



Outreach Plan Outreach Plan

**Oregon
Environmental Public
Health Tracking
Network**

Outreach Plan
2007-2011

Introduction

The EPHT Network is a national effort to increase the understanding of the relationship between environmental hazards, exposures, and health effects. In 2006, Oregon, one of eighteen state and local health department partners, began to build on the experience and knowledge gained in the planning phase of the EPHT program to implement a state tracking network that will eventually contribute to the national tracking network.

A key activity in the development and implementation of the network is communication. Components of communication on which the Oregon EPHT program will focus through the life of the grant include outreach to data partners, stakeholders and the general public, and the development of strategies within our program to effectively communicate around risk. Work on the risk communication strategy has begun and a draft plan will be available in the fall of 2007.

This outreach plan was developed with careful consideration of the programmatic goals of the national tracking branch as well as the goals of the Oregon program outlined in our response to the EPHT Implementation phase RFA. This outreach plan discusses how we plan to deliver key national EPHT program messages and information to Oregon audiences (i.e. key data partners, stakeholders, and the general public) to address community concerns.

The Oregon EPHT program identified three outreach goals, which are:

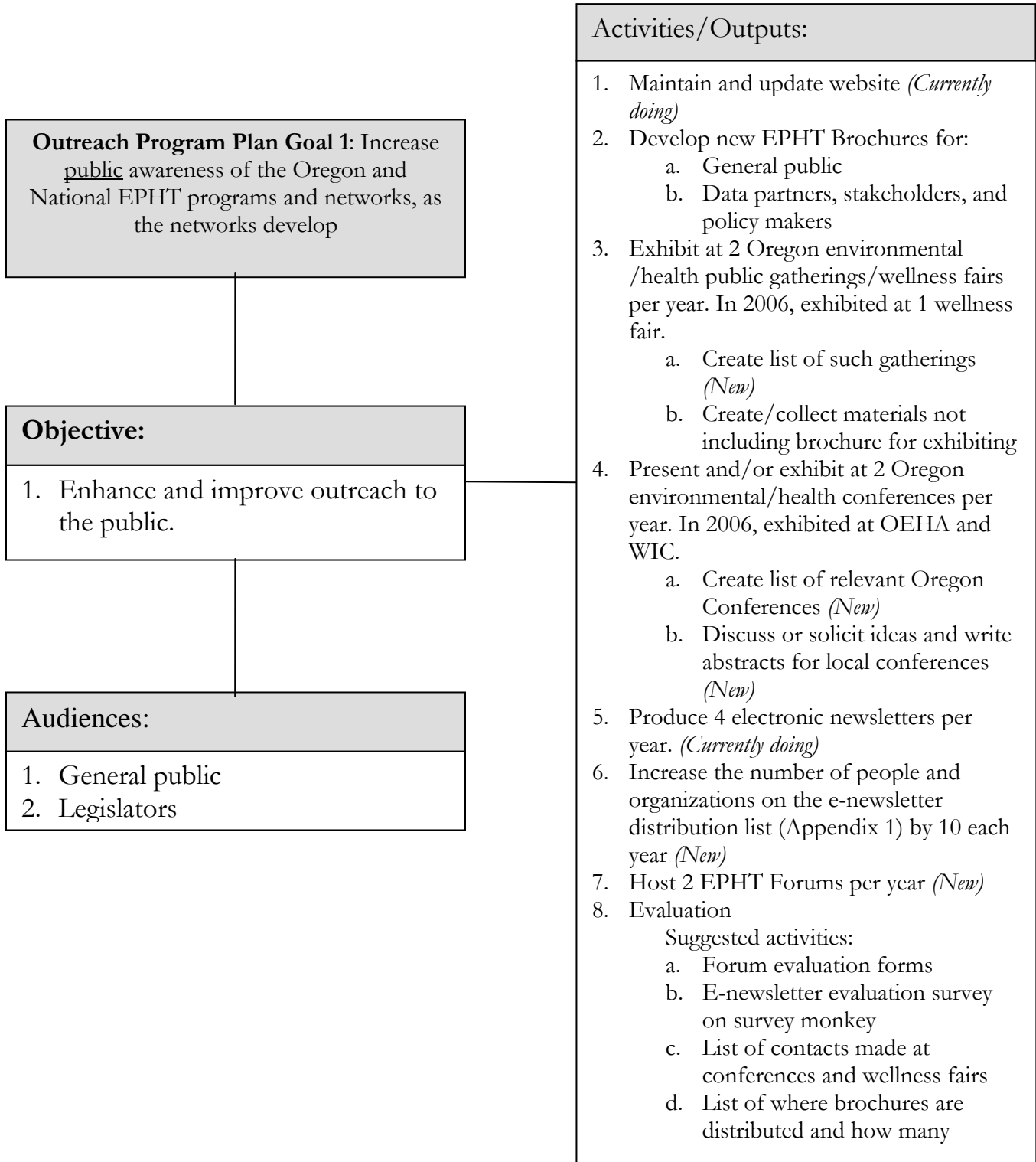
1. to increase public awareness of the Oregon and National EPHT programs and networks, as the networks develop.
2. to increase collaboration and communication efforts between EPHT and our data partners and stakeholders, and
3. to increase the number of health and environmental workforce trained in EPHT principles and practices.

For each goal, this Outreach Plan provides a diagram to visually describe the goal, objectives, audiences and key activities or outputs followed by text which elaborates on the importance of each goal. At the end of the Outreach Plan is a timeline for achieving the activities defined under each goal. There are also two lists that make up the appendices. Appendix 1 is a list of 2007 stakeholders and data partners, and Appendix 2 is a list of potential stakeholders and partners as identified by the Oregon EPHT Planning Consortium, July 2003.

We believe, as does the CDC, that effective communication with data partners, stakeholders and the general public is essential to the development of a tracking network as well as to the sharing of information from the network that could potentially impact our knowledge of the effect of the environment on health.

Outreach Program Plan Goal 1: *Increase public awareness of the Oregon and National EPHT programs and networks, as the networks develop.*

Diagram 1: Outreach Program Goal 1



Outreach Program Plan Goal 1: *Increase public awareness of the Oregon and National EPHT programs and networks, as the networks develop.*

The national tracking network has the potential to impact our knowledge about the effect of the environment on the development of non-infectious disease. Through assembling information about exposure and human health, and linking the information together, the network would help strengthen America's ability to track and prevent health problems linked to the environment. Moreover, communities may learn about health and the environment in their area, scientists may get information to help research, and officials may get information to set policy and activities and protect and improve health in communities.

Oregon is one of seventeen states and one local health department involved in the development of individual tracking networks that will eventually contribute to the national tracking network described above. The Oregon EPHT program has worked hard to involve Oregonians in the planning phase of network development (Years 2003-2006). While the nature of involvement in the implementation phase (Years 2006-2011) is somewhat narrowed to that of data partners and stakeholders, we want to continue to involve the general public in our program, our network activities and new developments. Additionally, we want to frame the project for a way that will provide information to State legislators and policy makers and have accessible materials ready for their use.

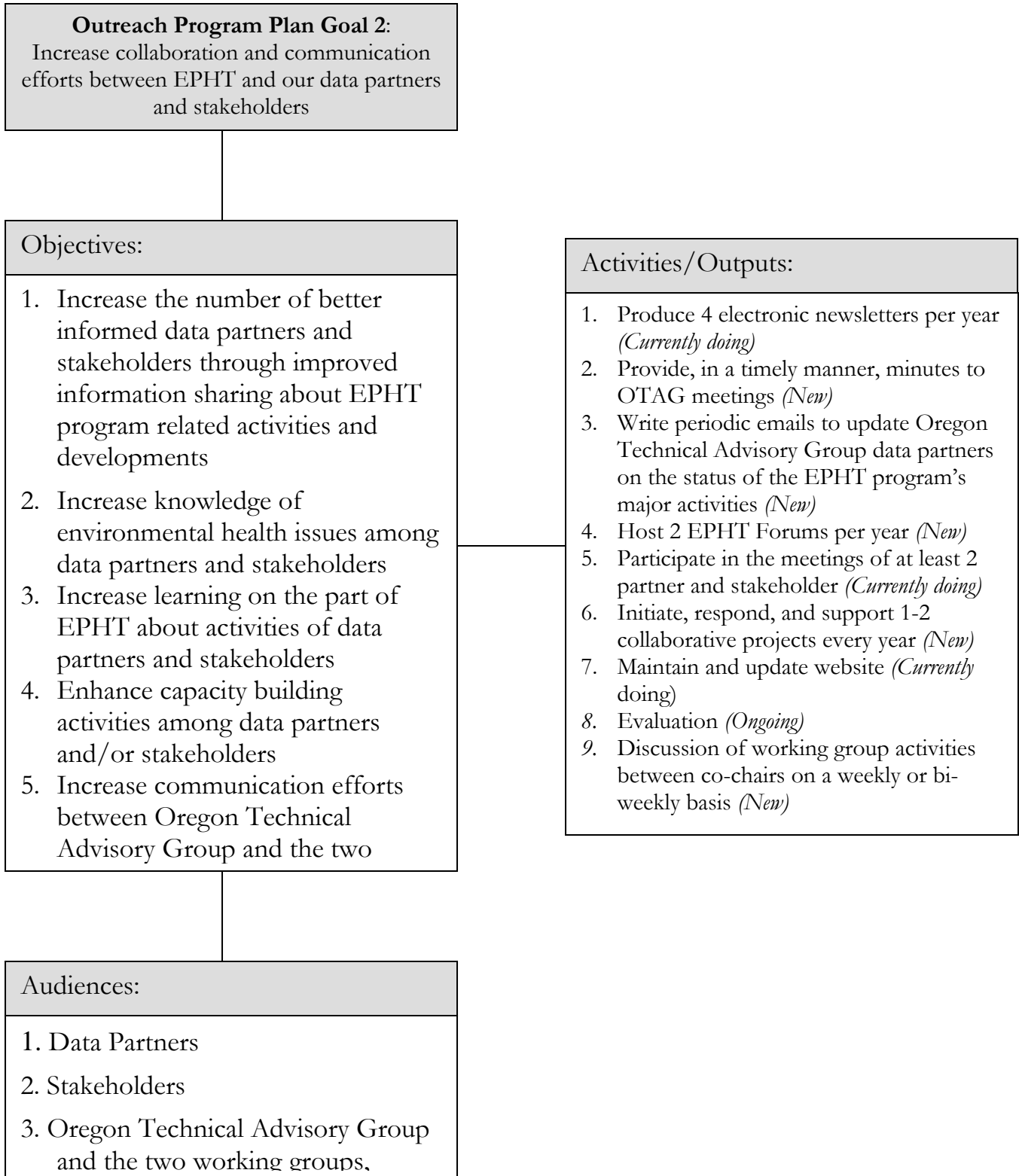
By enhancing our current outreach activities, we will begin working toward our goal of increasing the general public's awareness of the Oregon and National EPHT programs. Currently, the types of outreach activities that we conduct include, but are not limited to, development and maintenance of the EPHT website, distribution of the "planning" brochure, exhibiting at the African American Wellness Fair, presenting at the Oregon Environmental Health Association and the Oregon Epidemiology Annual Conferences and exhibiting at the Annual Oregon WIC conference. We also started publishing a quarterly electronic newsletter that is sent via email to all of our data partners and to stakeholders from the planning grant.

We plan to enhance these activities by ensuring relevance of web content to the general public, and by improving the look and content of the EPHT brochure, making it more relevant to implementation and to different audiences. As far as increasing numbers of organizations on our distribution list, we will begin by adding to our contacts those organizations or advocacy groups associated with the core measures such as lead, asthma, water and cancer using the tools that the EPHT PMO Advocacy subgroup will create. We want to increase our participation in wellness fairs and conferences around the state. Our program also plans to initiate environmental health forums twice a year as a way of bringing in experts and creating discussion around topics of local and national concern. We will also use evaluation techniques to see if we are reaching people and providing useful information.

These kinds of activities will help to strengthen the program while building trust and confidence in the agency, and ensure continued understanding, support and future use of the tracking network in Oregon.

Outreach Program Plan Goal 2: *Increase collaboration and communication efforts between the EPHT program and our data partners and stakeholders*

Diagram 2: Outreach Program Goal 2



Outreach Program Plan Goal 2: *Increase collaboration and communication efforts between the EPHT program and our data partners and stakeholders*

Collaboration and effective communication among the EPHT state and national programs and other environmental and health organizations will result in greater knowledge and resource sharing, and less separation of health and environmental activities.

When Oregon was funded to plan and build capacity for EPHT in the state, the program began taking steps to incorporate activities that encourage collaboration and communication. The Oregon EPHT program has worked extensively with other state and local agencies, organizations and community groups since our initial funding began in 2002. Examples of collaborations include working with our main partner, DEQ, and other data partners on planning, sharing and receiving environmental health data, working with local agencies and other state programs on building and enhancing electronic databases, working with members of the EPHT Planning Consortium to plan a network with Oregonians in mind and finally, providing GIS capacity to several organizations and assisting several others with GIS related services. These experiences have helped shape Oregon's plan for implementing the tracking network.

In 2005, we developed a Communication Plan to engage communities during the planning and capacity building phase of the project. The plan laid out goals of communication such as developing strong relationships with the planning consortium and advisory committee, maintaining and improving existing relationships with partners and providing information to partners about the EPHT program. The plan was submitted to the Centers for Disease Control and Prevention (CDC) Tracking Branch as part of our progress reports.

We state in our proposal for Implementation that we want to expand upon the communication plan to develop our outreach plan. To do this, we have drafted an outreach strategy and added/merged components of our Communication Plan with it to become this Outreach Plan. This Outreach Plan lays out objectives and activities to increase collaboration and communication efforts between EPHT and our data partners and stakeholders.

First, to increase collaboration, we will continue to enhance our efforts to attend meetings of EPHT stakeholder groups. Currently, we attend the meetings of the Environmental Justice Action Group, Schools and Asthma Workgroup, Oregon NEDSS Stakeholders Group, and the Oregon Partnership for Cancer Control as often as possible to hear their concerns and understand better how EPHT fits in with their mission and goals. In Implementation, we would like to participate in the meetings of at least two other stakeholders. These stakeholders will be identified from the list of partners and stakeholders that the Planning Consortium identified during the planning phase of the grant. Staying connected to EPHT stakeholders is important to ensure the network's ultimate usefulness to our broad range of stakeholders and data partners.

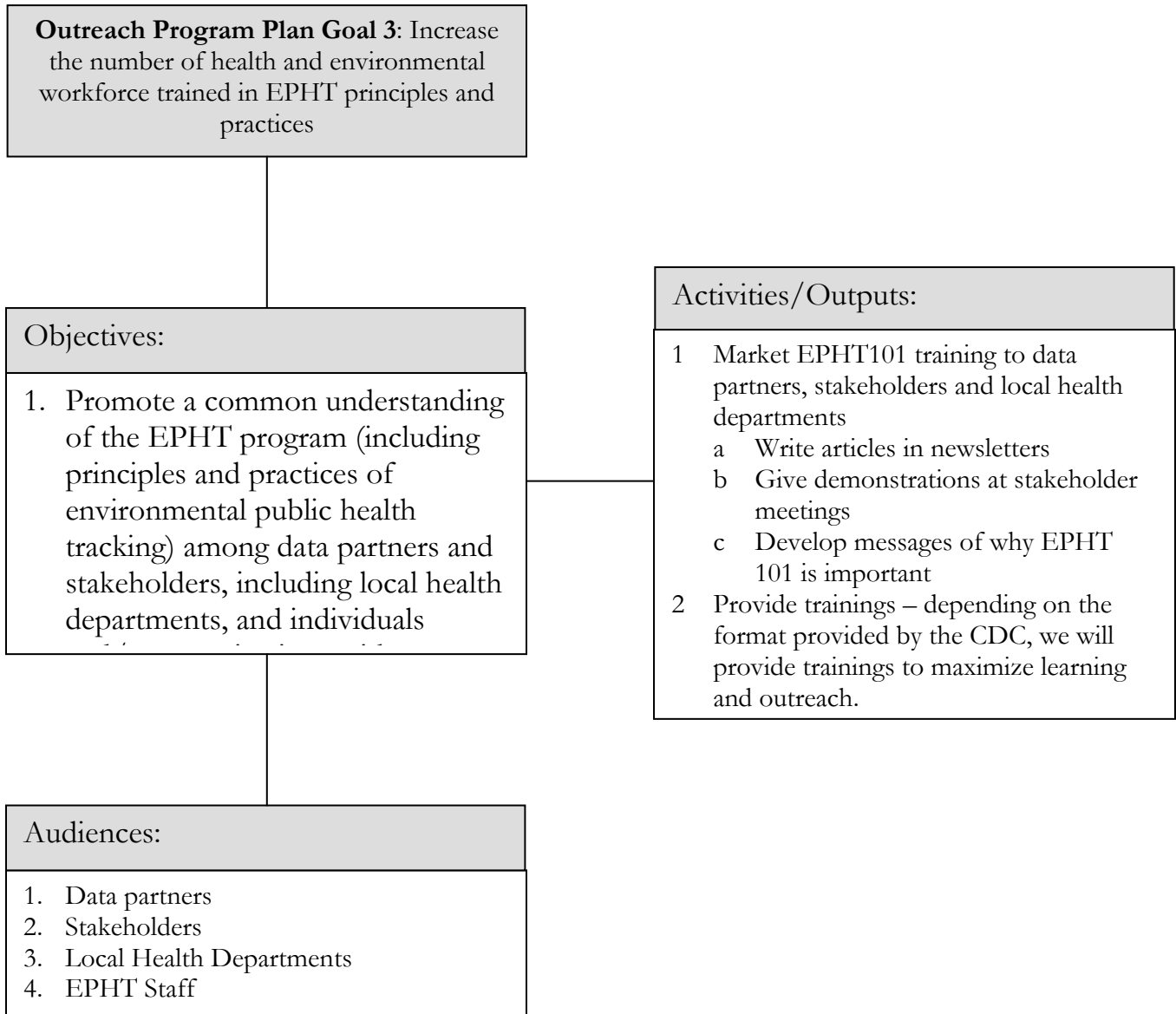
The EPHT program also plans to initiate, respond to, and support 1-2 collaborative projects per year as another activity to increase collaboration. Examples of projects might be to provide analysis or GIS support to local agencies, work with a local health department on a particular project of interest to EPHT and the health department, and/or work with the Office of Environmental Public Health on legislative district environmental health fact sheets. The products that come out of these kinds of efforts are important for creating, strengthening and sustaining relationships, and they may be useful as products to help our funder, the CDC, ensure future financial support from Congress.

This Plan also outlines several activities to increase effective communication among our data partners and stakeholders. It is important for our relationship to keep our data partners and stakeholders better informed about our activities – past, present and future. To do this, we will produce and distribute quarterly electronic newsletters as well as draft periodic emails to Oregon Technical Advisory Group data partners as a way of updating and informing them about EPHT activities and developments. We will invite all data partners and stakeholders to the Environmental Public Health Tracking forums that will begin in 2007. These meetings will be focused on an environmental health topic and will be open to stakeholders and the public. We envision that they will increase the knowledge of environmental health issues among our target audience. We will continue to maintain and update the EPHT website, paying particular attention to the needs of our data partners and stakeholders. And finally, as mentioned before, we will participate in partner and stakeholder meetings and encourage a certain number of collaborative projects yearly. Streamlining communication, keeping our data partners up-to-date and reducing any confusion or work on their part will help to maintain solid relationships with these partners.

We used evaluation effectively in the EPHT planning phase to hear from data partners about their views of EPHT. We will continue and expand on this type of evaluation to be certain we are hearing the issues and concerns of data partners.

Outreach Program Plan Goal 2: *Increase the number of health and environmental workforce trained in EPHT principles and practices*

Diagram 3: Outreach Program Goal 3



Outreach Program Plan Goal 2: *Increase the number of health and environmental workforce trained in EPHT principles and practices*

One of the performance measures of the National Environmental Public Health Tracking (EPHT) program and goals of the Oregon EPHT Outreach Plan is to increase the number of health and environmental workforce trained in EPHT principles and practices. According to the Centers for Disease Control and Prevention (CDC), focus groups have shown that people or programs new to EPHT efforts lack knowledge, skills, and abilities in the underlying principles of the program. This needs to change, because once data are available on the network, environmental and health professionals will be needed to translate the data into information that will be used to drive public health actions.

This year, CDC developed a web-based training course called EPHT 101 that will help to promote a common knowledge base and shared language among environmental and public health professionals. Once the training course is available, the Oregon EPHT program will promote this course to all of our data partners and stakeholders, including local health departments, and anyone else who is interested in learning more about the principles and practices of Environmental Public Health Tracking.

Depending on the format of the training course, the Oregon EPHT program will offer trainings in formats (i.e. video conferencing, face to face, etc.) that maximize learning.

Table 1: Timeline for Implementation of Outreach Activities

Activities	Goal #	Completion Date
Maintain and Update Website	1, 2	Monthly
Create EPHT Brochure for general public and stakeholders	1,	March 2008
Log where brochures are distributed and number	1	Ongoing
Exhibit at 2 Oregon environmental/health public gatherings/wellness fairs	1	Yearly
Create list of gatherings/wellness fairs	1	March 2007
Update list	1	Ongoing
Create and collect materials (not including brochure) for exhibiting	1	July 2007 and ongoing
List contacts made at wellness fairs	1	Ongoing
Present and/or exhibit at 2 Oregon environmental/health conferences	1	Yearly
Create list of relevant Oregon Conferences	1	March 2007
Update list of relevant Oregon Conferences	1	Ongoing
Solicit ideas and write abstracts for local conferences	1	Yearly
List contacts made at wellness fairs	1	Ongoing
Produce 4 electronic newsletters	1, 2	Yearly
E-newsletter evaluation survey on survey monkey	1	October - December 2007
Increase number of people and organizations on the e-newsletter distribution (Appendix 1) list by 10	1	Yearly
Host 2 EPHT Forums	1, 2	Yearly
Forum Evaluation forms	1	Present at each forum
Provide in a timely manner, via the internet, Oregon Technical Advisory Group meeting minutes	2	Twice yearly
Write periodic emails to update Oregon Technical Advisory Group data partners on the status of the EPHT program include major activities such as annual renewal information, copies of executive summaries of annual reports, etc.	2	Quarterly
Participate in at least 2 partner and stakeholder meetings	2	Yearly
Initiate, respond, and support 1-2 collaborative projects	2	Yearly
Discussion of OTAG working group activities between co-chairs	2	Weekly
Market EPHT 101 training to EPHT program staff, data partners, stakeholders, and local health departments	3	Ongoing
Write articles in the e-newsletter	3	Quarterly
Give demonstrations at stakeholder meetings	3	Twice yearly
Develop messages of why EPHT 101 is important	3	Upon Receipt
Offer trainings (Access will depend on formats available)	3	Ongoing

Appendix 1
2007 Stakeholders and Data Partners

African American Health Coalition	Office of State Fire Marshall
American Cancer Society	OPHD, Asthma program
American Lung Association of Oregon	OPHD, Consumer & Business Services
Architecture Week (Friends of Eugene)	OPHD, Drinking Water Program
Associated Oregon Industries	
Baker County Health Department	OPHD, Emergency Preparedness
Benton County Health Department	OPHD, Environmental and Occupational Epidemiology
California Dept. of Human Services	OPHD, Health Promotion Chronic Disease Prevention
Center for Environmental Equity	OPHD, Health Statistics
Center for Research on Occupational and Environmental Toxicology	OPHD, Lead Prevention Program
Centers for Disease Control and Prevention	OPHD, Multicultural Health
City of Portland	OPHD, NEDSS
Clackamas County Health Department	OPHD, Office of Community Liaison
Clatsop County Health Department	OPHD, Office of Disease Prevention and Epidemiology
Columbia County Health Department	OPHD, Office of Family Health
Community Health Partnership	OPHD, Office of Information Services
Coos County Health Department	OPHD, Office of Multicultural Health
Crook County Health Department	OPHD, Oral Health
Curry County Health Department	OPHD, Oregon State Cancer Registry
Dept. of Sociology, Lewis & Clark College	OPHD, Tobacco Prevention and Education Program
Deschutes County Health Department	OPHD, Toxicology Program
Douglas County Health Department	OPHD, Vista PH
Environmental Justice Action Group	OPHD, WIC Program
Environmental Protection Agency	Oregon American Electronics Association
Environmental Strategies	Oregon Asthma Network
Grant County Health Department	Oregon Child Development Coalition
Harney County Health Department	Oregon Dept. of Agriculture
Hood River County Health Department	Oregon Department of Education
Jackson County Health Department	Oregon Department of Environmental Quality
Jefferson County Health Department	Oregon Environmental Council
Josephine County Health Department	Oregon Health Sciences University
Klamath County Health Department	Oregon Poison Center
Klamath Tribal Health & Family Services	Oregon State University
Klamath Tribal Health Clinic	Oregon State Public Health Laboratory
Lane County Health Department	Oregon State Public Interest Research Group
Lincoln County Health Department	Portland Community College-Institute for Health Professional
Linn County Health Department	Physicians for Social Responsibility
Marion County Health Department	Polk County Health Department
Multnomah County Health Department	
Northwest Food Processors	
Northwest Health Foundation	
Northwest Pulp & Paper	
Nursing Mothers Counsel of Oregon	
NW Coalition for Alternatives to Pesticides	

Oregon EPHT Outreach Plan - January 30, 2007

Port of Portland
Providence MS Center
Portland State University, Center for Public
Health Studies
Rainbow Video & Film Productions
Salem Keizer School District
Salud Services
Southern Oregon University
Strategic Options Consulting Inc
Tillamook County Health Department
Umatilla County Health Department
Union County Health Department
University of Oregon
Virginia Garcia Memorial Health Center
Wallowa County Health Department
Wasco-Sherman Health Department
Washington County Health Department
Wheeler County Health Department
Yamhill County Health Department
Yellow Hawk Tribal Health Center

Appendix 2
Potential Stakeholders and Partners as Identified by Oregon EPHT Planning Consortium
July 2003

Associated Oregon Industries	Oregon Department of Transportation
Association of Oregon Counties	Oregon Division of State Lands
Audubon Society of Portland	Oregon Farm Bureau
Chemical Manufacturers Association	Oregon Medical Association
Children First for Oregon	Oregon Nurses Association
Coalition for a Livable Future	Oregon Occupational and Safety Administration
Council of Local Environmental Health Supervisors	Oregon Parks and Recreation Department
Ecotrust	Oregon Pediatric Society
Farm Worker Advocacy Groups	Oregon Public Health Association
HMO, Kaiser	Oregon Toxics Alliance
HMO, Legacy	Oregon Trout
HMO, Providence	Oregon Truckers Association
Jobs with Justice	Oregon Water Resources Department
League of Oregon Cities	Oregon Wine Advisory Board
March of Dimes	Oregonians for Food and Shelter
Oregon Cattleman's Association	Painting and Coating Contractors
Oregon Cherry Growers	University of Oregon, Labor Education Resource Center
Oregon Department of Agriculture	US Army Corps of Engineers
Oregon Department of Fish and Wildlife	Waste Management
Oregon Department of Land Conservation and Development	Weyerhaeuser