

**Michigan Accreditation Continuous Quality Improvement Collaborative
(MACQIC)**

Berrien County MACQIC Media Capacity Building Project

March 1, 2007 – January 31, 2008

Submitted by

Berrien County Health Department

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Project Description

The Berrien County Health Department will partner with a local newspaper that targets Benton Harbor, a community of high need, low socioeconomic status and great health disparity to inform, educate and empower the people about health issues and the role public health plays in addressing these issues. BCHD and leadership from the local newspaper, the Benton Spirit, will plan the most effective way to impact the greatest amount of residents using the 12-month promotional campaign developed by the Michigan Association for Local Public Health (MALPH), the Michigan Department of Community Health (MDCH) and the Michigan Public Health Institute (MPHI). Information will be distributed through both Benton Spirit print and electronic media, www.bentospiritnews.com, in order to reach a large distribution audience.

Project Objectives

- Improve the awareness of Berrien County Health Department services by 20% improvement from 2005, as measured by the 2008 Behavior Risk Factor Survey indicators. (Outcome, long term), and locally by Benton Harbor residents as measured by local survey.
- Elicit a public response from the community as evidenced by an increase in phone calls to the Berrien County Health Department in response to particular articles (proportion of total weekly calls related to that weeks published articles).
- Increase the media capacity of Berrien County Health Department by increasing the number of identified authors for public health articles to 10 and develop a media team by December 31, 2007. (Output, process)
- Publish at least 30 articles about public health issues, written with high quality and in a timely manner, prior to December 31, 2007. (Output, process)

Project Period

March 1, 2007 – January 31, 2008

Aim Statement(s)

Increase the number of Berrien County Health Department service related articles published in the Benton Spirit during the grant cycle period to a minimum of 30 articles published. (5 service related articles were published in 2006) We do this in order to increase awareness of public health services highlighting those provided by the Berrien County Health Department.

Rapid Cycle Improvement Process (RCI)

Our team decided to begin with accessing the timeliness and quality of the articles written. Without high quality articles, printed in a quick and easy manner, without requiring significant amounts of editing time, this project will not be successful in improving media capacity, or awareness of public health services.

RCI Project #1: Deadlines were not being met and articles were not printable when getting to editor.

What will be evaluated: We evaluated the number of times articles were submitted to the Benton Spirit by the publisher's set deadline (one week prior to the print date).

What aspects of the CQI process will be considered when judging project performance? The % of deadlines met will be used with 4 different process deadlines set: date to monthly contact, date to editor, date to publisher, date published. Also, we will measure the time spent editing from final text to publishable pdf.

What standards must be reached for the project to be considered successful? To be successful, 75% of the four deadlines to the Benton Spirit should be met including the date to publisher, and editing time should be no more than 2 hours.

What evidence will be used to indicate how the project has performed? The deadline log sheet will be used as evidence to track success as well as a time sheet to account for editing time.

What conclusions regarding project performance are justified by comparing the available evidence to the selected standards? If 75% of the deadlines to the editor are not met, or the date to publisher is not met, or the editing time exceeds 2 hours, we need to study the process and review and assess what part of the process did not work; either the authors are not capable, or the process is unclear, or the deadlines are unattainable, etc.

How will the lessons learned from the evaluation be used to improve public health effectiveness? Public health professionals must often write and submit press releases in a timely manner and understand the format and timelines involved. By reaching the RCI goals, we are building the capacity of BCHD to write and submit public health information articles, which is an essential component of public health.

Process

During the first month of the project, the % of deadlines met averaged 25% and the editing time averaged 3.62 hours. This is unacceptable. The MACQIC team brainstormed to find the root cause of the poorly written articles. We discovered that the authors were new to this process and were not sure of what was expected in the article. To solve this problem, we developed a “Tips for Authors” sheet that gives some guidelines for writing, and we also included an example of a well written article. Another root cause was that the deadlines imposed did not allow for enough writing time and time for editing and improvement. To overcome this obstacle, we pushed back the deadlines so that authors were given plenty of time to write without the stress of an impending deadline. We also designated monthly contacts that would review the articles with the authors to help with the editing before the articles were submitted to the final editing and publishing steps. In the month following the RCI intervention, editing time was decreased to 2.125 hours, close to the set criteria for success; and the % of deadlines met increased to 75% meeting the criteria for success.

Tasks/Timeline

MLC2 - MACQIC Berrien County Timeline																
ID	Task Name	Date	Q1 07		Q2 07			Q3 07			Q4 07			Q1 08		Completed?
			Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	
1	MPHI announce MACQIC awards	2/2/2007	x													yes
2	Kick-off teleconference	2/14/2007	x													yes
3	Pre-learning session teleconference	2/28/2007	x													yes
4	Learning Session	3/26/2007		x												yes
5	Submit first article	3/29/2007		x												yes
6	Establish baseline data	4/3/2007			x											yes
7	Check financial constraints	4/3/2007			x											yes
8	Finalize AIMS statement	4/15/2007			x											yes
9	Finalize Benton Spirit contract	5/1/2007				x										yes
10	Develop evaluation tools	5/15/2007				x										yes
11	1st implementation teleconference	5/14/2007				x										yes
12	Report due ot MPHI	6/21/2007					x									yes
13	2nd teleconference - face to face	6/28/2007					x									yes
	Tech assistance confer with Mmason	7/18/2007						x								yes
	MLC2 Michigan Site Visit	8/17/2007							x							yes
14	Report due to MPHI	10/1/2007									x					yes
15	3rd implemenation teleconference	10/8/2007									x					yes
	MI SuperConference Poster Session	10/17/2007									x					yes
16	Report due to MPHI	12/3/2007											x			yes
17	4th implemenation teleconference	12/11/2007											x			yes
	Power Point Due	12/23/2007													x	yes
	Final Report Due	1/31/2008													x	yes
18	Project showcase presentation	2/11/2008														x working
19	MACQIC core team meetings	1st Thursdays			x	x	x	x	x	x	x	x	x	x	x	working
20	and	3rd Thursday			x		x	x	x	x	x	x	x	x	x	working
21	Management Team Reports	quarterly			x			x			x				x	working
22	Meet with Benton Spirit	quarterly			x		x		x				x		x	occasional

Deliverables

Deliverables to fulfill the grant requirements:

- A MACQIC Project Work Plan
- A data collection protocol
- Progress reports during implementation
- A written Final Report
- A final presentation to be shared with all 45 LHDs and the public health community

Deliverables specific to Berrien County MACQIC Media Capacity Building

- A year long schedule of public health topics for publicity focus
- At least 30 full page print ads published in the Benton Spirit
- A storyboard and powerpoint outlining the BCHD process of Media Capacity Building
- A “how to” publication that gives step-by-step instruction to other health departments struggling with the process of media capacity building and public health marketing.

Project Evaluation for Each Objective

Objective 1: Improve the awareness of Berrien County Health Department services by 20% improvement from 2005, as measured by the 2008 Behavior Risk Factor Survey indicators.

1. What will be evaluated? The percent of residents who “know very little” about the services provided at BCHD as measured by the Behavior Risk Factor Survey 2008. Our baseline data was for all of Berrien County, but it may be helpful to go back to the 2005 BRFS and compare only those residents living in Benton Harbor, since that is our target population for this project.
2. What aspects of the CQI process will be considered when judging project performance? The % of residents still knowing very little about the services will give an indication of how well the publishing of articles in the Benton Spirit contributed to the publics’ awareness of services.
3. What standards (i.e., type or level of performance) must be reached for the project to be considered successful? According to the objective, we are striving for a 20% improvement from 2005. This may be optimistic! I think a 10% average improvement in Benton Harbor from the BRFS 2005 to the BRFS 2008 would be a significant accomplishment.
4. What evidence will be used to indicate how the project has performed? The Behavior Risk Factor Survey data for Benton Harbor (Berrien County), answers to the questions pertaining to awareness of BCHD services. In the interim, small non-generalizable surveys could be used to assess anecdotally the success of the project in improving awareness.
5. What conclusions regarding project performance are justified by comparing the available evidence to the selected standards? If there is a substantial increase in the proportion of residents that are aware of the BCHD services between 2005 and 2008, our campaign to publish informational articles about public health and BCHD services, may have added to that result.
6. How will the lessons learned from the evaluation be used to improve public health effectiveness? If publishing quality informative articles about public health increases the awareness of the public to BCHD services, we will have learned that newspaper media, even through small weekly publications can be an effective way of communication, and can be used successfully to promote public health and its message of prevention.

Process Performance Measures

- Non-randomized survey produces anecdotal evidence that residents are familiar with the Benton Spirit articles – goal 50% of those surveyed in Benton Harbor are aware of the articles
- 100% consistency in questions asked regarding service awareness between 2005 and 2008 BRFS questionnaire

Outcome Performance Measures

1. The average proportion of those reporting knowing very little about BCHD services will decrease by 20% in the 2008 BRFS

Objective 2: Elicit a public response from the community as evidenced by an increase in phone calls to the Berrien County Health Department in response to particular articles (proportion of total weekly calls related to that weeks published articles).

1. What will be evaluated? The number of phone calls that the BCHD receives in response to a given article printed in the Benton Spirit.
2. What aspects of the CQI process will be considered when judging project performance? If the articles are written in an interesting manner and provide enough information to the author as to where to call for more information, readers should be prompted to seek action and call the health department.
3. What standards (i.e., type or level of performance) must be reached for the project to be considered successful? A 10% increase in calls on the particular topic discussed the week prior would indicate a successful article.
4. What evidence will be used to indicate how the project has performed? A tool has been developed called the “Front-liner Survey” that tracks the date, topic or program inquired about, how the caller heard about the service, if the caller read the article in the Benton Spirit and any additional notes. The Front-liner Survey was distributed to all front-line staff and the last person to field a phone call is to complete the survey based on the callers information.
5. What conclusions regarding project performance are justified by comparing the available evidence to the selected standards? If the number of calls increases following the publishing of a particular article, we can assume that the article had some positive effect on the general public to prompt phone calls to the health department. If a significant amount of callers respond ‘yes’ to the question about if they have read the article in the Benton Spirit, we can assume that the health articles are interesting and visible to the target population.
6. How will the lessons learned from the evaluation be used to improve public health effectiveness? Much information can be learned from this survey tool. Not only can we assess the effectiveness of publishing health information articles in prompting action to inquire about health services, but we can also track the nature of calls to the health department, and use this data for further quality improvement projects.

Process Performance Measures

- Number of staffers who complete the survey and turn them in weekly
- Number of phone calls to the health department per service area
- Ability to record and track results of front-liner survey

Outcome Performance Measures

- There will be an increase in phone calls to the BCHD in response to particular articles (proportion of total weekly calls related to that weeks published articles) by 10%.

Objective 3: Increase the media capacity of Berrien County Health Department by increasing the number of identified authors for public health articles to 10 and develop a media team by December 31, 2007

1. What will be evaluated? The number of BCHD staff that will be involved with media building at the health department.
2. What aspects of the CQI process will be considered when judging project performance? There should be an increasing pool of new authors as the year progresses. Each article involves a different area of expertise, and leaders from each area will be asked to write the article on their particular subject matter. In addition, leaders should emerge from the new group of authors. Those leaders will be asked to form the media team as MACQIC moves into the post grant period phase.
3. What standards (i.e., type or level of performance) must be reached for the project to be considered successful? A minimum of 10 new authors contributing to the Benton Spirit articles and a new media team by December 31, 2007 will constitute success.
4. What evidence will be used to indicate how the project has performed? A tracking database of authors and which have not written an article prior will be kept by the MACQIC project manager. The media team will begin meeting in December 07, and minutes will be kept.
5. What conclusions regarding project performance are justified by comparing the available evidence to the selected standards? If new authors are utilized to write the articles, and if those new authors are able to meet the deadlines and the editing criteria, then media capacity will have grown beyond a single media specialist at the health department.
6. How will the lessons learned from the evaluation be used to improve public health effectiveness? BCHD is demonstrating a new model of departmental structure, where health promotion is not isolated within prevention specialists and health educators, but where everyone in the department takes responsibility in some form for the health education of the community. Authors become better provides by researching their area of expertise for the article, and the public is better served by expert authors.

Process Performance Measures

- Accurate identification of expert authors for appropriate subject matter (MALPH calendar)
- Adequately informing authors of how to write quality articles in a timely manner
- Well attended monthly meetings of the media team with minutes

Outcome Performance Measures

- Increase the number of identified authors for public health articles to 10 new authors
- Develop a media team by December 31, 2007 to replace the single media officer

Objective 4: Publish at least 30 articles about public health issues, written with high quality and in a timely manner, prior to December 31, 2007

1. What will be evaluated? The number of proactive, informative BCHD articles written about public health services and published in the Benton Spirit.
2. What aspects of the CQI process will be considered when judging project performance? There should be an increasing number of interesting articles published in a timely fashion and with integrity to the form in which the article was submitted.
3. What standards (i.e., type or level of performance) must be reached for the project to be considered successful? A minimum of 30 new quality articles will be printed in the Benton Spirit by December 31, 2007 will constitute success.
4. What evidence will be used to indicate how the project has performed? A tracking database of articles written and published will be kept by the project director. An entire year calendar will be kept indicating the topic of the week, the author for the week, and the monthly contact for the month, as well as dates of publication. In addition, a binder containing the original pdf of the article and a copy of the printed article from the Benton Spirit will be archived.
5. What conclusions regarding project performance are justified by comparing the available evidence to the selected standards? If at least 30 articles are printed that are high quality, easily readable and interesting to our target population, we have achieved a significant improvement in media capacity at the health department. If the original pdf files match the printed files, then the articles have been published with integrity and there have been no problems with the process system for getting the articles to the paper in an easily decipherable and publishable form.
6. How will the lessons learned from the evaluation be used to improve public health effectiveness? BCHD is demonstrating a new model of departmental structure, where health promotion is not isolated within prevention specialists and health educators, but where everyone in the department takes responsibility in some form for the health education of the community. Articles are written by expert authors and edited by key administration/managers which should assure high quality, accurate information.

Process Performance Measures

- Binder of pdf files and printed articles
- Log of deadlines met and editing time per week
- Annual calendar of topics printed and reference for updating in years to come

Outcome Performance Measures

- Publish at least 30 articles about public health issues, written with high quality and in a timely manner, prior to December 31, 2007