

**Community Health Improvement Plan Priority Area:
Health Promotion: Access to Services**

Overarching Goal: Increase awareness and understanding of health services						
Benchmark: Defined in Objectives						
Guiding Principles: Equity and Health Literacy						
Objective 1: Reach 50% of Klamath County’s population with resource guides as measured by print distribution and digital traffic.						
Strategy 1: Increase the amount of providers and people using healthyklamathconnect.com						
Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
All partner websites resource sections link to Healthyklamathconnect.com	How many partners are linking and how much traffic	10 community partners linking by end of 2023	Healthy Klamath network site linking	TBD		
Promote and host training webinars to increase provider use	How many hosted, many attended and how many programs claimed	Quarterly training opportunities	December 7th training webinar held. 29 registered, 21 attended, 31 programs claimed to date	February presentation to		
Promote and help the public become familiar with it	How many people are visiting and engaging with the site	Determine baseline traffic and grow that number every quarter in year one	In Q1, 46 seekers were referred, 28 got responses, and 16 got help. 23 were closed loop referrals.	Downtown banner, Washburn digital billboard, postcards around town, Living Well article, and information plus live demo at the Sky Lakes Health Fair		
Get statewide and national resource guides and sources to link to healthyklamathconnect.com for local resources where applicable	How many external sources are linking back to healthyklamathconnect.com	TBD	No progress	TBD		
Reporting and tracking referrals within healthyklamathconnect.com	How many referrals are made within the system	Determine baseline traffic and grow that number every quarter in year	In Q1, 46 seekers were referred, 28 got responses, and 16 got help. 23			

		one	were closed loop referrals.			
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Strategy 2: Provide a current print resource guide to people without internet or technology

Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Research what other communities are doing for print resource guides	Put together research summary	Research document completed	No progress	No progress		
Coordinate with KCLAS to develop or revise print resource guide	Meetings with KCLAS	Finished print resource guide	Met with Christine Zamora to get overview	Met with Christine Zamora and received updated guide. Published a mini food resource guide in Living Well.		
Figure out distribution plan for guide and schedule	Determine print resources, costs, and timeline to production	Distribution plan created	No progress	No progress		
Look into the option of healthyklamathconnect.com having a print out version	Determine feasibility	Feasibility analysis conducted	Done. Feasible to create a favorites list and have mini printouts if we want to go that route.	Done last quarter. This quarter put a small section about food resources into print in Living Well.		
Research and find out all existing resource guides for the community	Put together resource guide directory	Research document completed	Reviewed Klamath Lake County Resource Guide, KCLAS resource guide, and Women's Preventive Service Institute			

Objective 2: Increase awareness of existing services, benefits and eligibility by 10% as measured by community survey.

Strategy 1: Connecting people with existing resources, creating new content as needed and promoting them to the public

Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
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Determine all existing resources	Put together research summary	Research document completed	In progress	In progress		
Develop promotional campaigns and materials	Determine what campaign messages to promote and what content is needed	Campaign and content calendar created	No progress	Mammogram self-scheduling campaign,		
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.)	Develop editorial calendar and produce content	Content created	No progress	Created breast cancer infographic, Living Well around food resources		
What are the programs by category? Create a glossary.	Develop a glossary of programs by category like health, food, housing, energy, etc.	Completed glossary.	No progress	No progress		

Strategy 2: Focus on accessibility

Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Determine what materials need translation or alternative formats	Identify materials and editorial calendar for material updates.	Editorial calendar created.	No progress	Spring 2023 Food Systems edition of Living Well is being translated into Spanish.	Billing and financial pages on Sky Lakes identified for translation.	
Determine what channels to distribute materials to specific populations	Identify marketing mix of channels.	Document containing a list of all available channels mapped to personas.	In progress	In progress		
Match what materials would be best suited for specific populations and developing culturally and linguistically correct content	Create list of cultural and linguistic personas	Create matrices to map content to personas	No progress	Breast cancer awareness flyers from Pink Lemonade Project in Spanish.		

Objective 3: Awareness of Services: Health Promotion						
Strategy 1: Better promote existing events and programs						
Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Utilize the Engagement Committee	Engagement committee meetings held, attendance	Monthly meetings, at least 5 at each meeting	3 engagement committee meetings with an average of 8 community partners in attendance.	1 engagement committee meeting in February		
Create a promotional campaign guide, toolkit and media contacts that members can use	Completion of guide, toolkit and media contact list	Completion of guide, toolkit and media contact list	No progress	In progress		
Consolidate or figure out LISTSERV	Creation of a shared email LISTSERV	Creation of a shared email LISTSERV	No progress	No progress		
Partners help to share out relevant programs or events	Partners share out relevant programs or events as they come out	Partners share out relevant programs or events as they come out	November, Klamath Falls into Fitness	Pink Out, Living Well Community Health Fair, Child Abuse Prevention Month, Health Equity Book Club, Parkinson's Event.		
Strategy 2: Coordinate and run shared campaigns						
Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Look at the annual and national calendar and determine what campaigns that partners want to promote (Mens Health Month, Fall Awareness, Child Abuse...)	Creation of a campaign calendar	Creation of a campaign calendar	No progress	Completed. Calendar is here .		

Run coordinated campaigns between partners	Shared campaigns with at least 2 partners promoting	1-3 shared campaigns per quarter	November, Klamath Falls into Fitness	Living Well Community Health Fair, The Seeds We Sow food systems campaign		
Pool resources (event space, marketing help, budget)	Partners help support the shared campaigns with resources	Partners help support the shared campaigns with resources	November, Klamath Falls into Fitness	Living Well Community Health Fair		

Objective 4: Health Literacy: What to ask and how to communicate.

Strategy 1: Promote health equity through our work

Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Develop health equity checklist that can be used by partners, start by reviewing existing state and national material	Health equity checklist created	Health equity checklist created and shared with partners	Resource directory and library created	Done		
Coordinate with equity committee for health equity opportunities, events and training	Health equity	Health equity opportunities, events and trainings held quarterly	Screening and discussion of Belonging on December 15, 2022	Health Equity Book Club		

Strategy 2: Make sure all of our work supports health literacy

Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Develop health literacy checklist (accessibility, reading level, etc.) to apply to our content and share with partners	Health literacy checklist created	Health literacy checklist created and shared with partners	No progress	No progress		
Host health literacy trainings for public	Health literacy trainings developed and given	2 health literacy trainings	No progress	No progress		

Host health literacy trainings for providers	Hosted training and attendance	2 health literacy trainings	No progress	No progress		
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Objective 5: Increase the size of our healthcare workforce byXX % as measured by change in employee headcount numbers. Recruiting, Retention, Reputation and Workforce Development

Strategy 1: Focus on education and careers

Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Develop health internship relationships between schools and community organizations	Develop relationships with local schools and community organizations and create internships	Internships created	No progress	Sky Lakes Health Occupations Collaborative		
Run an internship/externship fair	Plan and run an internship fair	Internship fair held	No progress	Live Well Health Fair had internship information.		
Run a health career fair (tie this into the Live Well Health Fair)	Plan and run a health career fair	Health career fair held	No progress	Live Well Health Fair had career information.		
Run a health career path event with high schoolers (AHEC)	Plan and run health career path event with high schoolers	Event held	No progress	Bryan Fix visited local high schools.		
Klamath Promise Scholarship for Health Career Path	Work with Klamath Promise to develop a Healthcare scholarship	Scholarship developed	No progress	Scholarships finalized for Sky Lakes, Cascade Health Alliance, Klamath Health Partnership		

				and KBBH.		
Strategy 2: Focus on retention						
Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Jobs for spouses of healthcare professionals	Create job board for healthcare professional's spouses	Job board created	No progress	No progress		
Housing for healthcare professionals	Work to determine housing options for healthcare professionals	Housing options listed and provided to professionals	No progress	No progress		

Strategy 3: Focus on reputation						
Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Create a reputation campaign	Reputation campaign developed	Reputation campaign developed	No progress	No progress		
Create testimonial videos (born and raised, transplants, people from out of town served here)	Create testimonial videos for why Klamath Falls	5 testimonial videos created for why Klamath Falls	No progress	Video content being developed for Sky Lakes recruiting.		
Create shared history (Museum, Chamber, etc.)	Create shared history website and document	Shared history content created	No progress	No progress		

Scale and expand reputation management program	More partners involved in the reputation management project	Add 5 more community partners to the project	Reputation management program paused at Sky Lakes to re-examine	No progress		
Create a video content library	Discovery with community partners on existing video content and put into a shared space	Video content library created	No progress	No progress	In progress	