



## Legislation Text

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**File #:** 16-0762, **Version:** 1

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Health and Human Services Agency, Public Health Division, recommending the Board recognize the Public Health Division and accept, with thanks, the award of \$10,000 from the Health Officers Association of California for the Communications Award for Most Innovative Campaign in a Small Jurisdiction.

**FUNDING:** Revenue.

**DEPARTMENT RECOMMENDATION:**

Health and Human Services Agency (HHS) recommending the Board recognize the Public Health Division and accept the award from the Health Officers Association of California (HOAC) Public Health Communications for Most Innovative Campaign in a Small Jurisdiction. This award comes with a \$10,000 prize, individualized technical assistance for communication projects, and the opportunity to meet and present HHS's program to State legislatures and local lawmakers in the State Capitol.

**DISCUSSION / BACKGROUND:**

HOAC represents the physician health officers in California's city and county jurisdictions. They conduct special projects to advance the practice of public health in California. Each year HOAC recognizes unique technological innovations and showcases outstanding efforts to improve community health and promote fair access to healthy lifestyles using communication tools. Ten counties were chosen to each receive a \$10,000 award to support their efforts.

The County of El Dorado was selected for Most Innovative Campaign in a Small Jurisdiction for the video created by HHS's Public Health Division for their "Health Through My Eyes" campaign. The "Health Through My Eyes" campaign is a product of HHS's Public Health Accreditation team and the El Dorado County Youth Commission in which they created the PhotoVoice project. The PhotoVoice project captured what youth believe contributes to good and poor health in our communities. These results have been incorporated in HHS's Community Health Assessment.

Historically, youth have been under represented in our Community Health Assessments. They offer a unique perspective in terms of perceived Public Health issues. HHS wanted an attractive and innovative way to involve youth in data collection for our 2016 Community Health Assessment. HHS also wanted to display the data in a way that is palatable to the general public. HHS thought photographs would really bring the issues to life and a video would add context, which in turn, would be a really effective way of educating the County of some of the public health issues that matter to the youth of our community.

HHS plans to use the funds to address objectives identified through the 2016 Public Health Community Health Improvement Planning process. Public Health will work to collaborate with the Youth Commission to ensure ongoing involvement of local youth in the assessment process.

**ALTERNATIVES:**

N/A

**OTHER DEPARTMENT / AGENCY INVOLVEMENT:**

N/A

**CAO RECOMMENDATION:**

It is recommended that the Board approve this item.

**FINANCIAL IMPACT:**

There is no Net County Cost associated with this financial award. Sufficient appropriations will be included in the fiscal year (FY) 16/17 addenda budget.

**CLERK OF THE BOARD FOLLOW UP ACTIONS**

N/A

**STRATEGIC PLAN COMPONENT:**

County of El Dorado Strategic Plan Project Objective 5: Strengthen collaboration with community stakeholders to ensure the development and delivery of comprehensive and integrated services.

**CONTACT**

Patricia Charles-Heathers, Ph.D., Assistant Director of Health Services