Growing Community Trust in Whitman County Public Health

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Whitman County Public Health
The Northwest Center for Public Health Practice acknowledges the land we occupy today as the traditional home of the Tulalip, Muckleshoot, Duwamish and Suquamish tribal nations.

Without them we would not have access to this working, teaching and learning environment. We humbly take the opportunity to thank the original caretakers of this land who are still here.
Question for the Viewers

How would you describe the level of trust in public health in your community?

A. Very high trust in public health
B. Moderate trust in public health
C. Some distrust in public health
D. Extreme distrust of public health
E. Other (type in chat)
A Framework for Building Trust

Defining and Measuring Trust

Trust-Building Strategies and Activities
Our work was/is ongoing, iterative, and one-time.
A Framework for Building Trust
Our Shaky Foundation

Foundation of Trust

The Community Leaders

The Neighbor

WCPH
Intentions

This

• Trust in Whitman County Public Health

Not That

• Trust in Public Health
• Trust in Science
• Trust in Government
THIS

| Communication | Relationship | Trust |

NOT THAT

<p>| Communication | Behavior Change |</p>
<table>
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<tbody>
<tr>
<td>Accepts, for better or worse, that illicit drug use is part of our world and chooses to work to minimize its harmful effects rather than simply ignore or condemn them.</td>
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<td>Understands drug use as a complex, multi-faced phenomenon that encompasses a continuum of behaviors from severe use to total abstinence, and acknowledges that some ways of using drugs are clearly safer than others.</td>
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Source: https://harmreduction.org/about-us/principles-of-harm-reduction/
| 3 | Establishes quality of individual and community life and well-being – not necessarily compliance to all recommendations – as the criteria for successful interventions and policies |
| 4 | Calls for the non-judgmental, non-coercive provision of services and resources to people who distrust and the communities in which they live in order to assist them in reducing attendant harm |

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| 4 | Calls for non-judgmental, non-coercive provision of services and resources to people who use drugs and the communities in which they live in order to assist them in reducing attendant harm. |

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<tr>
<td>Ensures that people who distrust and those with a history of distrust routinely have a real voice in the creation of programs and policies designed to serve them</td>
<td>Affirms people who distrust (PWUD) themselves as the primary agents of reducing the harms of their distrust and seeks to empower PWUD to share information and support each other in strategies which meet their actual conditions of use.</td>
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<td>Recognizes that the realities of poverty, class, racism, social isolation, past trauma, sex-based discrimination, and other social inequalities affect both people’s vulnerability to and capacity for effectively dealing with distrust related to them</td>
<td>Does not attempt to minimize or ignore the real and tragic harm and danger that can be associated with distrust</td>
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Source: https://harmreduction.org/about-us/principles-of-harm-reduction/
2022 STRATEGIC PLAN

Whitman County Public Health

Growing a Healthier Community.
It's Not You, It's Me: Re-Envisioning WCPH

Mission
To protect and improve the health and well-being of Whitman County.

Values
• Individual-level-service
• Community-Oriented
• Trustworthy
• Compassionate
• Respectful
Goal 2

**Improved Public Awareness of and Trust in Services**

WCPH improves public knowledge of, and builds trust in, services through accessible, transparent and useful information and programming.

### Objectives

2.1 We act as an **information hub** for community specific public health resources and health status data.

2.2 We **regularly communicate** the work that we are doing with the community to increase awareness of it.

2.3 We **improve visibility** of WCPH and our partnerships through in person and active participation in community events and forums.

2.4 We **identify and adopt additional strategies** to build trust in public health, particularly with our rural communities.
Defining and Measuring Trust
WCPH’s Strategic Plan Objective 2.4
We **identify and adopt additional strategies** to build trust in public health, particularly with our rural communities.

Does an organization out there already have the “right” strategies?
There is not list of effective & verified strategies for public health departments, and most research of trust agree that the word trust does not have one, universal definition.

Establish a definition of "trust" for this work, using components that will allow us to measure changes over time.
Trust
Assumes Whitman County Public Health
1) Has the community's best interest at the center of their work, and
2) Has the expertise and ability to perform at a level of competence and consistency that is expected of them.

Components of this include:
Whitman County Public Health's ability to be objective, demonstrate consistency, and show care & concern for the community.

Whitman County Community's belief in the competence of Public Health which enables them to make an informed decision about public health guidance.
Defining Trust

- Consistency
- Care & Concern
- Competency
- Objectivity

Trust

One off
Iterative
Ongoing
Health Information

1. I have all the information I need to help me make health-related decisions in Whitman County.

2. Where do you regularly access health-related information or resources for yourself or your family? (Check all that apply.)

3. Which of the following statements about health information do you agree with more?
Components of Trust

4. I believe that organizations in Whitman County will help me if I need assistance accessing things like food, mental health services, healthcare, or transportation.

5. As far as I know, the people working at Whitman County Public Health are good at what they do.

6. I think the people working in Whitman County Public Health are honest when they share health-related information and resources with me.

7. I think messages and information from Whitman County Public Health are both consistent and clear.

8. I feel confident that Whitman County Public Health is ready as a community to handle general community health problems, such as high rates of opioid abuse or a flu outbreak, if they arise.
Q5: As far as I know, the people working at Whitman County Public Health are good at what they do.
**Q6:** I think the people working in Whitman County Public Health are honest when they share health-related information and resources with me.
**Q7:** I think messages and information from Whitman County Public Health are both consistent and clear.

- **Strongly Disagree:** 2.79
- **Disagree:** 6.27
- **Strongly Agree:** 9.3
- **Agree:** 38.72
- **Neither Disagree Nor Agree:** 42.9
Q8: I feel confident that Whitman County Public Health is ready as a community to handle general community health problems, such as high rates of opioid abuse or a flu outbreak, if they arise.

- Strongly Disagree: 4.76%
- Disagree: 31.51%
- Neither Disagree Nor Agree: 35.71%
- Agree: 21.99%
- Strongly Agree: 6.02%
Local, State, vs. Federal

9. I think the information provided by the National Center for Disease Control (CDC) is accurate and timely.

10. I think the information provided by the Washington State Department of Health (DoH) is accurate and timely.

11. I think the information provided by Whitman County Public Health is accurate and timely.
Survey Results

I think the information provided by Whitman County Public Health is accurate and timely.

- Strongly Disagree: 3.53
- Disagree: 7.2
- Neither Disagree Nor Agree: 34.13
- Agree: 43.72
- Strongly Agree: 11.4
Individual Trust

12. When I don’t have enough information, I am okay letting others whom I trust make decisions that are important for my future.

13. I generally believe others can be counted on to do what they say they will do.

14. I tend to trust others, even if I have little knowledge of them.
Question for the Viewers

Does your organization have a method for measuring trust for public health within the community?

A. Yes
B. No
C. I’m not sure
D. Other (type in chat)
Trust-building Strategies and Activities
1. Listen to our community, adjust when needed.

2. Be supportive community members.

3. Whatever we do, do it consistently.

4. Improve our external communication.

5. Update and standardize our systems.
Activity 1: Modernize Our Foundation

Communication
System Update
Consistency
We are interested in learning more about how you make decisions about your and your family's health. This survey aims to find out…

1. How do you find the information you need to make health decisions?
2. How do you decide which resources to use in Whitman County?
3. What has been your experience with Whitman County Public Health over the past year?

We are asking these questions so that we can know how to better support you in accessing and understanding public health services. Your responses will remain completely confidential and anonymous. We are not asking for your name or
Activity 3: Public Health Communication

Communication and Consistency

SAFE SLEEP
Cribettes & Sleep Sacks
To support safe sleep practices for babies in our community, Whitman County Public Health provides eligible families with cribs and sleep sacks.

SAFE TRAVEL
Car Seats
Car Seat Installation & Car Seat Checks
Whitman County has several car seat technician services, and instructions throughout the county.

SAFE PLAY
Bicycle Safety
We have a supply of bicycle helmets in various sizes for children if your child needs one. Please stop by one of our WCHP clinic locations during normal business hours.
Activity 3: Public Health Communication

Communication

Consistency
Activity 4: Annual Reports

**Health Snapshot**

Healthy People 2030 vs. Whitman County 2022

The health snapshot presented in this report is a snapshot of various health indicators to show how Whitman County’s health compares to Healthy People 2030 targets. Please note that an exact “apples-to-apples” comparison between Whitman County and Healthy People 2030 targets was not always possible. In those cases, we have given “apples-to-oranges” comparisons using data that gives information in a similar measure. We disclose explicitly where these “apples-to-oranges” comparisons occur.

**All Ages**

<table>
<thead>
<tr>
<th>Leading Health Indicator</th>
<th>Healthy People 2030 Measure</th>
<th>Whitman County 2022</th>
<th>Healthy People 2030 Target</th>
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<tbody>
<tr>
<td>Increase the proportion of people who get the recommended doses and</td>
<td>70% or higher</td>
<td>2018 2019 2020 2021</td>
<td>2025</td>
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**Health Dashboard**

<table>
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<tr>
<th>Leading Health Indicator</th>
<th>Healthy Data 2019 Measure</th>
<th>Healthy People 2030 Target</th>
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<tbody>
<tr>
<td>Reduce drug overdose deaths</td>
<td></td>
<td>20.7 per 100,000 population</td>
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**Focus Area**

**Healthcare Priority Data**

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<th>Mental &amp; Behavioral Health</th>
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**Whitman County Suicide Prevention Task Force**

The task force is made up of people across the county representing mental health, housing, and others. The goal is to address the needs of the communities through various initiatives. In 2023, the task force will be working with schools to address mental health issues.

**Whitman County Recovery Navigator Program**

The program aims to support individuals in their recovery journey by connecting them with resources and services. It focuses on providing mental health support and education to help individuals manage their conditions and improve their quality of life.

**What’s Next from Whitman County Public Health?**

In 2023, WHCC will partner with current mental health organizations and work together to support the needs already being underserved in mental health services in Whitman County.
Activity 4: Annual Reports

**Whitman County Public Health**
Growing a healthier community.

### 2022 Whitman County Public Health Annual Impact Report

**Personal & Family Health**
Supports individuals, children and families to thrive in our community.

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<tr>
<th>Division</th>
<th>Programs</th>
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| **Safe Kids** | 310 bike helmets given to kids  
20 car seats distributed  
10 cribs given to families |
| **WIC** | 400 women, infants, & children received nutrition education and nutritious food at no cost |
| **Community Clinic** | 1,000 immunizations given |

We partnered with Safeway Pharmacy in Fall 2022 to administer over 450 flu shots and over 475 COVID boosters at no cost to individuals.

These immunizations were given to people at schools, long-term care facilities, nonprofits, city workers, police, & childcare facilities.

Supportive  
Consistency  
Communication
Activity 5: Palouse Resource Guide and Community Spotlight

Supportive  Listen
Corrin McMichael, MPH CPH
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Whitman County Public Health
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Key Takeaways

• Building trust is intentional
• Define trust in your context
• Building trust is an investment
• Identify activities and strategies with your community
• Measure trust to gauge progress
A Chat with Corrin McMichael

Sue Grinnell
Corrin McMichael
QUESTIONS?

To ask a question, please click the icon in the Zoom toolbar to open your Q&A Pod.
**Whitman County Public Health Annual Impact Report**

**Palouse Resource Guide | Whitman County Public Health**
https://palouseresources.org/

**Principles of Harm Reduction | National Harm Reduction Coalition**
https://harmreduction.org/about-us/principles-of-harm-reduction/