

Jurisdiction Level Vulnerability Assessment Technical Assistance

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October 2, 2019



Council of State and Territorial Epidemiologists

Learning Objective



- Today's presentation will focus on how to:
 - Disseminate findings of vulnerability assessments
 - Tailor messages to different audiences for engagement

- Step 4: Identify Gaps in Services in Vulnerable Areas
 - Identify key interventions needed to reduce rates of opioid overdoses and injection-related blood-borne infections
 - Identify where key interventions are currently available and accessible
 - Analyze gaps between where interventions are needed and where they are available and accessible
- Step 5: Develop Plan to Address Service Gaps
 - Develop draft plan to address intervention gaps ➤ Share plan for feedback
 - Finalize plan to address intervention gaps ➤ Disseminate plan to stakeholders
- Step 6: Implement Plan

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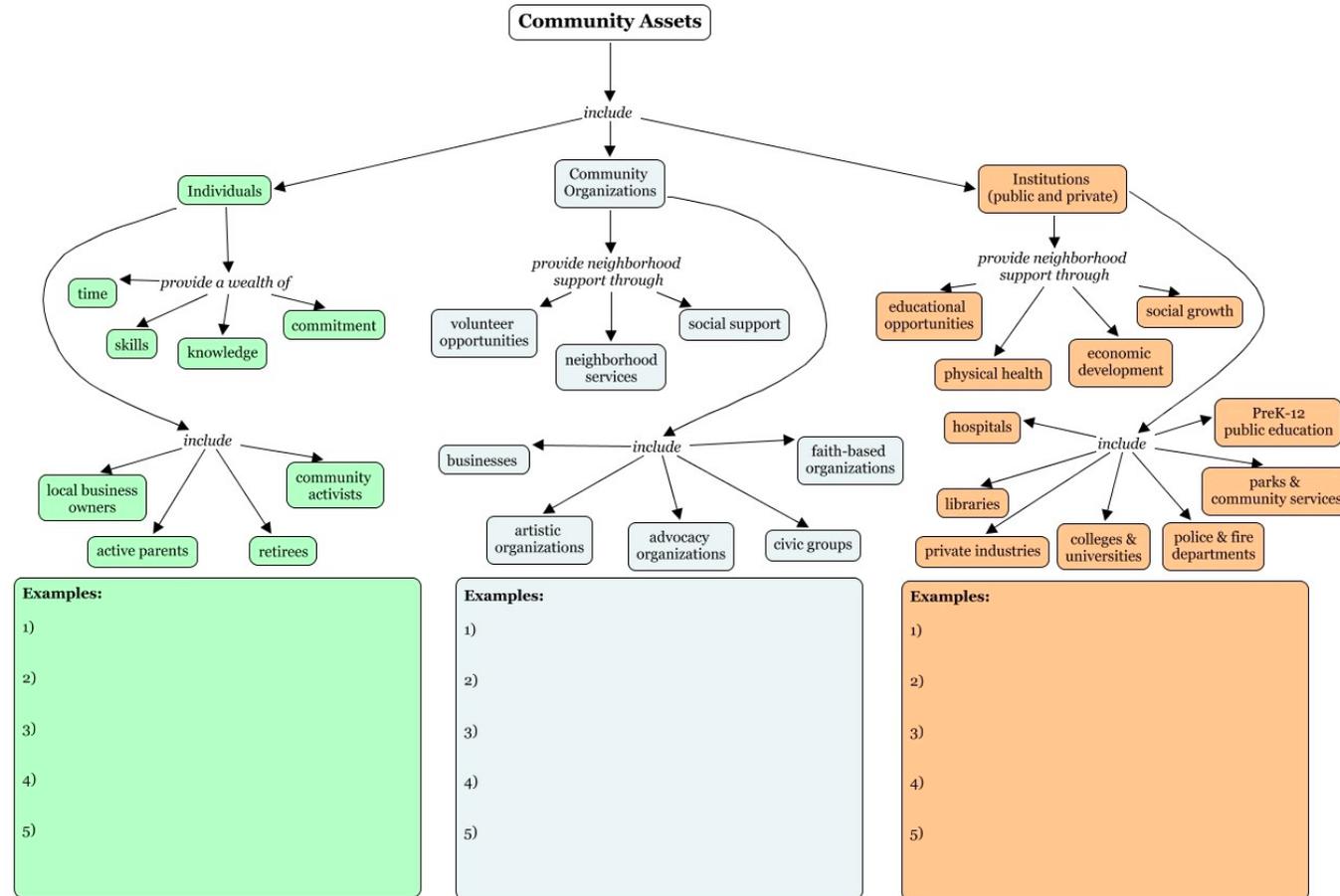
Deficit versus Asset Approach



Deficit-Based Approach	Asset-Based Approach
Based on community need, particular deficiency, or problem.	Based on community assets that can be mobilized for improvement.
Looks at what is wrong with community and how to fix it.	Focuses on positive assets of community.
Examines needs, what is/what should be, gaps, and deficits.	Leads community to look within for solutions to solve problems.
Leads community to seek outside assistance rather than in-house skills.	Fosters sense of independence, pride, and possibilities.

REF: Kretzmann, J., McKnight, J., Dobrowolski, S., & Puntenney, D. (2005). *Discovering community power: A guide for mobilizing local assets and your organization's capacity*. Evanston, IL: Asset-Based Community Development Institute

Asset Mapping



Florida Institute of Education at the University of North Florida
 Neighborhood Round Table Meeting June 2011
 Arlington Asset Mapping

Target Audience Profile



1. Demographics - Who do we want to reach?
2. Beliefs and attitudes – How does the audience feel about the product?
3. Key benefits - What would motivate the audience to engage in the behavior?
4. Key barriers – What will prevent engaging in the behavior?
5. Communication plan – What key messages do we need to deliver? How will we reach our audience? What is our "ask" of them?

Adapted from Mobilizing for Action through Planning and Partnerships (MAPP), NACCHO

- Elected officials at the state and local level who make public health policy decisions (approximately xxx)
- Members of related associations and professions (i.e. substance abuse treatment facilities, mental health associations and agencies, other health care professionals, medical societies, nurses associations, social services, etc.)
- Public health related businesses
- Community based organizations including faith-based ones
- Law enforcement
- The general public

- PHA is generally accepted as beneficial by those directly associated with the Agency.
- Many outside of public health are unaware of PHA's activities
- Many elected officials are not influenced by PHA
- Law enforcement may have different objectives than public health

Key Benefits



- Opportunity to tackle difficult community issues in coordinated way, potentially leading to more effective solutions
- Opportunity to build relationships for future collaboration
- Opportunities to learn “cutting edge” and “Best Practices” in public health

Key Barriers



- Insufficient time to take off of regular work assignments
- Indifference or lack of support from supervisors and directors
- Perception that coordination with PHA is not important
- Perception that goals are too different for collaboration

Communication Planning



- Joint planning sessions
- Community meetings
- Website and newsletter
- Policy papers and resolutions
- Personal contact
- Conferences and related activities
- Message development – What is Public Health? What are our PH issues that we will try to address together?
- "Ask" – How can you help us address these issues?

Implementation Strategies



1. Strategy I – Gain support from key community leaders
2. Strategy II – Distribute JVA plan
3. Strategy III – Discuss action items and responsibilities
4. Strategy IV – Plan timeline for action
5. Strategy V – Evaluation results and lessons learned

What is Public Health?



"health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." (WHO, 1946)

Improving health is a **shared responsibility** not only of health care providers, and public health officials, but also a variety of other actors in the community **who contribute to the well-being of individuals and populations.**

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Funding by Cooperative Agreement number 1NU1ROT000018-00. The conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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