

APPENDIX A: STORYBOARD TEMPLATE

LOCAL HEALTH DEPARTMENT NAME: Green River District Health Dept
 ADDRESS: 1501 Breckenridge St
 PHONE NUMBER: (270) 686-7747
 STAFF SIZE: Approximately 250 employees in 7 counties
 POPULATION SERVED: 213,000 in 7 counties
 PROJECT TITLE: Increasing staff awareness of media efforts

PLAN

Identify an opportunity and Plan for Improvement

1. Getting Started

Through a self-assessment, Sr. Management decided to address the organization's media strategy. Many activities were being conducted by various programs but there was no real strategy or organized effort. Programs were going through the motions: Weekly appearances on a Fox affiliate; publication of public health related articles written by staff was published bi-monthly in only 1 of 9 local papers & no media information was shared on the agency's website.

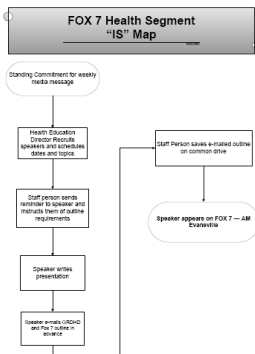
2. Assemble the Team

The team was selected by Interim Director (Judy Gilmore) and project coordinator (JAT Mountjoy). The group consisted of these 2 individuals and 3 others from different backgrounds within the agency: an environmentalist, a clinical nutritionist and a nursing specialist with a QI background. These individual were chosen due to their experience in working with the media, knowledge of QI, or had expressed interest in learning more about QI. The team was instructed to code all time dedicated to the project to a newly created job center to better track the time spent on completing this initial PDSA cycle.

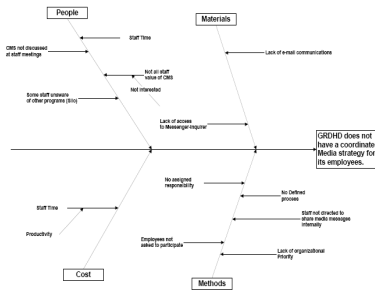
AIM Statement: *The Green River District Health Department (GRDHD) will implement improved methods to coordinate its educational efforts involving Fox 7, area newspapers and other news media to our internal customers. This will be completed by November 30, 2008. It is expected that an increase in the employee's awareness of the health department's media outreach will be evident after November 2008.*

3. Examine the Current Approach

Is-Maps were created to display the current process of "visual" media efforts (TV and print media). Through this exercise the group discovered that one important piece was missing, the communication loop was not closed with employees. They were not informed of the many efforts undertaken by the entire Department.



A fishbone diagram was created to determine why staff was not informed of these efforts.



Root Causes identified included:

- No assigned responsibility to share efforts with staff
- Not an organizational priority
- Staff involved with media outreach were not directed to share activities
- Not using all resources to disseminate information

4. Identify Potential Solutions

Possible Solutions: 1) Send out a weekly email to staff about media efforts throughout 7-county district 2) Create a Media Archives webpage for our Health Dept website which contains visual media (TV and newspaper) 3) Dedicated column in Staff Newsletter 4) More exposure (articles) in other newspapers 5) Formally assign responsibility for media efforts through job description.

5. Develop an Improvement Theory

Prediction: *If GRDHD utilizes existing communication means available to communicate our news media efforts, then employee awareness of these efforts will increase.*

DO

Test the Theory for Improvement

6. Test the Theory

To test the improvement, the group: 1) Conducted a pre-test survey with 7 questions related to staff awareness of media activities 2) Created a media archive page on the agency's website 3) Requested consideration for publication from all 9 newspapers throughout the 7-county district 4) sent out weekly emails to all staff highlighting media activities for the coming week.

Problems: 1) Creating a filing system for newspaper articles 2) It was realized that we did not have subscriptions to 4 of the 9 local newspapers publishing in our 7-county region, making it difficult to see if articles were running in those counties 3) Ongoing communication

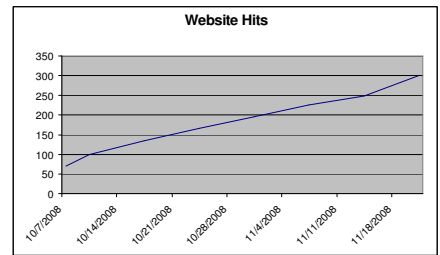
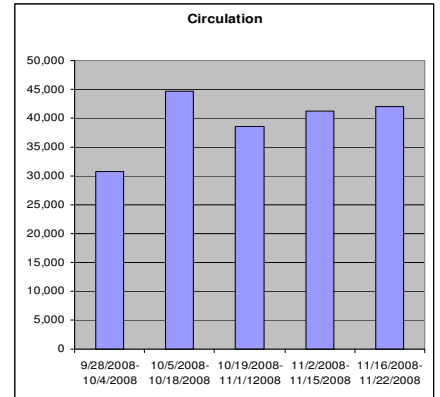
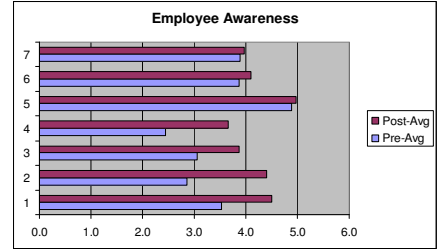
Unanticipated Results: Staff appeared to be "starved" for this type of information. This was a very pleasant surprise.

STUDY

Use Data to Study Results of the Test

7. Check the Results

The 3 indicators tracked through this PDSA Cycle all showed an increase and therefore improved staff awareness.



ACT

Standardize the Improvement and Establish Future Plans

8. Standardize the Improvement or Develop New Theory

The QI Team decided to formally assign responsibility for these efforts to the Health Education Director and created a new flow-chart that incorporated the dissemination of these efforts to staff on weekly basis.

9. Establish Future Plans

Objectives have been met and an improvement occurred during the test period. The group plans on continuing to observe these efforts and is planning a 2nd cycle focusing on external customers. Another group has begun to explore one of the "parking lot" issues discussed by the QI Team: Dealing with Media Inquiries".