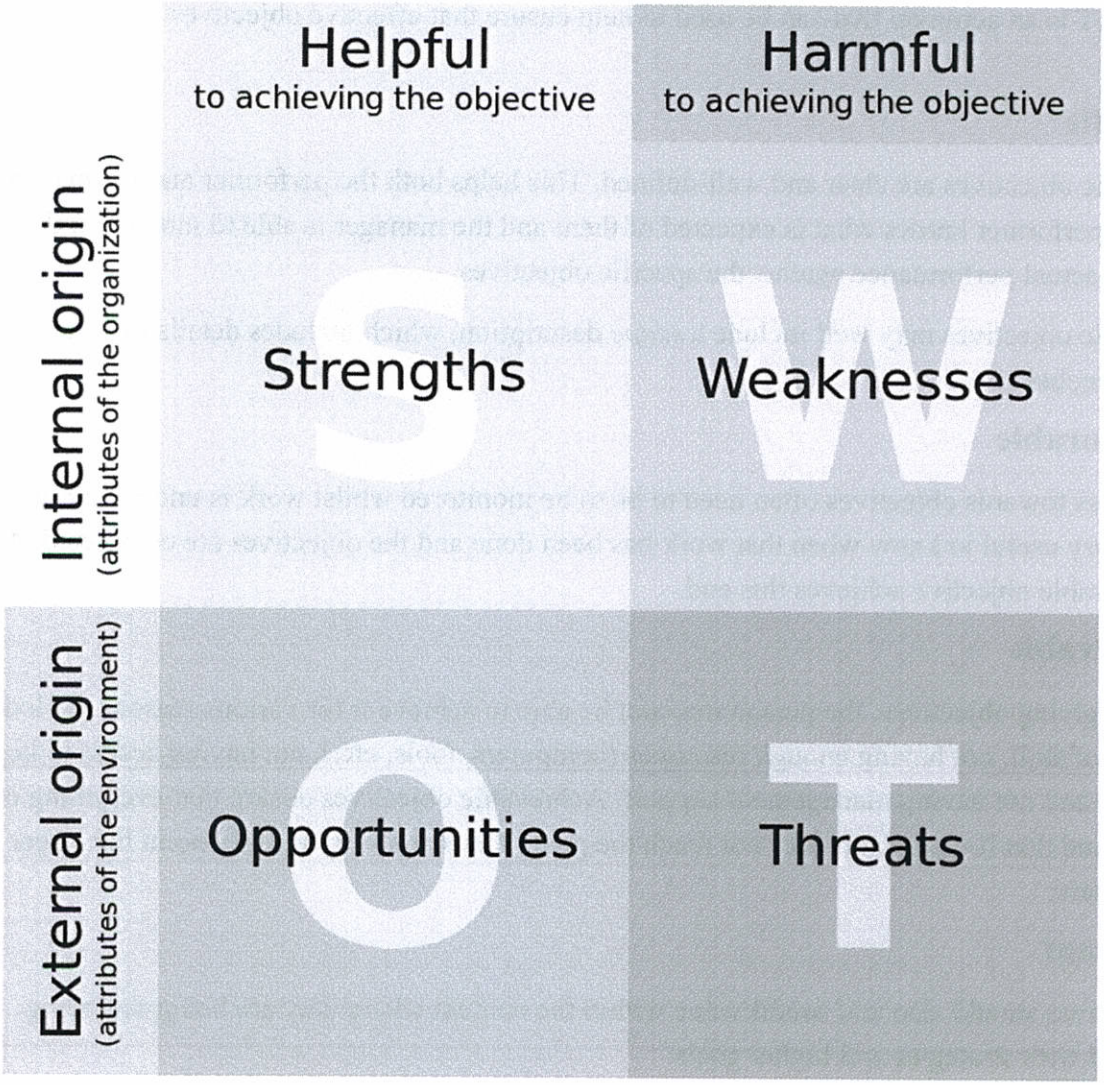
Objectives should also add useful value within the context where they are being set, being aligned with strategies and higher goals.

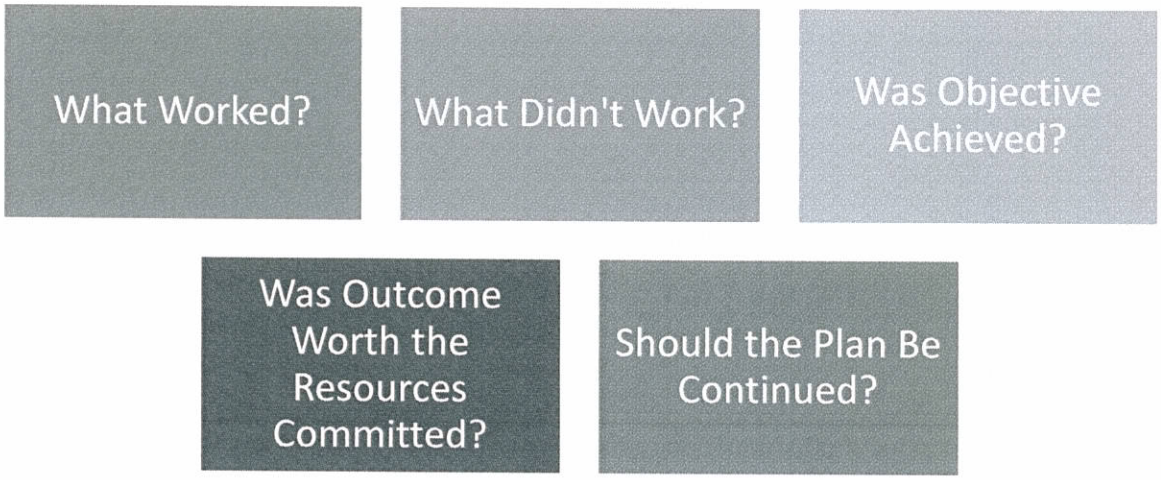
Timely

Descriptions of objectives should also include timescales of what is required by when. This may also include details of delivery, stating (if relevant) where objectives are to be completed.

Giving a time scale adds appropriate sense of urgency and ensures that the objectives do not dribble out over an unreasonably long timescale.

SWOT ANALYSIS



Evaluation / Outcomes

ONCE A PLAN IS CONCLUDED OR ON-GOING, THE FOLLOWING QUESTIONS SHOULD BE CONSIDERED, AND DECISIONS ON CONTINUATION OF THE PLAN EVALUATED BASED UPON ASSESSMENT OF THE ANSWERS TO THE BELOW QUESTIONS