# 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**  |
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| **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 2023**  | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Local program traffic and setting up relevant local partners as trusted partners | How much traffic is going to local programs versus national | TBD pending CHA data |  |  |  |  |
| Review year one data on search terms, results and referrals to help set year two metrics (how many community members versus organizations) | Dashboard with reports shared with team | TBD pending CHA data |  |  |  |  |
| All partner websites resource sections link to Healthyklamathconnect.com | How many partners are linking and how much traffic | 4 more partners linking |  |  |  |  |
| Build relationships, hold one-on-one trainings, and develop power user programs | How many hosted, many attended and how many programs claimed  | 2 events hosted, 10 more programs claimed |  |  |  |  |
| Promote and help the public become familiar with it | How many people are visiting and engaging with the site | 10% increase in traffic over last year |  |  |  |  |
| Reporting and tracking referrals within healthyklamathconnect.com | How many referrals are made within the system | 10% increase in referrals over last year |  |  |  |  |
| **Strategy 2: Provide a current print resource guide to people without internet or technology** |
| **Tasks:**  | **Process Measures** | **Process Target** | **Oct-Dec 2023**  | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Get updated KLCAS resource guides to Senior Center, KBBH, and Outpatient Care Management | Guides created and distributed | 100 KLCAS guides dropped off at each location |  |  |  |  |
| Community Resource Network/Early Learning Hub/It’s Your Choice | Guides created and distributed  | 100 KLCAS guides dropped off at each location |  |  |  |  |
| Figure out distribution plan for guide and schedule (use mobile hub and community centers for KLCAS guides, libraries, community centers, grocery stores, provider offices) | Determine print resources, costs, and timeline to production | Distribution plan developed |  |  |  |  |
| PSAs on the radio about resource guides - “Are you in need of help? Come pick up a resource guide at … or visit healthyklamathconnect.com”Use Sky Lakes or KBBH to promote. Live at Lithia Friday mornings. | PSA language developed and given on radio | 4 radio spots or PSAs |  |  |  |  |
| **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 2023**  | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Get survey out to community members / CHA survey SDOH metric survey | Survey results analyzed | 200 survey results collected and analyzed |  |  |  |  |
| Develop promotional campaigns and materials for food and energy assistance? Call Nikki from food bank. | 2 promotional campaigns created and executed | 2 promotional campaigns created and executed |  |  |  |  |
| 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 | Editorial calendar created |  |  |  |  |
| **Strategy 2: Focus on accessibility** |
| **Tasks:**  | **Process Measures** | **Process Target** | **Oct-Dec 2023**  | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Determine what materials need translation or alternative formats | Identify materials and editorial calendar for material updates. | Materials translated and put into alternative format |  |  |  |  |
| Determine what channels to distribute materials to specific populations | Identify marketing mix of channels. | Plan created for distribution channels. |  |  |  |  |
| Match what materials would be best suited for specific populations and developing culturally and linguistically correct content | Create list of cultural and linguistic personas | Content matrix created |  |  |  |  |
| Partner with Health Equity Committee to develop accessibility plan for materials. | Plan developed | Plan developed |  |  |  |  |

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| **Objective 3:** Awareness of Services: Health Promotion |
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| **Strategy 1: Better promote existing events and programs** |
| **Tasks:**  | **Process Measures** | **Process Target** | **Oct-Dec 2023**  | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Utilize the Engagement Committee / Monthly Meetings - Wednesday?  | Engagement committee meetings held, attendance | At least 2 meetings held per quarter | 1 meeting held |  |  |  |
| Bring a colleague (in health, comms, pr space, community engagement)-Quarterly CHIP meeting-Monthly Engagement meeting | New attendees every quarter | At least 3 new attendees per quarter | 0 attendees |  |  |  |
| Get more subscribers for HK newsletter | Grow the HK newsletter list | 1% growth per quarter |  |  |  |  |
| Get the word out to share to HK newsletter and calendar, define HK calendar role more | HK calendar use case defined  |  |  |  |  |  |
| Partners help to share out relevant programs or events,  | Partners share out relevant programs or events as they come out | Partners share out at least one event per quarter if available |  |  |  |  |
| **Strategy 2: Coordinate and run shared campaigns** |
| **Tasks:**  | **Process Measures** | **Process Target** | **Oct-Dec 2023**  | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| 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 | Campaign calendar created and shared for 2024 | No progress |  |  |  |
| Run coordinated campaigns between partners | Shared campaigns with at least 2 partners promoting | Run at least one shared campaign per quarter | Men's Health Month |  |  |  |
| Pool resources (event space, marketing help, budget) | Partners help support the shared campaigns with resources | Partners support at least one shared campaign per quarter | Men’s Health Month |  |  |  |
| **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 2023**  | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Coordinate with equity committee for health equity opportunities, events and training | Identify 3 opportunities for the year | 3 events and or trainings with health equity team held |  |  |  |  |
| **Strategy 2: Make sure all of our work supports health literacy** |
| **Tasks:**  | **Process Measures** | **Process Target** | **Oct-Dec 2023**  | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| 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 |  |  |  |  |
| Host health literacy trainings for public  | Health literacy trainings developed and given | 1 health literacy training |  |  |  |  |
| Host health literacy trainings for providers | Hosted training and attendance | 1 health literacy training |  |  |  |  |

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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 |
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| **Strategy 1: Focus on education and careers** |
| **Tasks:**  | **Process Measures** | **Process Target** | **Oct-Dec 2023**  | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Develop health internship relationships between schools and community organizations  | Develop relationships with local schools and community organizations and create internships | Develop relationships with local schools and community organizations and create internships |  |  |  |  |
| Run a health career fair (tie this into the Live Well Health Fair) | Plan and run a health career fair | Tie the career fair into the Live Well Health Fair |  |  |  |  |
| Klamath Promise Scholarship for Health Career Path | Work with Klamath Promise to provide a Healthcare scholarship | Provide the second year of health scholarships |  |  |  |  |

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| **Strategy 2: Focus on reputation** |
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| **Tasks:**  | **Process Measures** | **Process Target** | **Oct-Dec 2023**  | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Create a reputation campaign | Reputation campaign developed |  |  |  |  |  |
| Create testimonial videos (born and raised, transplants, people from out of town served here) | Create testimonial videos for why Klamath Falls |  |  |  |  |  |
| Create shared history (Museum, Chamber, etc.) | Create shared history website and document |  |  |  |  |  |
| Scale and expand reputation management program | More partners involved in the reputation management project |  |  |  |  |  |
| Create a video content library  | Discovery with community partners on existing video content and put into a shared space |  |  |  |  |  |