**Example VISTA Assignment Descriptions:**

**Objective and Member Activity by Focus Area**

Version: 12/21/15

****

Contents

[Coordinated Care Organization Projects 2](#_Toc438478728)

[Accreditation 5](#_Toc438478729)

[Quality Improvement in LHD 7](#_Toc438478730)

[CHIP Implementation 8](#_Toc438478731)

[Develop Partnerships 11](#_Toc438478732)

[WIC 13](#_Toc438478733)

[Communications Plan 16](#_Toc438478734)

[Worksite Wellness 19](#_Toc438478735)

[Healthy Communities 20](#_Toc438478736)

[Tobacco 21](#_Toc438478737)

[Emergency Preparedness 23](#_Toc438478738)

[Health Equity 25](#_Toc438478739)

[Coalition Building 27](#_Toc438478740)

[Program Development 28](#_Toc438478741)

[Special Topics 29](#_Toc438478742)

**(Crtl + Click to follow link in Contents)**

# Coordinated Care Organization Projects

**Objective of the Assignment *(Period of Performance: August 2013 – October 2013)***

Develop a framework for assessing community needs with a health equity framework in order to allow the CCO to accurately address community health disparities.

**Member Activity:**

* Obtain CCO-specific data from the State’s Office of Equity and Inclusion.
* Analyze the major social and economic factors affecting health in each of the CCO communities, including numbers of members living in poverty, matriculation rates and housing and food insecurity.
* Complete assessment of health literacy, patient activation and other barriers to accessing care within in each community.
* Create baseline assessment of members with serious mental illness, as well as unmet health needs of members with less serious mental illness.

**Objective of the Assignment *(Period of Performance: August 2014-2015)***

The VISTA will collaborate with the Yamhill Community Care Organization (Yamhill CCO) and the Yamhill County Oral Health Coalition (YC-OHC) to expand access of oral health services to Oregon Health Plan (OHP) members and the population at large in the community. Yamhill CCO is the coordinated care organization serving the Medicaid population, which will integrate dental care services beginning July of 2014, which will significantly increase access to care. The mission of the YC-OHC is to evaluate the oral health needs and create a plan to coordinate resources and providers and involve citizens to create a healthier community. Many of those receiving assistance through both the Yamhill CCO and the YC-OHC are currently or have been living in poverty.

**Member Activity:**

* Lead the monthly YC-OHC meetings, including developing agendas, taking minutes, and facilitating discussion to meet coalition goals and objectives.
* Research best practice strategies for improving dental care access to vulnerable populations (those who are impoverished, live rurally, or are homeless, and others as they arise) who had limited to no access in the past.
* Research and develop strategies regarding oral health integration plans in regards to community care organizations.
* Assist the Medical Teams International dental vans program in collaboration with the Yamhill CCO and YC-OHC in scheduling services and recruiting providers to staff the vans in Yamhill County.
* Research trainings for primary care providers in regards to oral health education for vulnerable populations.

**Objective of the Assignment *(Period of Performance: 09/23/2012 - 10/05/2013)***

Collaborate with local agencies targeting poverty and the community to help draft a community health assessment and community health improvement plan

**Member Activity:**

* Attend various health department and community/state partner meetings to become familiar with local health issues and key players addressing community health
* Research accreditation standards and consult CLHO (Coalition of Local Health Officials) staff as a resource for community assessments
* Assess results of recent community health improvement plans from local hospital and CCO to determine what is still applicable and what needs to be updated
* Recruit new partners who will conduct evidence-based initiatives to improve the health of the community
* Integrate results of recent health assessments, improvement plans, and new research to formulate updated community assessment and health improvement plan (CHIP)

**Objective of the Assignment (Period of Performance: August 2105 – July 2016)**

Support integration of oral health into Coordinated Care Organizations, which serve the low income Medicaid population, through expansion of the First Tooth program in order to achieve complete adaptation, implementation and integration into the clinical setting and practice so that the medical, economic and emotional cost of dental disease is reduced for thousands of low income Oregon children.

**Member Activity:**

* Engage in outreach and education on oral health preventative services available to Oregon CCO organizations and establish relationships that will lead to public health training and implementation of the First Tooth program.
* Develop communication systems and processes to follow up First Tooth provider training, identifying challenges and barriers to implementation and designing manageable and effective solutions.
* Support a systems approach based on relationship building that provides resources and support to implementing stakeholders.
* Develop a bank of useful public health tools and resources for medical providers around oral disease prevention and create communication channels that provide ease of access and utilization.
* Develop routine follow up and evaluation in coordination with the Oregon Health Authority to assure robust monitoring of outcomes can be achieved.
* Monitor and report progress of CCO oral health integration through the First Tooth Train the Trainer program.

**Objective of the Assignment (Period of Performance: April, 2015 – August 1, 2015)**

Work as part of a team of Willamette Valley Community Health (WVCH) and public health partners to build the capacity of the Coordinated Care Organization’s Community Advisory Council (CAC) to effectively recruit and orient participants.

**Member Activity:**

* Serve as a bridge between WVCH CAC and community-based organizations serving individuals in poverty, minorities, and rural communities in order to strengthen the relationship between the community and the CAC. (ongoing)
* Build a comprehensive targeted recruitment strategy for the WVCH CAC aimed at OHP consumer and professional members from Marion and Polk Counties. (April, 2015 – June, 2015)
* Develop an on boarding/orientation process for new Oregon Health Plan consumer members and professional members from Marion and Polk Counties to be active participants in the CAC. (April, 2015 – June, 2015)
* Implement the targeted recruitment strategy and train CAC members in the process and selection of CAC members. (June, 2015 – April, 2016).
* Implement the on boarding/orientation process and train at least one OHP Consumer member, one professional member, and one WVCH staff member in the process in order to launch and evaluated the newly created process. (July, 2015 – April, 2016).
* Evaluate the recruitment strategy and orientation process by March, 2016.

**Objective of the Assignment (Period of Performance: August 2015-2016)**

Monitor and evaluate the Yamhill Community Care Organization’s (Yamhill CCO) Community Health Improvement Plan in collaboration with the Community Advisory Council, which represents the 23,000 Medicaid recipients in Yamhill County who are typically living in poverty. The Community Health Improvement Plan is the action plan created by the Council to address the most important healthcare issues facing the low income Yamhill CCO members and offers a strategy for fixing those issues.

**Member Activity:**

* Attend all Community Advisory Council meetings and collaborate with the Council to develop strategies to implement and monitor the Community Health Improvement Plan. Provide quarterly updates to the Council.
* Attend community meetings and meet with community partners who are designated as responsible parties in the Community Health Improvement Plan to gather updates.
* Develop, in partnership with the Yamhill CCO Project Manager, a sustainability plan for the continued implementation of the Community Health Improvement Plan strategies.
* Manage the development of the annual Community Health Improvement Plan report, which holds the Yamhill CCO accountable for the work in the Plan and informs any changes that need to be made to the Plan.

**Objective of the Assignment (Period of Performance: August 2015-2016)**

Assist in developing Yamhill CCO’s Quality Management Program by monitoring partner organizations and coordinating quality improvement activities. The quality improvement process will build the organization’s capacity to provide effective oversight and quality improvement of health services for the low income Medicaid recipients.

**Member Activity:**

* Become familiar with the coordinated care organization model and state requirements to manage Medicaid benefits, which the organization is contracted to manage for the low income members.
* Develop relationships with key community partners.
* Develop systems for assessing partner organizations’ ability to fulfill the tasks stated in their contracts with Yamhill CCO
* Prepare for and coordinate follow-up from the Oregon Health Authority’s first annual quality site audit of the Yamhill CCO, helping initiate this process in coordination with the Quality Management Coordinator, and establishing a process to be used by staff in future years.
* Schedule meetings and help facilitate quality improvement workgroups.
* Develop and provide assistance with implementing workflows and trainings related to quality improvement projects.

# Accreditation

**Objective of the Assignment *(Period of Performance: )***

By August 2014, Yamhill County Public Health (YCPH) will be prepared for Public Health Accreditation Board site visit.

**Member Activity:**

* Activity 1: Research and review Public Health Accreditation process
* Activity 2: Complete Public Health Accreditation Board’s (PHAB) online orientation
* Activity 3: Provide insight and guidance to staff on how to interpret PHAB’s “Guide to Standards and Measures Interpretation”
* Activity 4: Attend and document appropriate meetings with community partners and staff (i.e. attend YCCO Community Advisory Council (CAC) meeting and provide input on Community Health Assessment and Community Health Improvement Plan)
* Activity 5: Collect data and summarize reports from CHIP and CAC partners (i.e. review Early Childhood Coordinating Council meeting minutes to assess supports and referrals for children in poverty)
* Activity 6: Collaborate with staff to collect and review documents to demonstrate that YCPH conforms to the PHAB’s standards and measures
* Activity 7: Upload documents and narratives to e-PHAB.

**Objective of the Assignment *(Period of Performance: April 2013-April 2014)***

Network with providers in the community to share resources for pursuing Public Health accreditation status.

**Member Activity:**

* Research early-stage accreditation processes by looking at the Public Health Accreditation Board (PHAB) website and networking with other VISTA team members who are focusing on accreditation
* Review PHAB standards and measures to develop a plan for early implementation.
* Develop documents and memos for health department staff on easy steps to begin accreditation (dating documents, proper filing of documentation, criteria on how long to keep documentation before shredding)
* Attend statewide Accreditation Workgroup meetings via conference line to discover best-practices for accreditation, accreditation statuses of other health departments, and raise any questions regarding early-stage accreditation preparedness
* Write and pursue accreditation supportive grants as they become available
* Develop Community Health Assessment and Community Health Improvement Plan templates in preparation for accreditation.

**Objective of the Assignment (Period of Performance: Months 1-12)**

Develop and sustain an active agency accreditation committee that is focused on quality improvement in order build agency capacity to practice continuous quality improvement in services to its low income clients and continue to help alleviate health and economic burden of preventable and treatable health conditions.

**Member Activity:**

* Meet with Director to identify agency accreditation committee member recruitment approach
* Communicate with identified committee members to formally engage them in the committee membership and mission
* Coordinate and facilitate regular accreditation committee meetings to achieve desired accreditation timeline through identification of objectives, priorities, and activities
* Follow up with committee members between meetings to support group progress and understanding of assignments

**Objective of the Assignment (Period of Performance: 2015-16)**

Coordinate the department’s application for national public health accreditation. Accreditation will support sustainable, continuing improvement of the public health infrastructure that serves otherwise underserved and low income community members, and will consequently support long term elimination of health and economic burdens of disease and health conditions.

**Member Activity:**

* Collaborate with public health staff to identify documentation to be submitted
* Participate in statewide Accreditation Work Group to share resources and connect with other accreditation coordinators at state and county levels
* Collect appropriate documentation, and track according to existing document management system; improve this system as necessary
* Create narrative for all documents, and submit them electronically

**Objective of the Assignment (Period of Performance: April 2015 –April 2016)**

Continue progress towards pursuing Public Health Accreditation status which will support internal capacity to address health inequities. The accreditation process will improve public health capabilities to address health inequities, which disproportionally affect persons living in poverty.

**Member Activity:**

* Provide involvement with the coordinated care organization community advisory council via monthly meetings
* Complete Public Health Accreditation Board (PHAB) online orientation.
* Assist in establishing Health Department Strategic Plan in order to complete the prerequisite requirements for PHAB
* Connect with other VISTA members and accreditation workgroups to share best practices
* Integrate within health department routine services to best identify, plan for and guide accreditation strategies.
* Develop staff education trainings on accreditations domains and seek and guide staff assistance in documentation
* Assist in continuing development of quality improvement initiatives, planning and documentation.
* Design and apply guideline document formatting in accreditation readiness style

# Quality Improvement in LHD

**Objective of the Assignment (Period of Performance:)**

By August 2014, enhance the effectiveness of YCPH to meet the needs of the community through conducting Quality Improvement (QI) Efforts. Quality improvement of health department services will result in better-quality services provided to low income individuals and families.

**Member Activity:**

* Activity 1: Become familiar with the Agency Strategic Plan and how it relates to QI.
* Activity 2: Identify strategies for QI after reviewing QI suggestions with QI Team.
* Activity 3: Assist teams with QI projects across YCPH programs by providing subject-matter-expert advice based on brainstormed ideas and by bringing in shared resources from the Accreditation Work Group.
* Activity 4: Assist in QI / Accreditation presentations and highlight QI champions.
* Activity 5: Help to ensure that improvement activities are documented according to accreditation standards and accessible to YCPH staff on the QI board.

**Objective of the Assignment *(Period of Performance: 2015-16)***

Expand the department’s quality improvement process, which focuses on the process to help bring services to the next level with the aim to improve the overall health of the community and the low income clients served by the department.

**Member Activity:**

* Understand the department's Quality Improvement Plan, and identify current quality improvement projects with program managers and staff
* Develop additional quality improvement projects with managers and staff, and provide resources to assist with technical questions as needed
* Ensure appropriate documentation of quality improvement initiatives
* Implement and evaluate efficacy of quality improvement projects, following standard quality improvement models

# CHIP Implementation

**Objective of the Assignment (Period of Performance: April 2013 - April 2014)**

Work with MCHD staff to provide leadership to two regions of the Community Health Improvement Partnership.

**Member Activity:**

* Recruit new partners who will conduct evidence-based initiatives to improve the health of the community. This will involve partnering with members of the CHIP regional workgroups to identify new potential members and then doing outreach to those individuals and organizations.
* Attend various health department meetings to become familiar with local initiatives, learn about current health issues facing the county, and network with local health leaders.
* Facilitate and schedule CHIP meetings. Coordinate agenda, develop and distribute minutes.
* Facilitate creation of new CHIP logic models and updating of existing logic models.
* May participate in CCO/PH Community Health Assessment (CHA) and development of Health Improvement Plan (CHIP).

**Objective of the Assignment (Period of Performance: 2015-16)**

Coordinate Community Health Improvement Plan (CHIP) committees, including the steering committee and five subcommittees, which seek to implement broad changes to improve health care for low income insured members.

**Member Activity:**

* Coordinate meeting planning, scheduling and logistics to ensure participation in CHIP efforts, including schedule coordination (Doodle polls) and invitations.
* Create supplementary/reference documents for committee members (agenda, minutes, etc.)
* Aid Public Health Administrator and subcommittee chairs with meeting facilitation
* Document meetings discussions and decisions in order to ensure accountability and aid follow up activities, and coordinate with committee members to finalize for public record.
* Support steering committee long-term sustainability by supporting the creation of a vision, mission and core values statement, as well as development of an annual calendar of key activities and discussion topics for meetings needed to maintain long term effectiveness, sustainability and accountability of the Community Health Improvement Plan committees.

**Objective of the Assignment (Period of Performance: 2015-16)**

Assist subcommittees with strategy development and Community Health Improvement Plan implementation in order to implement changes that will improve the reach and effectiveness of health services for low income community members.

**Member Activity:**

* Develop work tools and resources for the Community Health Improvement Plan meetings in order to improve the efficiency, effectiveness and member retention, including standardized agenda, minutes, work plan templates, new member welcome packet and other documents.
* Attend all Community Health Improvement Plan subcommittee meetings.
* Research best practices for Community Health Improvement Plan priority areas and identified goals, and present findings to subcommittee members.
* Research coalition resources and work with Public Health Administrator and steering committee to suggest well researched approaches (such as Robert Wood Johnson Foundation resources, CDC resources and others) to making communities healthier.
* Develop clear guides for the use of strategic frameworks and work with subcommittee members in using these strategic frameworks in order to improve effectiveness and viability of committees.
* Help with Community Health Improvement Plan implementation as time and appropriateness to VISTA service allow.

**Objective of the Assignment (Period of Performance: 2015-16)**

Improve the quality and capacity for Community Health Improvement Plan project implementation through community and financial support in order to establish long term institutionalization of CHIP activities seek improve reach and effectiveness of health services for low income community members.

**Member Activity:**

* Research CHIP and health improvement best practices by attending webinars, trainings, etc. that are relevant to the CHIP and community health improvement, researching other health departments, national organizations like the CDC/RWJF, national initiatives, etc. for ideas, and following health news to stay informed on new research/best practices.
* Research grants, programs, etc. that are relevant to community health improvement efforts
* Coordinate and write applications to grants/programs with CHIP partners
* Work with CHIP partners to decide how resources will be used

**Objective of the Assignment:**

Assist in implementation of community health improvement plan’s strategy and program (“Starting Strong”) in order to improve perinatal health of low income and vulnerable mothers and infants.

**Member Activity:**

* Build relationships with local partners to inform and guide future project development.
* Collaborate with Jackson Care Connect (JCC) staff to ensure Starting Strong location is a “trauma informed” environment that is welcoming to members and community and adheres to principles that recognize the impact of trauma on a person’s life, facilitates healing and prevents re-traumatization.
* Serve as a representative of the Coordinated Care Organization (CCO) between Jackson County Public Health, WIC, and other clinical providers to address barriers to accessing the program and/or care.
* Make recommendations based on barriers for programmatic refinement.

# Develop Partnerships

**Objective of the Assignment *(Period of Performance: April 2013-April2014)***

Network with key players, develop partnerships, strengthen partnerships, and develop coalitions. Most of these people/partnerships are already identified, in the hospitals, FQHC, county wellness leaders, fitness businesses, recreation districts, North Coast Food Web, Chamber of Commerce, Clatsop County HR Association and business associations. Continue to look for new partnerships to round out this collaborative effort.

**Member Activity:**

* Attend community, health department, parks department, etc, meetings to become familiar with community organizations, learn about current health issues facing the county, and network with local community leaders.
* Utilize information and contacts gathered at meetings to develop a community wellness committee.
* Develop plans for Wellness Committee meetings.
* Document meeting outcomes and develop partnerships to make the committee sustainable. Improve sustainability by creating a template for the agenda and minutes that can be used at every meeting.
* Ramp up local health assessment data and trends. Participate in CCO/PH Community Health Assessment (CHA) and development of Health Improvement Plan (CHIP).
* Research current Public Health Accreditation Board (PHAB) standards and measures relating to the CHIP and CHA.
* Network with other local health departments and OHA VISTA team members to research best practices for CHIP and CHA assessment and documentation across the state.

**Objective of the Assignment *(Period of Performance: April 2013-April 2014)***

Develop a partnership with the Burns Paiute Tribe, and local schools, hospital and clinics to expand the reach of healthy community goals.

**Member Activity:**

* Research nationwide efforts for tobacco cessation programs.
* Research and compile information about tobacco usage rates for tribes across the nation and specific tribal interventions to tobacco cessation.
* Distribute materials to tribal partners on tobacco cessation.
* Research current food options at local schools and clinics (include vending machines, food access, nearby restaurants, etc)
* Develop materials on healthy eating for distribution within schools and clinics.
* Attend local health board meetings to gain in-group status, learn about, and share in the current culture of preventative health within the health district.
* Research and compile information on common stressors in clinic/medical environments.
* Develop a training that can be presented to local healthcare workers in Harney County on managing stress, worksite wellness, and healthy living.

**Objective of the Assignment (Period of Performance: August 2015-2016)**

Build relationships and networks with community members, partner organizations, and schools to foster resource-sharing. Link services and resources for low-income and vulnerable populations in need of support, especially in rural areas, in order to increase access to health services for the underserved population and reduce the health and economic impact caused by inadequate healthcare services.

**Member Activity:**

* Regularly attend community meetings and wellness fairs, share updates with community partners, and collect information about events and resources happening in the community.
* Develop understanding of the services available for populations in poverty and rural areas, working to find and develop programming to address needs but not overlap existing resources.
* Work with the Yamhill CCO Early Learning Hub Coordinator to create recruitment strategies for the Parent Advisory Council, which garners feedback from parents around issues that affect their children. Attend school events and functions to build relationships between the Yamhill CCO and the school districts.
* Work with Dental Coordination Organizations, which coordinate dental insurance for Yamhill CCO members, and the local Oral Health Coalition to develop a referral system for patients in need of oral health care or support.

**Objective of the Assignment (Period of Performance: April 2015-April 2016)**

Engage community partners and develop community partnerships that will support program goals of skills and employment development for doulas in order to build job skills and increase access to healthcare by pregnant women.

**Member Activity:**

* Identify community partners with missions and interests that align or could align with those of the ICTC programs
* Create presentations in Power Point about the employment prospects, employability and career tracks for doulas.
* Develop a presentation schedule for the ICTC that will enable ongoing, systematic outreach and education of potential partners.
* Create written agreements with community partners that solidify partnership and their support for financial literacy programs.

**Objective of the Assignment *(Period of Performance: April 2015-April 2016)***

Cultivate partnerships with community based organizations and community leaders in order to build community capacity to address childhood overweight/obesity, with a focus on children living in poverty.

**Member Activity:**

* Attend Community Partner meetings and events that highlight improving healthy nutrition and physical activity opportunities for children in Yamhill County.
* Perform networking and "cold calling" to community organization and leaders in order to educate them about the program, establish new connections and explore opportunities for collaboration.
* Adapt and give oral presentations to community leaders and organizations about the SNACK program and its benefits.
* Collaborate with Community partners and Supervisor to develop garden education curricula for children and their families living in poverty.
* Collaborate with Community Partners and Supervisor to develop new services and events, such as gardening projects and affordable healthy cooking classes.

**Objective of the Assignment *(Period of Performance: April 2015-April 2016)***

Strengthen coordination between WIC, SNAP, OSU Extension (SNAP-Ed) and the Oregon Food Bank.

**Member Activity:**

* Assist local WIC agencies to identify and engage with their community partners to identify resources for participant education. These partners could include hunger and food advocates, Coordinated Care Organizations and medical providers, local non-profits such as Community Action Organizations, etc.
* Meet with key representatives of these organizations to coordinate key nutrition education messages and food and nutrition resource dissemination.
* Identify opportunities to strengthen coordination and collaboration in providing nutrition education and resources to shared low-income families

# WIC

**Objective of the Assignment *(Period of Performance: April 2013 – April 2014)***

Assess utilization of WIC services within two regions of the County to identify potential unmet need with particular focus on low income pre-school age children & breastfeeding practices.

**Member Activity:**

* Review local data around pregnancy and birth rates of target communities within Marion County and assess the data on school enrollment and families receiving free or reduced school meals.
* Assess data around breast feeding initiation rates and duration of breast feeding practices within Marion County to identify opportunities for improvements.
* Assess the current referral process to include, sources of referrals, their knowledge of WIC services, their awareness of the benefits of WIC, the information they need and how they would like to receive it and updates
* Review the Marion County community health assessment data for obesity and related indicators.
* Document assessments completed by sector (e.g. schools, business, health care providers) that includes dates completed, contact information and opportunities for changes that will support breast feeding & healthy eating
* Provide monthly progress reports
* By December 1 2013, develop a written health profile report (using MCHD template) for the population studied

**Objective of the Assignment *(Period of Performance: April 2015-April 2016)***

Conduct a customer service assessment with selected local agencies, with a special focus on identifying barriers, concerns and opportunities to address health equity and cultural appropriateness. The assessment information will be shared with the local agency and community partners to prioritize activities intended to improve outreach, participation satisfaction and increase WIC participation.

**Member Activity:**

* Conduct a SWOT (strengths, weaknesses, opportunities, threats) analysis; specifically around customer service and its impact on WIC participation especially for high-risk or minority communities.
* Conduct key informant interviews with a sampling of current and former WIC participants regarding customer service at selected local agencies.
* Meet with selected key partner agencies (see list of Organizations above) to assess WIC communication, information & referral.
* Share results of customer service assessment with the impacted local WIC agencies to improve customer service and increase WIC participant retention. (Note: Previous surveys indicate that word of mouth is a key referral mechanism, and improving customer service will impact outreach.) The assessment will also identify new community resources to improve referral network to WIC.

**Objective of the Assignment *(Period of Performance: April 2015-April 2016)***

Expand screening for hunger and food insecurity by selected local WIC agencies, which will require staff and community engagement, education and development of food resource information in those communities.

**Member Activity:**

* With state staff assistance, develop an application process to identify selected agencies with the interest and capacity to work with the VISTA on hunger and food insecurity screening in their agency.
* For each agency identified/selected (number to be determined based on need, interest and capacity), VISTA will work with that agency’s WIC coordinator to assist local agency staff to collect and compile data on existing food resources in community. This work may include on-site visits at the local agency, conference calls and community and staff presentations.
* Create a food resource referral list for the local agency.
* Assist the local agency to engage their community partners in a dialogue about the collective impact of hunger in their community.
* Using state WIC developed resources, assist the local agency to implement food insecurity and hunger screening.

**Objective of the Assignment *(Period of Performance: April 2015– April 2016)***

By April 2016, continue to implement outreach plan to local organizations serving low-income women and children to increase referrals to Washington County WIC to improve caseload.

**Member Activity:**

* Develop outreach plan for 2015-16 including list of community partners not currently referring to WIC with particular emphasis on partners located in Tigard due to recent relocation of Tigard WIC clinic and limited caseload.
* Conduct monthly presentations to identified community partners.
* Develop and revise evaluation tools to track effectiveness of outreach efforts.
* Develop recommendations for improvements to the referral process based on evaluation findings.
* Represent WIC at community networking meetings.
* Strengthen partnership with Oregon Health Plan (OHP)/Medicaid to target enrolled individuals who are not receiving WIC services but would qualify for the program.

**Objective of the Assignment *(Period of Performance: April 2015 -April 2016)***

By April 2016, increase WIC voucher redemption rates at local farmer’s markets to improve food security and access to local fresh fruits and vegetables among low-income women and children, a public health intervention to deal with the higher incidence of overweight and obesity among low income persons that have lifelong health and economic impact.

**Member Activity:**

* Strengthen relationships with local farmer’s market staff by attending regional farmer’s market network meetings.
* Develop promotion plan to increase awareness and redemption of WIC vouchers at farmers markets.
* Coordinate WIC staff to provide outreach at Beaverton, Forest Grove, Hillsboro, and Tigard/Tualatin’s Farmer’s Markets.

**Objective of the Assignment *(Period of Performance: April 2013 – April 2014)***

Mobilize Community Health Improvement Partnership members and engage new members to create a sustainable system of referral relationships to Marion County WIC services.

**Member Activity:**

* Conduct monthly presentations to identified community partners
* Document and track impact of presentations by recording dates, attendee numbers and questions generated from target audience.
* Develop evaluation tools to track current effectiveness and any progress
* Present results of assessments completed related to breast feeding practices within Marion County and the link to obesity prevention strategies to the Coordinated Care Organization (CCO) & the Marion County Health Advisory Board.
* Report summary to all Marion County Health Department staff
* Present report of assessment and project to Marion County Health Advisory Board

# Communications Plan

**Objective of the Assignment *(Period of Performance: April 2013 – April 2014)***

Develop a communication plan in collaboration with partners, based on findings from the assessments conducted in Activity 1. Plan will include talking points and FAQ sheets to use with partner agencies and regional Community Health Improvement Partnership (CHIP) workgroups to increase access to WIC program services and which supports improved health outcomes through breast feeding promotion.

**Member Activity:**

* Develop all materials for the communication plan including flyers, hand-outs, newsletter templates, etc. Create a communications plan binder to be utilized by Local WIC Agency for on-going outreach & program evaluation.
* Write press releases for use with local media and social media within Marion County Health Department oversight; creating a sustainable resource manual for on-going external communications
* Design updates for WIC website within the Marion County Health Department public website

**Objective of the Assignment (Period of Performance: 4/15-4/16)**

Develop effective and ongoing communication channels to inform the community about public and environmental health concerns, how to access services, and other appropriate public health topics to increase community knowledge and awareness.

**Member Activity:**

* Work with Curry Community Health staff on agency website to include public health information, available program services, and local access information. Ensure information includes low cost and no cost services.
* Develop a community survey to assess preferences for communication to the public including outlets such as social media, newspaper, radio, and other available communication methods. Ensure the survey includes a wide range of individuals including ages, income, and cultural.
* Collaborate with Curry Community Health staff on utilizing a minimum of 3 separate communication outlets, and 1 media message per month. Strategize for continuity of media campaign within the organization.

**Objective of the Assignment (Period of Performance: 9/10/15 -8/25/16)**

Develop sustainable organizational systems, protocols, and strategies for marketing communications to promote the Coalition and enhance community clinics’ capacity to provide services to low-income community members.

**Member Activity:**

* Partner with Development Director and staff to create key and consistent messages and marketing materials, taking into consideration cultural, literacy, and disability differences.
* Evaluate the effectiveness of CCHC’s communication tools. Conduct communication audits, surveys (phone, email, web-based, paper), and focus groups of CCHC’s key audiences to determine if their perceptions of CCHC messages match the organization’s goals.
* Assist Development Director with coordinating print, social media, website, presentation, and email communications with interns, staff, and vendors. Track marketing outreach scope and analytics.
* Create an outreach plan to news media, community partners, and potential funders.
* Recruit graphic design/digital media college interns and other partners for marketing-specific projects.

**Objective of the Assignment (Period of Performance: August 2015-2016)**

Increase awareness of the Yamhill Community Care Organization’s resources for its 23,000 Medicaid members, who are typically living in poverty, and distribute health and wellness information by managing the Yamhill CCO’s digital presence.

**Member Activity:**

* Manage Facebook, Twitter, and LinkedIn accounts for the Yamhill CCO, posting, replying to comments, and archiving content.
* Compile information about the work being done at the Yamhill CCO and its partner organizations, and write a quarterly online newsletter, which will be sent out to partners. Develop newsletters targeted at specific committees, community groups, and members; gather feedback and create improvement strategies.

**Objective of the Assignment (Period of Performance: April 2015- April 2016)**

The VISTA will build the capacity of Oregon EMS for Children to achieve its goals and communicate with a more broad audience of EMS providers across the state. This aim can be accomplished by improving the EMSC brand and communication plan. EMSC operates in partnership with many community and government organizations as well as under guidance from an Advisory Committee. The VISTA will collaborate with all these partners and foster relationships, increasing input from target counties and Tribal EMS.

**Member Activity:**

* Educate community partners and stakeholders on pediatric emergency care in Oregon, including the challenges associated with communities experiencing poverty. Develop factsheets and resources to communicate results.
* Ensure continuation of EMSC by assisting in data collection, analysis, and reporting on program activities and progress in Oregon.
* Organize Advisory committee meeting, communicating with members and partnering with their organizations.
* Attend meetings of organizations sharing common goals with EMSC, voicing the needs of pediatric emergency care and underserved areas. These meetings include Area Trauma Advisory Boards and the State EMS Committee.
* Improve the EMSC online presence and communication brand. Develop templates for communication and manage contact lists to best distribute resources throughout the state. Improve the EMSC website and social media presence.
* Partner with the EMS for Children Family Representative to develop resources that will promote family-centered emergency care throughout Oregon, prioritizing attention and efforts to target counties and populations most affected by poverty. Parents and children with special health care needs utilize emergency care services at higher rates.

**Objective of the Assignment (Period of Performance: April 2015 –April 2016)**

Continue community health education through the Health Department via posters, social media, and community outreach in order to help all community residents to address and prevent health issues regardless of income or education level.

**Member Activity:**

* Administer the Harney County Health Department Facebook page including development of a social media plan
* Identify other social media outlets that Harney County residents use and develop them for the Health Department
* Identify and train local staff member to sustain the page
* Create pertinent educational posters and handouts for the Health Department office and community events such as the County Health Fair booth, and rural flu clinics
* Search for cost-efficient vendor services and apply new health information videos for waiting room

# Worksite Wellness

**Objective of the Assignment *(Period of Performance: July –Sept.)***

Facilitate the Community Health Advisory and Resource Team (CHART) in order to enable coordination among community organizations that serve low-income communities; the CHART is the primary collaborative body the VISTA reports to.

**Member Activity:**

* Facilitate CHART meetings and activities.
* The VISTA will share updates, best practices and facilitate health and wellness program and idea sharing.
* Work on sustainability plan with CHART for Wellness programs
* Learn CHART website, maintain it, and develop a long-term sustainability plan for website administration.
* Provide technical assistance to existing worksite wellness programs
* Promote CHART to other agencies through targeted communication face-to-face at meetings, via email, news media and other means identified.

**Objective of the Assignment *(Period of Performance: Sept-April)***

Rollout worksite wellness initiative to organizations and businesses that employ low-income workers throughout the county, and work on sustainability plan.

**Member Activity:**

* Reach out and track business groups and organizations to schedule presentations
* Follow-up with individual business to provide assistance
* Work with local businesses and organization to create larger user groups
* Align with businesses and organizations that can provide services focused on wellness
* Give group presentations and follow-up to provide ideas and technical assistance to establish new wellness programs focused on the health improvement plan and CHART areas of focus: nutrition physical activity, tobacco use, chronic conditions etc.
* Develop sustainability plan for these activities so they endure beyond the VISTA project. Activities and materials may include plans with the CHART, hand off of duties to others, written materials, etc., as identified in partnership with stakeholders.

# Healthy Communities

**Objective of the Assignment *(Period of Performance: April 2013-April 2014)***

Healthy Communities: The VISTA will support the CITCHC Healthy Communities Stakeholder’s Coordinator in developing, in collaboration and with guidance from the Healthy Communities Committee, recommendations supporting healthy food choices, consistent with nutrition standards. The scopes of this project could include, but is not limited to, Tribal event meals, vending machines, nutrition labeling of food choices, and Tribal food vendors (i.e. restaurants).

**Member Activity:**

* Research current food options at Coquille Indian Tribe Health and Community Center, Head Start, Educator, and Police Office, Tribal Administration and local clinics (include vending machines, catering vendors and menus, nearby restaurants, etc)
* Develop materials on healthy eating for distribution within tribal government offices
* Attend Head Start Policy Council, Healthy Community Stakeholder, Wellness Committee, and Coquille Indian Tribe Health Advisory Board Meetings.
* Attend meetings to gain in-group status and learn about the current culture of health within the tribal government organization.
* Research and compile information on common stressors in governmental/medical environments. Develop a training that can be presented to local healthcare workers on the reservation on managing stress, worksite wellness, and healthy living.

**Objective of the Assignment (Period of Performance: 4/28/15 -4/28/16)**

Enhance Community Wellness and Prevention (CWP) program connections with stakeholders and partners in order to lay the foundation for implementing system, environmental and other strategies to make it easier for Multnomah County residents to be tobacco-free, eat healthy foods, and participate in regular physical activity.

**Member Activity:**

* Support outreach efforts to and build and maintain relationships with partners both internally and externally.
* Foster interest and engagement in CWPP projects with internal and community partners through frequent and various methods of communication.
* Attend various health department meetings and external partner meetings to learn about local initiatives, current health issues in the community, and network with local leaders.
* Develop and maintain effective working relationships with team members.
* Support the coordination of CWPP Project meetings with partners and stakeholders.

# Tobacco

**Objective of the Assignment *(Period of Performance: April 2013-April 2014)***

Tobacco Prevention and Education Program (TPEP): The VISTA will support the CITCHC TPEP and serve with the Nasomah Wellness Program Coordinator to determine if there has been a decrease in Coquille Indian Tribal Employee commercial tobacco use since policy implementation. Data results from the analysis to promote and prioritize future commercial tobacco prevention initiatives.

**Member Activity:**

* Research nationwide efforts for tobacco cessation programs.
* Research and compile information about tobacco usage rates for tribes across the nation and specific tribal interventions to tobacco cessation.
* Develop materials for distribution to tribal partners and workers on tobacco cessation.

**Objective of the Assignment (Period of Performance: August 2013-August 2014)**

Collaborate with TPEP coordinator to support decrease in tobacco use in Crook County.

**Member Activity:**

* Disseminate information from environmental scan completed during prior fiscal year.
* Participation on Crook County Community Coalition’s Reduce Underage Drinking

Initiative, which also works with reducing underage tobacco and drug use.

* If a Tobacco-free County Campus is approved, help TPEP coordinator with implementation of information dissemination regarding guidelines and logistics.
* Create marketing materials for use in and around the building.
* Partner with Mosaic Medical and local providers to implement tobacco cessation intervention across multi-disciplinary medical providers.

**Objective of the Assignment (Period of Performance: 9/1/14-1/31/15)**

Increase the number of low-income residents who access tobacco cessation and education classes, thereby reducing the costs and health impact of tobacco use by vulnerable populations.

**Member Activity:**

* Develop a referral system for local providers
* Develop media plan and public service announcements for classes
* Educate WIC staff on tobacco use by pregnant women and train on 5-A’s for referral to tobacco cessation classes.

**Objective of the Assignment: (Period of Performance: August 2015-August 2016)**

Build new and ongoing community initiatives that seek to reduce the use of traditional tobacco products, e-cigarettes, and marijuana in order to allow community residents to live in smoke-free environments and free of smoking/nicotine addiction, as these addictions and unhealthy environments disproportionately affect communities of color and people living in poverty.

**Member Activity:**

* Gather, organize, develop and disseminate essential information for staff and community partners: Build and maintain an inventory of evidenced-based research on marijuana and electronic cigarettes available for staff or the public education and engagement in planning. Develop and distribute informational materials to community partners and the public about the new law on marijuana and any news laws about electronic cigarettes. Develop and distribute prevention materials and presentations directed at youth for electronic cigarettes and marijuana.
* Participate in outreach efforts to build and maintain relationships with partners both internally and externally.
* Launch e-cigarette access reduction program in order to reduce use of nicotine by low-income youths and reduce the health and economic burden of nicotine-related addiction and disease.
* Identify materials to provide to youth/student coalition leaders to support Kick Butts and other tobacco reduction strategies.
* Recruit and train youth volunteers to complete a retail assessment of tobacco marketing in Tillamook County, working with Tobacco Prevention and Education Coordinator.
* Contribute to the survey of parks and public places regarding protection of children and youth from tobacco.
* Support coalition of youth leaders interested in public education and prevention of addictions through education and healthier environments.

**Objective of the Assignment (Period of Performance: Months 1-12)**

Support development of a comprehensive tobacco cessation referral system for the public health agency which will require that clients are assessed for tobacco use, advised to quit, and referred to the Oregon Tobacco Quit Line in order to reduce tobacco use, which is a leading cause of illness and death among people living in poverty.

**Member Activity:**

* Connect with staff and review existing materials in order to assess current practices within the Health Department and satellite clinics for referring clients to the Oregon Tobacco Quit Line.
* Conduct Internet research and collaborate with other public health professionals in order to identify successful procedures for implementing a system to refer clients to the Oregon Tobacco Quit Line.
* Develop local procedures to implement an effective referral system
* Educate and inform public health staff about the referral procedures developed, through printed materials, face-to-face events, and other methods as needed.
* Support media outreach efforts to promote the new system to community and key stakeholders.

# Emergency Preparedness

**Objective of the Assignment *(Period of Performance:)***

Improve community resiliency through exercises and events, which serves people who are facing poverty and homelessness and provides resources, including personal preparedness, and possibly health care services at no cost to participants:

**Member Activity:**

* Assist local MRC Unit Coordinator and CC leadership with the planning and implementation of trainings, meetings, and emergency simulations.
* Plan, manage, evaluate and report on the CC role in the community.
* Develop a best-practices emergency preparedness volunteer program model that can be used for the community.
* Utilize evaluations submitted by attendees to create a gap analysis and quality improvement plan in order to make the event more accessible and effective in the future to better serve Oregon’s vulnerable populations.
* Develop an emergency volunteer manual, including contacts, planning calendar, venues, etc. that can be shared among leaders.

**Objective of the Assignment (Period of Performance: August 2015- Nov 2015)**

Complete a social vulnerability analysis to narrow and define populations in Marion County that are at serious risk of permanent health and economic impacts from an emergency or disaster due to functional or access needs and financial resource limitations. The analysis will support county-wide planning for emergency response agencies, social service agencies and stakeholder groups representing the identified vulnerable community groups.

**Member Activity:**

* Literature review of laws, regulations, policies and program best practices
* Research design, data acquisition, and analysis
* Inventory of potential partners and community resources that have an interest in supporting the analysis and related planning and emergency response activities
* Completion of a report that details findings and makes program recommendations

**Objective of the Assignment (Period of Performance: June 2016- August 2016)**

Coordinate and contribute to the implementation and assessment of the low income and vulnerable populations emergency services response program in order to ensure the greatest number of the covered community members are supported and integrated in the planning that can help limit the social, financial and health impacts of emergencies and disasters on their households.

**Member Activity:**

* Enhance awareness among the target population itself about this planning effort through public information, promotion to and outreach to community partners
* Develop volunteer programs so they may serve to extend the county capacity and build public-private partnership that enhance and expand the assessment and outreach effort
* Program activities as described in the plan focused on building enduring delivery through partnerships
* Assist in the development of the county emergency operations plan, and outreach to cities, nursing homes and communities to improve preparedness and response plans incorporating elements of the vulnerable population plan
* Coordinate monitoring of progress and evaluation of all activities in order to ensure that planned activities are executed and effective

**Objective of the Assignment (Period of Performance: April 2015-April 2016)**

Communities experiencing poverty are disproportionally negatively affected by disasters. The VISTA will contribute to EMS for Children’s efforts to improve pediatric disaster preparedness across Oregon. The VISTA will work in both the hospital and pre-hospital setting to voice the unique medical, psychological, and social needs of children during disasters, prioritizing efforts to target counties and areas impacted by poverty.

**Member Activity:**

* Participate in and facilitate a Pediatric Disaster Response Workshop in May 2015. Following the conference, work with the planning committee to secure funding and opportunity to continue this pilot in other areas of Oregon.
* Disseminate national resources and recommendations regarding disaster preparedness.
* Collaborate with hospitals around Oregon, prioritizing Critical Access Hospitals and those in target counties, to implement the national Checklist for Pediatric Disaster Preparedness. Encourage and assist hospitals to include pediatric considerations in their disaster planning.
* Utilize results from the national Pediatric Readiness Project to perform a gap-analysis and focus program efforts on addressing the most critical elements of preparedness to care for pediatric patients.

# Health Equity

**Objective of the Assignment *(Period of Performance: September 2014 – August 2015)***

Provide capacity building, system change suggestions, and funding support to management team and partner organizations including Regional Health Equity Coalitions (RHECs), which support local/regional activities designed to eliminate disparities and address the social determinants of health that negatively impact health outcomes of racial and ethnic minorities, who disproportionately represent people living in poverty.

**Member Activity:**

* Develop and recommend program guidelines to managers that further health equity efforts.
* Participate on a grant development team to increase funding for RHECs to build the reach and efficiency of projects designed to eliminate health disparities that negatively impact health outcomes of racial and ethnic minorities, who disproportionately represent people living in poverty
* Recommend system changes and enhancements to maximize RHEC program performance.
* Recommend RHEC program changes based on results of research regarding capacity building, systems change, and fiscal sustainability.
* Review program records, project schedules, deliverables, accomplishments and expenses to gain a comprehensive understanding of RHEC operations and processes for the purpose of analyzing program improvements over time.

**Objective of the Assignment *(Period of Performance: March 2014 – June 2014)***

Develop a consumer-based and community-specific definition of cultural competence, including benchmarks for improvement.

**Member Activity:**

* Using health equity framework and input processes, above, develop a cultural competence benchmark and standards for Columbia Pacific, with a focus on addressing the culture of poverty
* Re-design member outreach and engagement processes based on standards
* Complete an inventory of primary patient communications, outreach and care activities needing to meet cultural competence standards
* Help CCO partners and community-based organizations with culturally competent practices for engaging community members in their own health improvement.

**Objective of the Assignment (Period of Performance: 9/10/2015 – 8/25/16)**

Promote CCHC’s Healthcare Information Access & Referral program in culturally specific ways to low-income insured, under-insured, and uninsured community members, guiding them to health resources and regional community clinic medical, dental, and behavioral health services.

**Member Activity:**

* Working with Coalition member clinics, community partners, and safety-net partners, develop strategies for improving CCHC’s website resources pages, and cross promoting the organizations.
* Build outreach marketing and relationship strategies with hospitals’ staff: emergency departments, discharge planners and social workers.
* Research the economic impact of our clinics’ primary care services on Portland area hospitals that have benefited from emergency department diversion.
* Build on CCHC’s Health Insurance Exchange outreach and enrollment project to create patient information marketing strategies about health insurance literacy and how to access primary care centers for medical homes.

**Objective:**

Implement priority recommendations from Health Equity Assessment conducted by prior year VISTA in order to build the capacity of environmental health programs across the state to equitably address environmental health hazards that disproportionately impact low income and marginalized communities.

**Member Activity:**

* Review assessment and recommendations developed to build capacity of Environmental Public Health programs to address health inequities.
* Develop action plan for one or two of the priority recommendations as identified by staff and managers, such as reaching out to and convening an Environmental Justice Advisory or Consultant group.
* Implement the selected action plans.

# Coalition Building

**Objective of the Assignment (Period of Performance: August 2105 – July 2016)**

Expand and support a minimum of four local oral health coalition chapters throughout the state in order to support local solutions and public health interventions that can address preventable oral health disease among low income and underinsured community members.

**Member Activity:**

* Engage with the Local Coalition Building Committee in the development of a local oral health coalition tool kit.
* Identify essential stakeholder categories within local communities essential to successful coalition building and sustainability that empowers local communities to best address the oral health burden among low-income and ethnically diverse populations.
* Work with the committee in developing chapter charters that will be a guiding document in the establishment and operation of local oral health coalitions.
* Identify broad priorities, goals and strategies that are in alignment with the *Strategic Plan for Oral Health in Oregon* that can be helpful for growing local oral health coalitions and as identify their specific role in local communities.
* Facilitate the planning and gathering of organizational meetings along with meaningful presentations.
* Develop and implement evaluation tools that can measure the effectiveness, the best practices, and areas of improvement needed in coalition building.

**Objective of the Assignment (Period of Performance: March 1st – May 31, 2016)**

Initiate planning and support for community coalition that will coordinate increased access to health care for MacDonald Center’s low income and extremely socially isolated clientele so as to help reduce the long term health and economic impact of health issues.

**Member Activity:**

* Begin the initial preparations necessary to build a community coalition of providers and community organizations interested in addressing some of the barriers that have been identified
* Recruit volunteers to help contact and maintain communication with local providers and community organizations that have been identified to participate in a community coalition
* Develop an agenda for the first coalition meeting
* Schedule a community coalition meetings to begin in late February 2016

**Objective of the Assignment (Period of Performance: June 1st – August 2016)**

Develop a coalition sustainability plan in order to provide ongoing collaboration that will sustain increased access to care for MacDonald Center’s low income clientele so as to help reduce the long term health and economic impact of health issues.

**Member Activity:**

* Analyze the information from the first community coalition meeting and follow up with any organizations/providers as necessary
* Depending on the commitments made during the first coalition meeting, collaborate with participants and stakeholders in dialogs to begin to frame how the group will move forward.
* Collaborate with partners to finalize the goals of the coalition.
* Develop a coalition sustainability plan and the best way for the community to move forward for the next 12 months.

# Program Development

**Objective of the Assignment *(Period of Performance: May 2015-April 2016)***

Support the development of an effective and culturally competent curriculum that is inclusive and empowering for children and their families living in poverty.

**Member Activity:**

* Collaborate with Supervisor to develop the curriculum to effectively reduce barriers to healthy eating and activity for children and families living in poverty.
* Perform a literature review of curricula similar to that of SNACK.
* Lead a focus group with participants and their families to determine ways that the SNACK program can best fit their needs.

**Objective of the Assignment *(Period of Performance: May 2015-February 2016)***

Develop a comprehensive monitoring and evaluation plan for the SNACK program.

**Member Activity:**

* Review previous evaluations of programs similar to SNACK.
* Collaborate with Supervisor and mentors to develop evaluation protocols.
* Draft evaluation materials i.e. pre and post questionnaires, in-depth interview guides, focus group protocols that will allow the SNACK program to be monitored and improved to better focus resources on effective strategies to improve health outcomes of children.
* Perform evaluation tasks i.e. host focus groups, perform interviews, and analyze collected data. (Direct client interaction will be limited to program level assessment and evaluation activities.)

# Special Topics

**Objective of the Assignment (Period of Performance: 9/8/15-6/1/16)**

Develop and create a sustainability plan to promote more active transportation among low income Crook County students and families in order to increase daily physical activity substantially and reduce the impact of chronic diseases related to low levels of physical activity.

**Member Activity:**

* Develop and coordinate a plan to educate local students, parents, teachers, and administrators on the purpose and benefits of the Walking School Bus.
* Recruit local champions to plan and lead Walking School Bus throughout the school year.
* Promote Walk and Bike challenge month (May 2016) to local students through outreach and collaboration with schools and community organizations (Central Oregon Trail Alliance, Good Bike Co, Commute Options, etc).
* Conduct communications campaign in collaboration with community partners to promote Safe Routes to School program and provide technical support for Crook County schools choosing to apply for Safe Routes to School mini grants. (With grant funding, the school team evaluates the ability of students to safely walk and bicycle to/from the school by identifying the barriers and hazards within two miles of the school.)

**Objective of the Assignment (Period of Performance: September 2015 – December 2015)**

Support the Young Adult Hub Workgroup to create a drop-in center space that is comfortable and decreases barriers for disenfranchised youth seeking health and mental health services in order to improve health outcomes for low income and at-risk youth and reduce lifelong health and economic impact of health and mental health issues.

**Member Activity:**

* Create a plan for conducting youth focus groups including recruitment and agenda.
* Conduct the focus groups to solicit youth input into the layout and development of the drop-in center.
* Advise the Young Adult Hub Workgroup in designing and planning the space based on focus group input.
* Assure youth involvement through recruiting and leading a youth advisory board that will advise on planning and conduct the more direct outreach to youth in the community.

**Objective of the Assignment (Period of Performance: September 2015 – August 2016)**

Promote Young Adult Hub services to community partners that will reach at-risk, disenfranchised youth in the community and expand use of the resources in order to reduce the immediate and long term health and economic impact of health and mental health issues.

**Member Activity:**

* Orient the host organization and community partners to the services available at the Young Adult Hub.
* Develop information and outreach materials in collaboration with the Young Adult Hub Workgroup.
* Meet with community organizations and committees to provide information and prevention education to community organizations and committees on the population to be served at the Young Adult Hub

**Objective of the Assignment (Period of Performance: September 2015 – August 2016)**

Assist with developing social media presence and strategy for the Young Adult Hub in order to increase awareness and use of services by at-risk youth, using age- and audience-appropriate social media marketing methods.

**Member Activity:**

* Draft a social media policy for the Young Adult Hub, outlining the standard procedures, goals and objectives of the organization’s social media account(s).
* Determine the audience to engage through social media, and establish a strategy for reaching this audience most effectively.
* Create social media content from topics specifically tailored to the target audience. Build networks and keep up to date on content from organizations with similar goals.
* Develop social marketing sites with assistance from the Public Relationships Officer and IT Department.
* Implement system to track, monitor, and report on social media outcomes.
* Contribute to sustainability plan for social media presence, based on adjusting original strategy as social media presence develops and grows**.**

**Objective:**

Coordinate Community Resilience Story project in order to collect and broadly disseminate stories and identify solutions within vulnerable and economically distressed populations in order to promote environmental health solutions that alleviate major environmental hazards with significant health and economic impacts. (Q1-Q3)

**Member Activity:**

* Review list of potential partners identified through a preliminary process (examples include: migrant farmer advocates, rural health organizations, coastal communities)
* Finalize project talking points, timeline, and protocols.
* Conduct informational interviews with identified partners to further explore stories and better understand how project outputs could be designed to best meet our partners’ communication needs.
* Collaborate with Oregon Health Authority publications team (if available) to schedule the site visits with story project participants
* Collect resilience stories throughout the state through an identified medium (voice recording, video recording, photography, etc.)
* Record collected stories and summarize into communication documents that are co-developed with the participants after the site visit.
* Assist the Climate and Health Program team with selecting stories and content to include in the Resilience Plan.
* Present the stories online, potentially by map marking stories
* Send final printed materials, web links, and thank you messages to all project participants.
* Conduct a post project survey to evaluate the effectiveness of the project.
* Document procedures for story telling project so it can be repeated easily as needed.

**Objective of the Assignment (Period of Performance: April 2015-April 2016)**

Coordinate the continuing education program for doulas in order to maintain and develop skills and increase their employability, enabling better delivery of healthcare services to underserved pregnant women and provide economic opportunity to doulas from communities with high jobless rates.

**Member Activity:**

* Plan and coordinate five financial literacy workshops that build skills needed to maintain a profession as a doula, such as how to receive reimbursement by Medicaid.
* Promote and announce the graduates in order to support their employment and raise awareness of the program.
* Coordinate job shadowing by five of the trainees in order to further their skills development and connections with the workforce.