

BUNCOMBE COUNTY HEALTH AND HUMAN SERVICES/DEPARTMENT OF HEALTH

Title: Community Outreach and Linkage to Health Resources, Education / Outreach	Policy #: 1000.88	Revision # 3	Page 1 of 2
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Category & Subcategory:	Administrative	Original Effective Date:	12-18-2007	This Revision Effective:	9/26/14
Persons Affected	All Departments				
Approval By/ Date	Health Director _____ Date _____		Board of Health and Human Services Chair _____ Date _____		
Review Date & Initials	_____	_____	_____	_____	_____

1.0 Revision History	Date of Revision	Summary of Changes	Section
		12 18 2007	This policy replaces the Health Education Policy #5193-2-01 and is revised to become an Administration Policy
	4 02 2008	Changes include minor rewording and spelling and do not change the original intent.	2.0, 5.1, 5.6, 6.1.7
	6 07 2012	Change name of agency Board of Health Signature line Replace change in name of policy #1000.57 Added social media Added or as part of agency initiative	Throughout Approval line 3.1 4.2 6.1.2
	01/14/2014	Changed to document activity as needed or required. Removed old vision from the purpose Clarified policy language to be more in line with Accreditation Benchmark Changed Health Promotion to Communication Team where roles have changed Added 211 link to website Removed references to health education and changed to focus policy on linking to services and resources Added Accreditation Benchmark language	6.5 2.0 3.0 5.1 & 5.3 6.1.3 5.6, 5.7, 6.1.5, 6.1.12, 6.3-6.5 7.0

2.0 Purpose

Ensure the general public and outside agencies are informed about the services and programs at the Buncombe County Health and Human Services. Establish viable and lasting partnerships with community organizations and agencies.

3.0 Policy

Buncombe County Department of Health will provide community outreach and education to keep outside agency staff and the general public informed about of public health services, data, resources and programs.

4.0 Definitions

- 4.1 Plain Language - materials are developed to increase readability among specific populations by using simple language, layout technique (font, spacing, text boxes), pictures, and testing of material. Translated materials should be converted to plain language before translation.
- 4.2 Media - newspapers, television, radio, as well as webpage and other electronic or social media sources.

5.0 Responsibilities

- 5.1. The Health and Human Services Communications Team staff can assist programs, based on availability, with the following: website content and updates, writing news releases, developing and disseminating public health information, media, providing information to the public (as requested and as outlined in the Department of Health’s Accreditation standards) and developing materials for outreach education (in accordance with HHS Title VI policies).
- 5.2. Any staff who create educational or outreach materials will ensure that documents are written in simple, plain language.
- 5.3. Trained communications staff, as available, will assess and/or develop written materials to meet Plain Language guidelines.
- 5.4. Program supervisors are responsible for outreach at community events. Program supervisors should collaborate with outside agencies and provide to agencies and clients orientation, in-service education and resource information as appropriate and as required by Agreement Addenda.

6.0 Procedure

- 6.1. Community outreach and education activities will include:

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- 6.1.1. Orientation or in-service of staff at outside agencies and other county departments as requested to share information about Buncombe County Department of Health and Human services.
- 6.1.2. Outreach materials, program brochures, data and information provided to outside agencies as requested by those agencies or as a part of agency outreach initiatives.
- 6.1.3. Department website maintained to display current services, health related data and programs, contact information, how to make appointments, eligibility and payment information, how to contact agency, location of services. Will prominently display 211 link on HHS website.
- 6.1.4. Maintain up-to-date information & health related data in the 2-1-1 Directory
- 6.1.5. Presentations upon request regarding services and programs.
- 6.1.6. Provide non-English language services and translated materials where possible for client and outreach education
- 6.1.7. Post hours and services on the Buncombe County HHS website, agency brochures, as well as posting through the agency facilities
- 6.1.8. Disseminate public service announcements, press releases, and information regarding services and programs.
- 6.1.9. Provide service information for inclusion in local resource manuals and medical/health service directories.
- 6.1.10. Collaboration with outside agencies to educate and refer clients as indicated
- 6.1.11. Public health programs that may require additional outreach and education activities as outlined in the contract addendum.
- 6.2. Participate in community committees (e.g. Child Protection Task Force, School Health Advisory Committee, , Buncombe County Aging Planning Committee, Juvenile Crime Prevention Council, Western North Carolina AIDS Project, etc.) in an effort to provide information about public health and issues surrounding the populations served by public health.

7.0 Legal Authority

- 7.1. Accreditation Benchmark 21 The local health department shall lead efforts in the community to link individuals with preventive, health promotion, and other health services.
 - 7.1.1. Activity 21.1 The local health department shall make available to the general public a current, comprehensive list of community health and wellness resources
- 7.2 Contract Agreement Addenda where guidance exists.