

VISTA Assignment Description (VAD)

Title: Marion County Healthy People Spring 2013

Sponsoring Organization: State of Oregon-DHS-Public Health Division

Project Name: Oregon Public Health Partnership

Project Number: 09VSPOR002

Project Period: 04/22/2013– 4/25/2014

Site Name (if applicable): Marion County Health Department – Women, Infants & Children (WIC) Program

Focus Area(s)

Primary: Healthy Futures

Secondary: Capacity Building

VISTA Assignment Objectives and Member Activities

Goal of the Project: The VISTA project will work with the Marion County Community Health Improvement Partnership to strengthen community partnerships in order to eliminate poverty through improved access to healthcare resources, healthful food choices, and a culture of wellness to decrease healthcare costs, which is one of the leading causes of poverty. These efforts will improve the health status and prevent obesity in communities experiencing poverty, specifically, pregnant & breastfeeding women, infants and children up to age 5 by increasing access to WIC services, which promote healthy nutrition and breastfeeding.

Objective of the Assignment (Period of Performance: April 2013 – April 2014)

Assess utilization of WIC services within two regions of the County to identify potential unmet need with particular focus on low income pre-school age children & breastfeeding practices.

Member Activity:

- Review local data around pregnancy and birth rates of target communities within Marion County and assess the data on school enrollment and families receiving free or reduced school meals.
- Assess data around breast feeding initiation rates and duration of breast feeding practices within Marion County to identify opportunities for improvements.
- Assess the current referral process to include, sources of referrals, their knowledge of WIC services, their awareness of the benefits of WIC, the information they need and how they would like to receive it and updates
- Review the Marion County community health assessment data for obesity and related indicators.
- Document assessments completed by sector (e.g. schools, business, health care providers) that includes dates completed, contact information and opportunities for changes that will support breast feeding & healthy eating
- Provide monthly progress reports
- By December 1 2013, develop a written health profile report (using MCHD template) for the population studied

Objective of the Assignment (Period of Performance: April 2013 – April 2014)

Develop a communication plan in collaboration with partners, based on findings from the assessments conducted in Activity 1. Plan will include talking points and FAQ sheets to use with partner agencies and regional Community Health Improvement Partnership (CHIP) workgroups to increase access to WIC program services and which supports improved health outcomes through breast feeding promotion.

Member Activity:

- Develop all materials for the communication plan including flyers, hand-outs, newsletter templates, etc. Create a communications plan binder to be utilized by Local WIC Agency for on-going outreach & program evaluation.
- Write press releases for use with local media and social media within Marion County Health Department oversight; creating a sustainable resource manual for on-going external communications
- Design updates for WIC website within the Marion County Health Department public website

Objective of the Assignment (Period of Performance: April 2013 – April 2014)

Mobilize Community Health Improvement Partnership members and engage new members to create a sustainable system of referral relationships to Marion County WIC services.

Member Activity:

- Conduct monthly presentations to identified community partners
- Document and track impact of presentations by recording dates, attendee numbers and questions generated from target audience.
- Develop evaluation tools to track current effectiveness and any progress
- Present results of assessments completed related to breast feeding practices within Marion County and the link to obesity prevention strategies to the Coordinated Care Organization (CCO) & the Marion County Health Advisory Board.
- Report summary to all Marion County Health Department staff
- Present report of assessment and project to Marion County Health Advisory Board

Objective of the Assignment (Period of Performance: April 2013 - April 2014)

Work with MCHD staff to provide leadership to two regions of the Community Health Improvement Partnership.

Member Activity:

- Recruit new partners who will conduct evidence-based initiatives to improve the health of the community. This will involve partnering with members of the CHIP regional workgroups to identify new potential members and then doing outreach to those individuals and organizations.
- Attend various health department meetings to become familiar with local initiatives, learn about current health issues facing the county, and network with local health leaders.
- Facilitate and schedule CHIP meetings. Coordinate agenda, develop and distribute minutes.
- Facilitate creation of new CHIP logic models and updating of existing logic models.
- May participate in CCO/PH Community Health Assessment (CHA) and development of Health Improvement Plan (CHIP).