



# Health promotion: Access to services

## Overarching goal

Increase awareness and understanding of health services

Lead agency  
Healthy Klamath

## Benchmarks

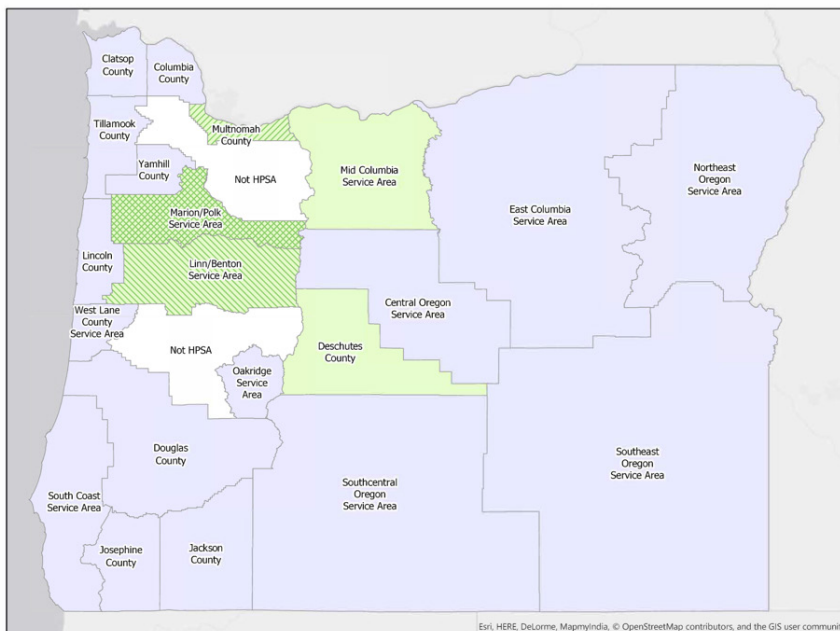
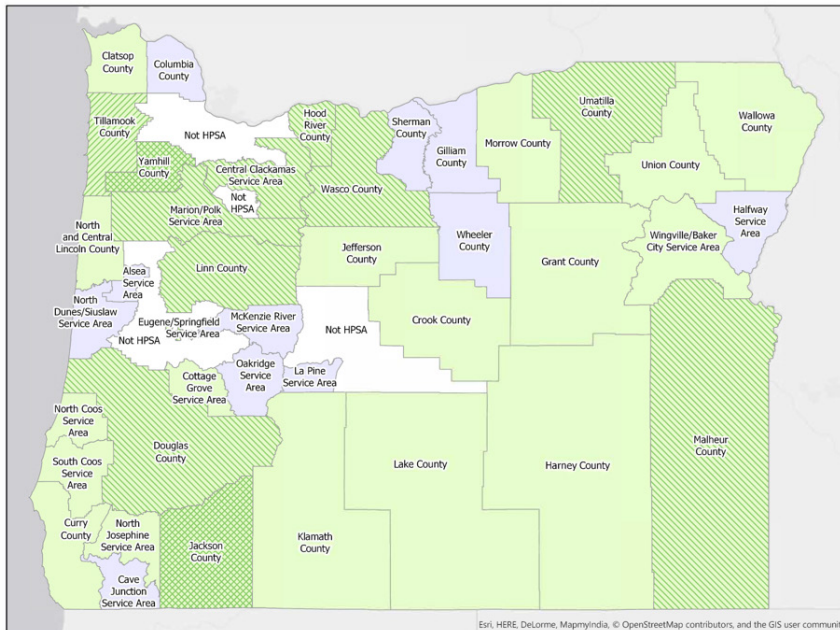
Reach 22,000 of Klamath County's population with resource guides as measured by print distribution and digital traffic and aim to grow that number by 5% each year.

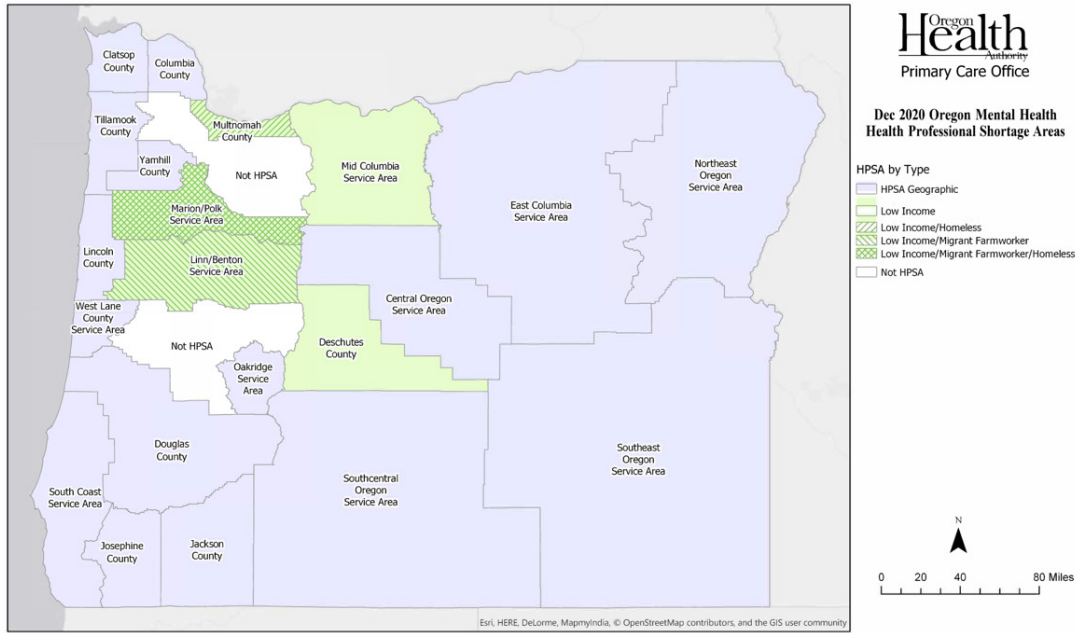
Increase awareness of existing services, benefits and eligibility by 5% as measured by community survey.

Cross promote 3 events or programs per year.

Increase awareness of health equity and literacy issues amongst the Healthy Klamath Network, providers and public by 10% as measured by community surveys.

Run a coordinated campaign to improve recruitment, retention, reputation and health-care workforce development, the success of ➤





which is as measured by the tasks' process measures.

### Baseline

US News & World Report scored Klamath County 57 of a perfect 100 for hospital bed availability, people with no health insurance, and primary care doctor availability in a 2022 report. In the 2022 County Rankings & Roadmaps, 13% of Klamath County adults were uninsured, with 4% of children uninsured. In 2020, Klamath County was a health professional shortage area for primary care providers for low income clients, dental providers for low income/migrant farm worker/homeless clients, and mental health providers for the geographic region including Lake County.

### Guiding principles

Equity and health literacy

## Objective 1

Reach 22,000 of Klamath County's population with resource guides as measured by print distribution and digital traffic and aim to grow that number by 5% each year.

### Strategy 1

Increase the amount of providers and people using healthyklamathconnect.com.

#### Tasks

- All partner websites resource sections link to Healthyklamathconnect.com (Process measure: How many partners are linking and how much traffic.)
- Promote and host training webinars to increase provider use (Process measure: How many hosted, many attended and how many programs claimed.)
- Promote and help the public become familiar with it (Process measure: How many people are visiting and engaging with the site.)
- Get statewide and national resource guides and sources to link to healthyklamathconnect.com for local resources where applicable (Process measure: How many external sources are linking back to healthyklamathconnect.com.)
- Reporting and tracking referrals within healthyklamathconnect.com (Process measure: How many referrals are made within the system.)

### Strategy 2

Provide a current print resource guide to people without Internet or technology access.

#### Tasks

- Research what other communities are doing for print resource guides (Process measure: Put together research summary.)

- Coordinate with KLCAS to develop or revise print resource guide (Process target: Finished print resource guide.)
- Figure out distribution plan for guide and schedule (Process measure: Determine print resources, costs, and timeline to production.)
- Look into the option of healthyklamathconnect.com having a print out version (Process measure: Determine feasibility.)
- Research and find out all existing resource guides for the community (Process measure: Put together resource guide directory.)

## Objective 2

Increase awareness of existing services, benefits and eligibility by 5% as measured by community survey.

### Strategy 1

Connect people with existing resources, create new content as needed and share with the public.

#### Tasks

- Determine all existing resources (Process measure: Put together research summary.)
- Develop promotional campaigns and materials (Process measure: Determine what campaign messages to promote and what content is needed.)
- Create one pagers, website pages, flowcharts, infographics for how to qualify for certain services, checklist, where to go, FAQ, navigation guide, videos, public forum and host events (SNAP, sliding scale, etc.) (Process measure: Develop editorial calendar and produce content.)
- Create a services glossary that identifies programs by category and aligns it with possible need. (Process measure: Glossary created.)

### Strategy 2

Focus on accessibility.

#### Tasks

- Determine what materials need translation or alternative formats (Process measure: List of materials needing translation and/or alternative formats.)
- Determine what channels to distribute materials to specific populations (Process measure: List of channels for distribution.)
- Match what materials would be best suited for specific populations and developing culturally and linguistically correct content (Process measure: List of materials by target population.)

## Objective 3

Cross promote 3 events or programs per year.

### Strategy 1

Better promote existing events and programs.

#### Tasks

- Utilize the Engagement Committee (Process measure: How many partners are linking and how much traffic.)
- Create a promotional campaign guide, toolkit and media contacts that members can use (Process measures: How many hosted, how many attended and how many programs claimed.)

- Consolidate or figure out LISTSERV (Process measure: Effective mailing list created.)
- Partners help to share out relevant programs or events (Process measures: How many hosted, how many attended and how many programs claimed.)

## Strategy 2

Coordinate between organizations and run shared campaigns.

### Tasks

- Look at the annual and national calendar and determine what campaigns partners want to promote (Men’s Health Month, Fall Awareness, Child Abuse) (Process measure: Campaigns selected and collaboratively promoted.)
- Run coordinated campaigns between partners (Process measure: Campaigns selected and collaboratively promoted.)
- Pool resources (event space, marketing help, budget) (Process measure: Campaigns selected and collaboratively promoted.)
- Publish quarterly Living Well magazines (Process measure: Four editions each year.)
- Publish monthly Healthy Klamath newsletter (Process measure: 12 editions each year.)

## Objective 4

Increase awareness of health equity and literacy issues amongst the Healthy Klamath Network, providers and public by 10% as measured by community surveys.

### Strategy 1

Promote health equity through our work.

### Tasks

- Develop health equity checklist that can be used by partners, start by reviewing existing state and national material (Process measures: State and national material reviewed, checklist created.)
- Coordinate with equity committee for health equity opportunities, events and training (Process measure: Quarterly facilitation with equity committee.)

### Strategy 2

Ensure our work supports health literacy.

### Tasks

- Develop health literacy checklist (accessibility, reading level, etc.) to apply to our content and share with partners (Process measure: Checklist created.)
- Host health literacy trainings for public (Process measures: Trainings held, number of attendees.)
- Host health literacy trainings for providers (Process measures: Trainings held, number of attendees.)

## Objective 5

Run a coordinated campaign to improve recruitment, retention, reputation and healthcare workforce development the success of which is as measured by the tasks’ process measures.

### Strategy 1

Focus on education and careers.

### Tasks

- Develop health internship relationships between schools and community organizations (Process

measure: Number of internship facilitating organizations.)

- Run an internship/externship fair (Process measure: Fair organized and held.)
- Run a health career fair (Process measure: Fair organized and held.)
- Run a health career path event with high schoolers (AHEC) (Process measure: Event organized and held.)
- Create Klamath Promise Scholarship for Health Career Path. (Process measure: Scholarship created and awarded.)

## **Strategy 2**

Focus on retention.

### **Tasks**

- Identify jobs for spouses of healthcare professionals (Process measure: Annual job market analysis.)
- Identify housing for healthcare professionals (Process measure: Annual housing outlook analysis.)

## **Strategy 3**

Focus on reputation.

### **Tasks**

- Create a reputation campaign (Process measure: Campaign created and launched.)
- Create testimonial videos (born and raised, transplants, people from out of town served here) (Process measure: Campaign created and launched.)
- Create shared history (Museum, Chamber, etc.) (Process measure: Campaign created and launched.)
- Scale and expand reputation management program (Process measure: Program scaled and expanded.)
- Create a video content library (Process measure: Library created.)