

BHP FY08 Priority Issues by Work Groups

Health Comm (Chair – Jessie; Management Representative – Rebecca)

- 1) Continue to share through roundtables our experience, ideas, success, etc. with reaching our individual priority populations.
- 2) Seek training opportunities and/or case studies for workgroup meetings to identify new, useful mediums and technologies for community education, media, and marketing.
- 3) Work to collaborate when possible as a bureau in public awareness efforts.
- 4) Work with the Web group to help promote the new UDOH BHP online story bank tool once it is up and running.
- 5) Work with SEED to create a system to evaluate reports
 - who is reading them (web downloads)
 - how effective is mailing hard copies
 - are they being read and how much/thoroughly
 - reader feedback

Health Systems (Chair – Brooke; Management Representative – Richard)

- 1) Coordinate among BHP programs as they relate to health systems.
- 2) Present a united front to health plans that work with the BHP programs.
- 3) Using the results from the Provider Survey, develop a resource to introduce providers to products and initiatives within the BHP.
- 4) Define areas of opportunity within the health care setting.

Healthy Weight (Chair – Jane)

- 1) Coordinate Blueprint implementation within UDOH
 - Determine what WG is specifically responsible for within UDOH.
 - Coordinate obesity efforts across UDOH (PA, WS Wellness etc)
- 2) Coordinate consistent physical activity and nutrition messages from all UDOH agencies to the public
 - Oversee obesity messages and implementation of obesity message from all programs, set up procedure (with PIO office?) to do this. (See 1-a)
 - Act as CYH advisory committee - set guidelines for Jane and Marie
 - Obesity/CYH Websites - oversee content and direct site administrators
- 3) Prepare for 2008 CDC Obesity Grant
 - Determine who works on which sections w/ guidance from grant subcommittee

Management (Chair – LaDene)

- 1) LHD Partnership – Translate improved relationships and communication into improved program performance.
- 2) Cross-Program coordination and collaboration around:
 - Program primary activities
 - High-risk populations
 - Small area report

- 3) Create fairness with competing Programs' claims – we all can't say "Our issue/disease is the leading cause of death."
- 4) Publishing in peer-reviewed journals
 - Why should we do this
 - What is our objective
 - Which Journals
 - What training do we need
 - Who can we work with (U of U?)

Office Techs (Chair – Ginger; Management Representative – Kathy)

Improve Program and Bureau clerical quality, workflow, and coordination by:

- 1) Improving our knowledge, skills, abilities, and expertise through collaboration, identification of developmental needs, and training.
- 2) Training our staff on Program, Bureau, Division, Dept, and State policies/procedures.
- 3) Encouraging our staff to consistently use the Job Request Forms and/or Emails.
- 4) Treating all customers and co-workers with dignity, respect, and kindness and providing the assistance they need within our abilities.
- 5) Willingly help each other accomplish our tasks and duties.
- 6) Serving as an advocate and liaison to Bureau Management on clerical issues.

SEED (Chair – Shelly; Management Representative – Trisha)

- 1) Develop/implement "rules" for suppressing data to provide consistency across reports and other publications
- 2) Look for more ways to "market" our data reports and getting our partners to use the data- We're working on getting small areas to use our data, and we need to encourage other groups (e.g., grant writers, legislators, minority organizations)
- 3) With the help of program managers, identify small areas where two or more programs could collaborate.
- 4) Work with Health Comm to create a system to evaluate reports
 - who is reading them (web downloads)
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Web (Chair – Libbey; Management Representative – Nicole)

- 1) Show n' Tell new applications, web sites, marketing ideas, etc. from each other's web sites.
- 2) Promote our programs and UDOH through web based applications and effective web-based marketing strategies by doing some of the following:
 - Focus on linking to other community agencies on UDOH sites.
 - Use design strategies to help in "branding" our programs so that designs across all materials are more consistent.
- 3) Pilot-test, market and implement the Online Story Bank Program. (We will coordinate with the HCOMM workgroup and the PIO for possible trainings, coordination, etc.)

- 4) Increase interactivity and user appeal on all BHP websites by seeking training opportunities for enhancing our sites through new technologies such as CSS, FLASH, etc. etc.
 - I.e. Pick one or two ideas for the year and spend several months learning and implementing the technology into our web sites.

Worksite (Chair – Lynne; Management Representative – Barbara)

- 1) Members of the Worksite workgroup will communicate with each other about activities with employers/worksites that they are in contact with including information about visits and/or meetings as well as events where programs may be in contact with many employers.
- 2) Members of the Worksite workgroup will promote information about other bureau programs as they meet with employers.
- 3) Members of the worksite workgroup will collaborate to develop a process for conducting site visits/meetings with worksites/employers together.