




Growing Community Trust in Whitman County Public Health



Corrin McMichael, MPH CPH

Deputy Director

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



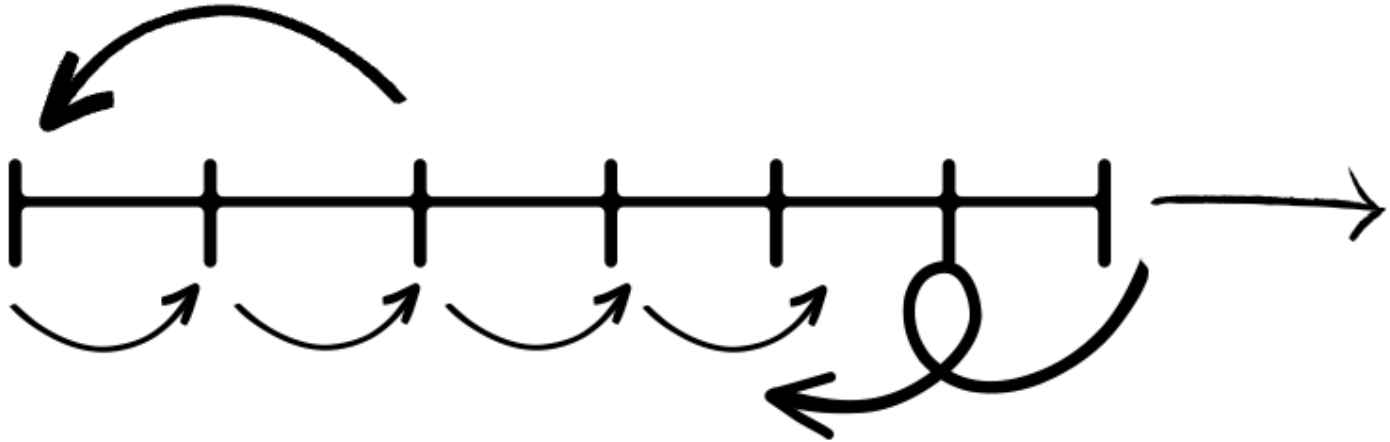
Defining and Measuring Trust



Trust-Building Strategies and Activities



Disclaimer

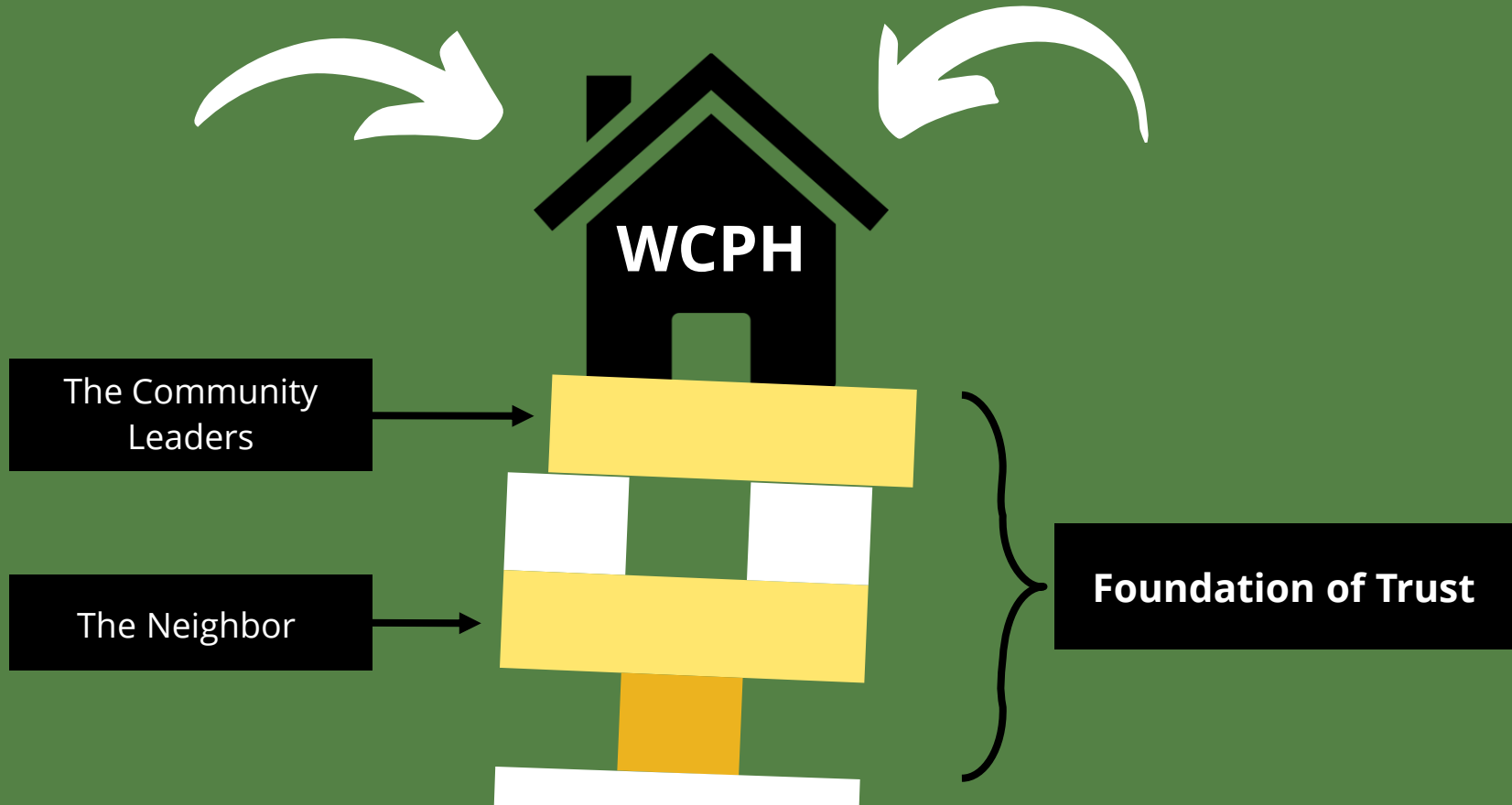


Our work was/is ongoing, iterative, and one-time.

A Framework for Building Trust



Our Shaky Foundation



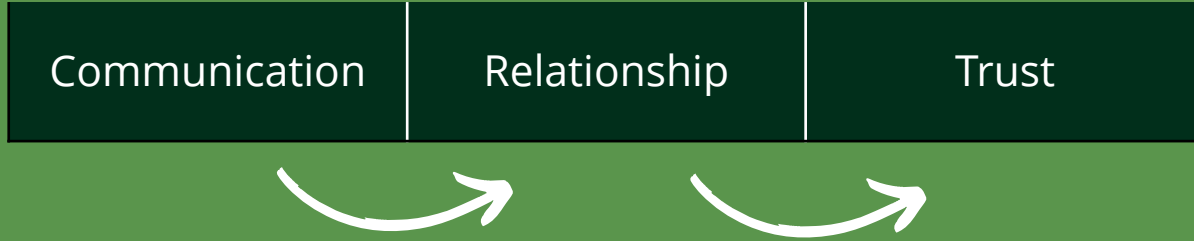
This

- Trust in Whitman County
Public Health

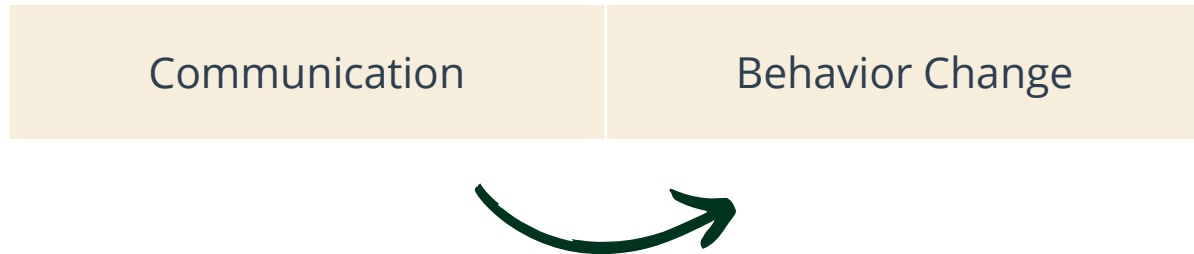
Not That

- Trust in Public Health
- Trust in Science
- Trust in Government

THIS



NOT THAT



Our Foundational Principles

1

Accepts, for better or worse, that distrust is part of our world and chooses to work to minimize its harmful effects rather than simply ignore or condemn them

2

Understands distrust as a complex multi-faceted phenomenon that encompasses a continuum of behaviors from low and narrow to high and wide, and acknowledges that some levels of distrust are clearly safer than others

1

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.

2

Understands drug use as a complex, multi-faceted 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

Our Foundational Principles

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

3

Establishes quality of individual and community life and well-being – not necessarily cessation of all drug use – as the criteria for successful interventions and policies

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.

Our Foundational Principles

5

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

6

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.

7

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

8

Does not attempt to minimize or ignore the real and tragic harm and danger that can be associated with distrust

It's Not You, It's Me: Re-Envisioning WCPH



Whitman County
Public Health

2022 STRATEGIC PLAN



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



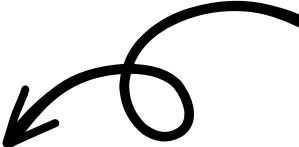
One Step Forward & Two Steps Back

Step 1

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

Our Goal

Does an organization out there already have the "right" strategies?



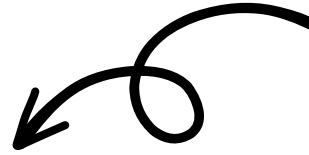
One Step Forward & Two Steps Back

Landscape Analysis Results

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.

New Goal

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

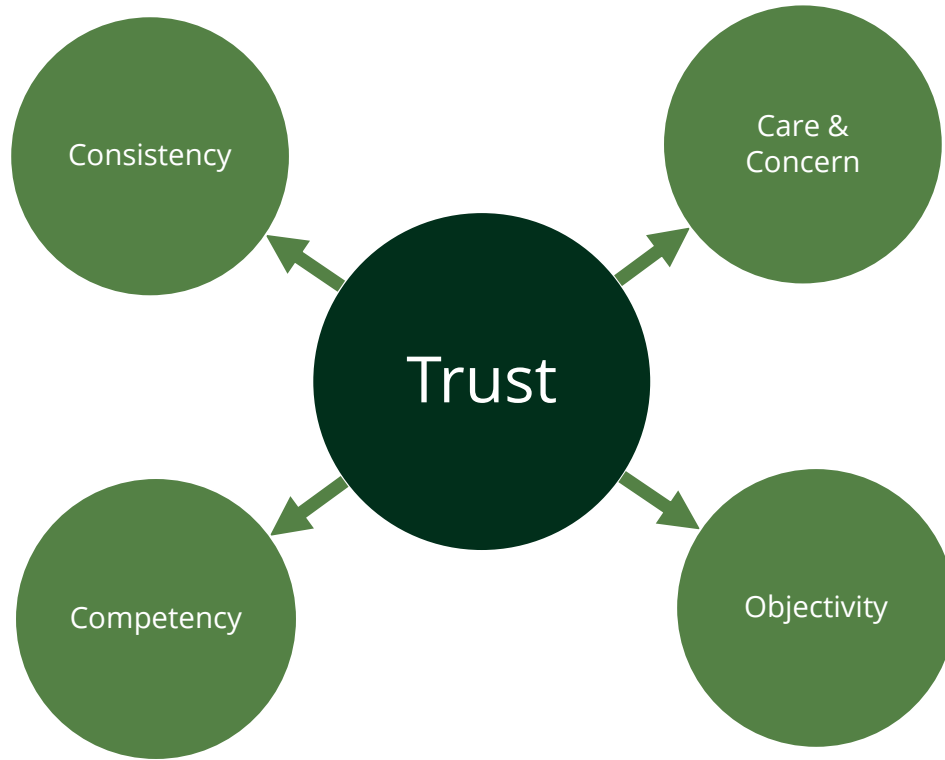
- 1) Has the community's best interest at the center of their work, and
- 2) Has the expertise and ability to perform at a level of competence and consistency that is expected of them.

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



Growing Community Connection Survey



788 responses



~2 months

3.20.23 — 5.31.23



3 minutes

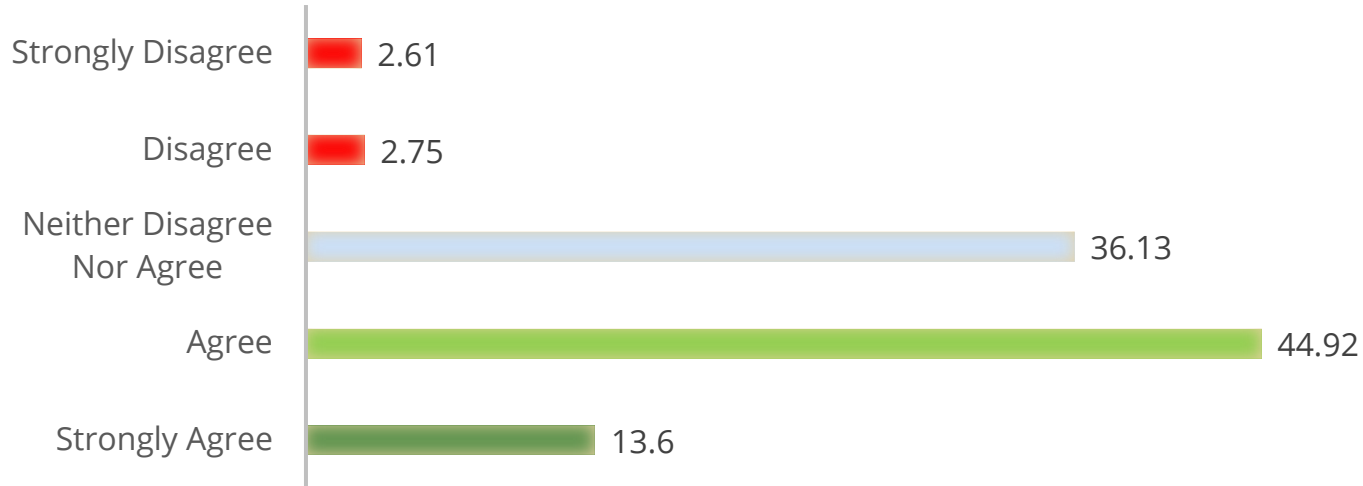
Health Information

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?

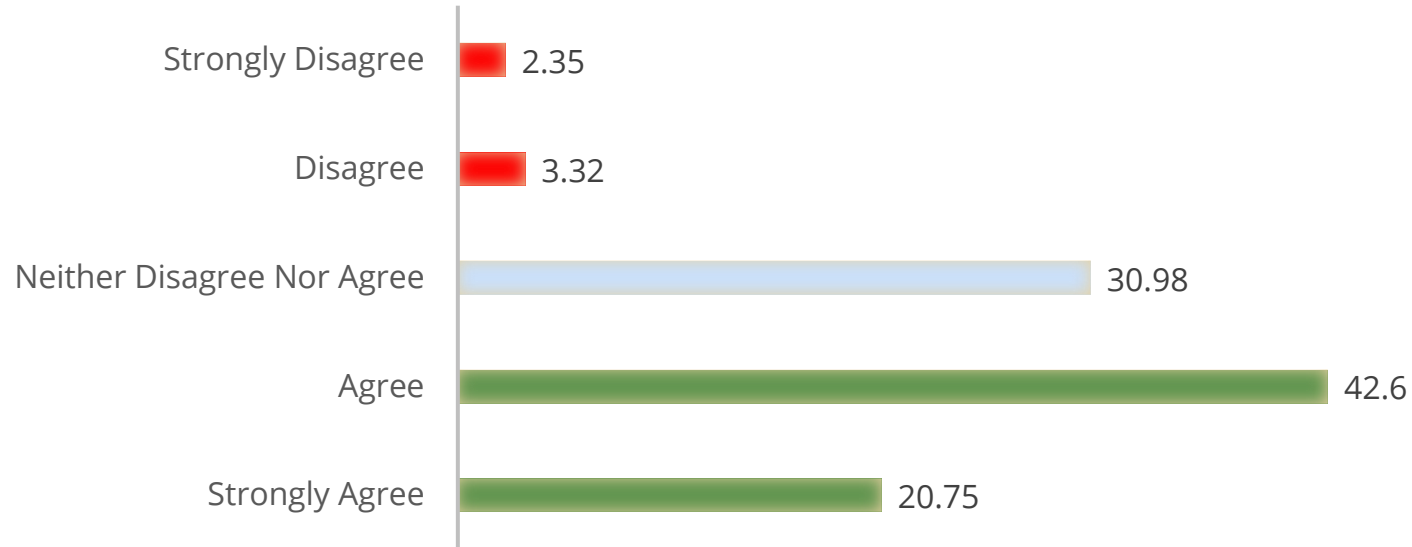
Components of Trust

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.

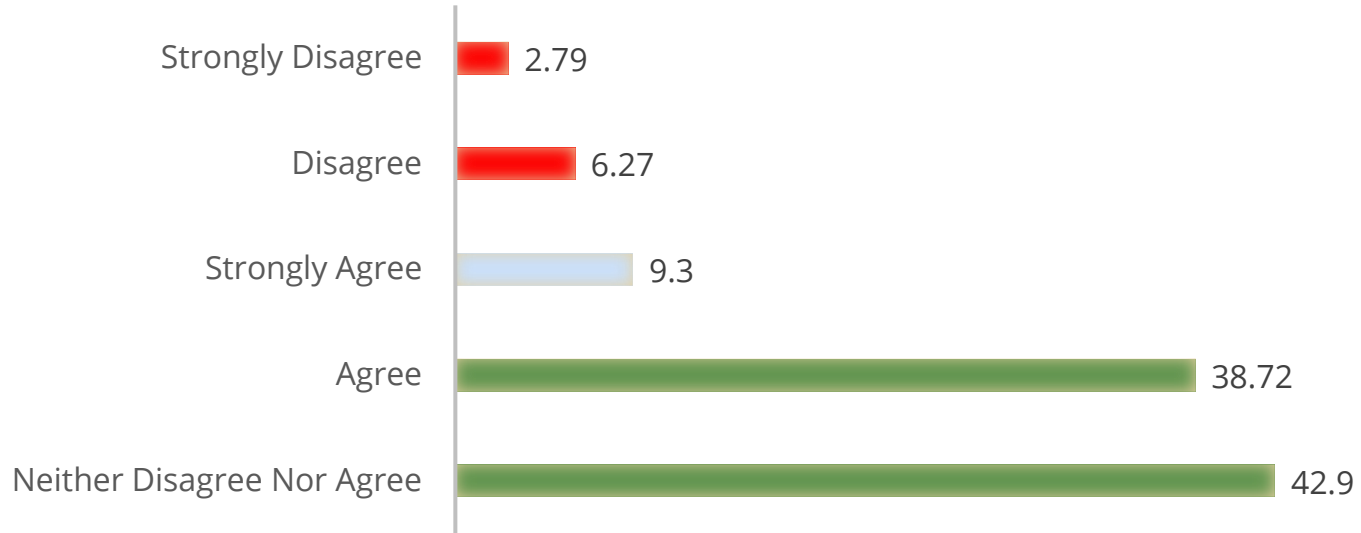
Q5: As far as I know, the people working at Whitman County Public Health are good at what they do.



Q6: I think the people working in Whitman County Public Health are honest when they share health-related information and resources with me.

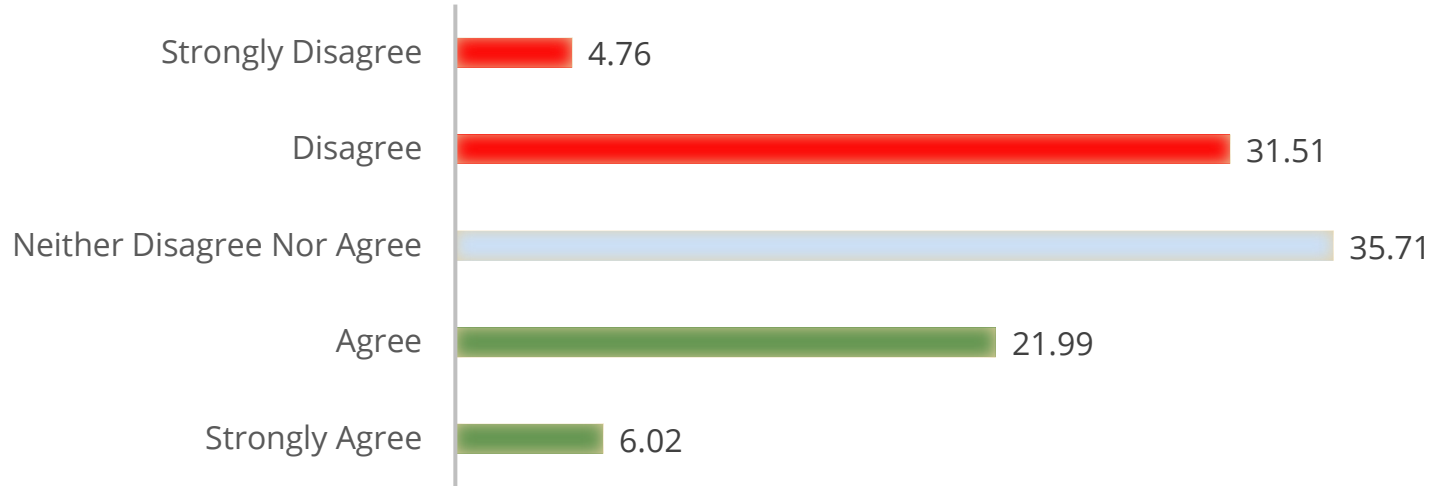


Q7: I think messages and information from Whitman County Public Health are both consistent and clear.



Survey Results

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.

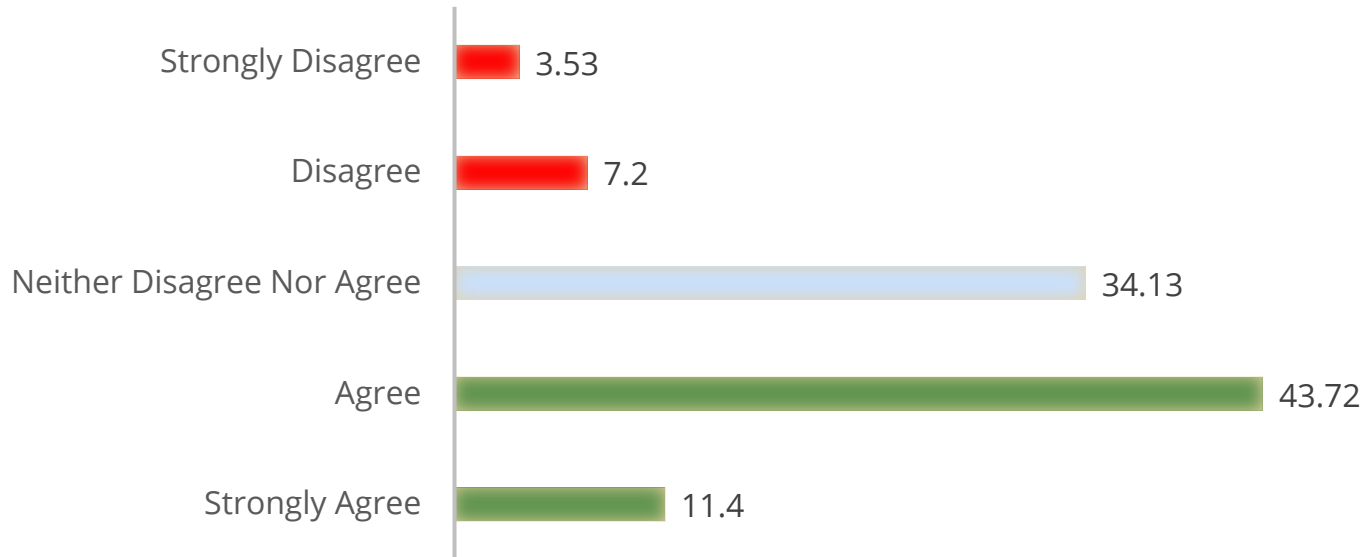


Local, State, vs. Federal

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.



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.

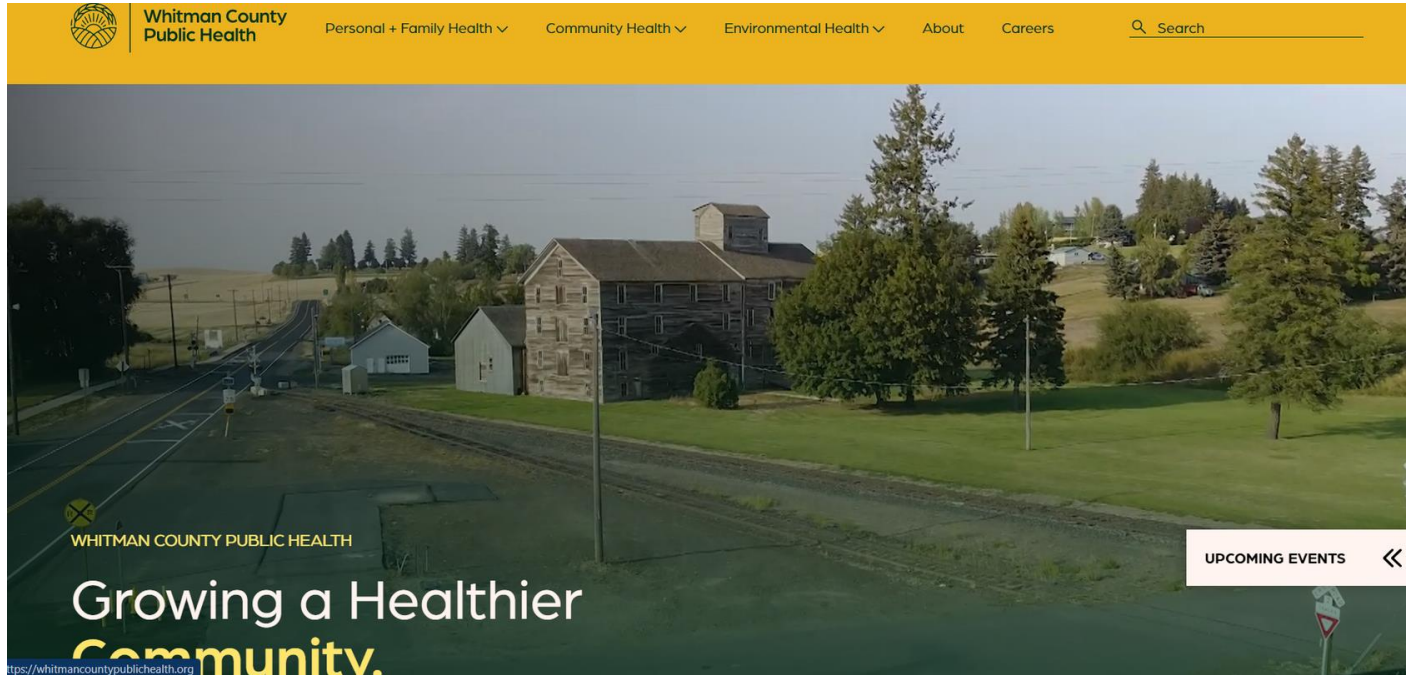


4. Improve our external communication.



5. Update and standardize our systems.

Activity 1: Modernize Our Foundation



Communication



System Update



Consistency

Activity 2: Annual Community Connection Survey



Whitman County
Public Health

Growing Community Connection Survey

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



Consistency



Listen

Activity 3: Public Health Communication



Latest



Your Data



Our Needs



Spotlights



Clinic



WIC



Safe Kids

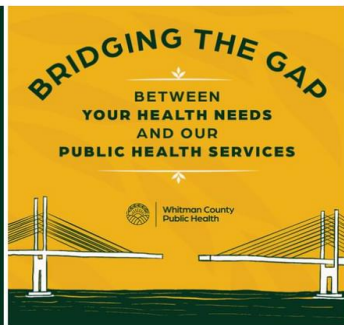
POSTS

REELS

SAVED

TAGGED

Opioid Use & Overdoses
Are Increasing Rapidly
in Washington State



HEALTH RANKING

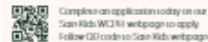
KEEP
YOURSELF
INFORMED

Check out Whitman County Public Health's latest data with our Annual Health Summary



SAFE SLEEP
Cribettes &
Sleep Sacks

To support safe sleep practices for babies in our community, Whitman County Public Health provides eligible families who meet our income guidelines with cribettes, sleep sacks, and safe sleep education.



PROGRAM QUALIFICATIONS



SAFE TRAVEL
Car Seats

Car Seat Installation &
Car Seat Checks

Whitman County has several car seat technicians and technicians throughout the county who would gladly assist parents and caregivers with car seat installations and car seat checks.



QR code to directory of child passenger safety technicians.



SAFE PLAY
Bicycle Safety

Whitman County Public Health works to prevent head injuries in children by providing bicycling helmets throughout the county.

Free Bicycle Helmets

We have a supply of bicycle helmets in various sizes for children, if your child needs one please stop by one of our WCHPH office locations during normal business hours.



Communication



Consistency

Activity 3: Public Health Communication




Communication



Consistency

Activity 4: Annual Reports



Whitman County Public Health
Growing a healthier community.

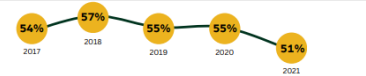
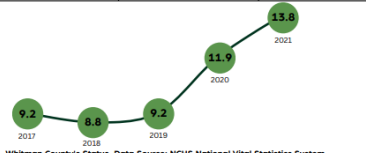
2022 Whitman County Annual Health Summary

Health Snapshot

Healthy People 2030 vs. Whitman County 2022

The Health Snapshot presented in this report is a small selection of Leading 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 these cases, we have given 'apples-to-oranges' comparisons using data that gives information on a similar measure. We clearly indicated where these 'apples-to-oranges' comparisons occur.

All Ages

Leading Health Indicator	Healthy People 2030 Measure	Healthy People 2030 Target																		
Increase the proportion of people who get the flu vaccine every year	Percent of persons aged 18 months and over were vaccinated against seasonal influenza for the flu season	70% or higher																		
 <table border="1"> <caption>Flu Vaccination Rates</caption> <thead> <tr> <th>Year</th> <th>Whitman County (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>2017</td> <td>54%</td> <td>70%</td> </tr> <tr> <td>2018</td> <td>57%</td> <td>70%</td> </tr> <tr> <td>2019</td> <td>55%</td> <td>70%</td> </tr> <tr> <td>2020</td> <td>55%</td> <td>70%</td> </tr> <tr> <td>2021</td> <td>51%</td> <td>70%</td> </tr> </tbody> </table>			Year	Whitman County (%)	Target (%)	2017	54%	70%	2018	57%	70%	2019	55%	70%	2020	55%	70%	2021	51%	70%
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2017	54%	70%																		
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2020	55%	70%																		
2021	51%	70%																		
Whitman County's Status, Data Source: Centers for Medicare and Medicaid Services																				
Leading Health Indicator	Healthy People 2030 Measure	Healthy People 2030 Target																		
Reduce drug overdose deaths	Drug overdose deaths per 100,000 population	20.7 or lower																		
 <table border="1"> <caption>Drug Overdose Deaths per 100,000 Population</caption> <thead> <tr> <th>Year</th> <th>Whitman County</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>2017</td> <td>9.2</td> <td>20.7</td> </tr> <tr> <td>2018</td> <td>8.8</td> <td>20.7</td> </tr> <tr> <td>2019</td> <td>9.2</td> <td>20.7</td> </tr> <tr> <td>2020</td> <td>11.9</td> <td>20.7</td> </tr> <tr> <td>2021</td> <td>13.8</td> <td>20.7</td> </tr> </tbody> </table>			Year	Whitman County	Target	2017	9.2	20.7	2018	8.8	20.7	2019	9.2	20.7	2020	11.9	20.7	2021	13.8	20.7
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Whitman County's Status, Data Source: NCHS National Vital Statistics System																				

Spotlight on Community Initiatives

Mental & Behavioral Health

Finding Solutions & Building Stronger Communities

Whitman County Suicide Prevention Task Force

The task force is made up of people across the county representing behavioral health, hospitals and clinics, grocery stores, law enforcement, first responders, churches, and schools. In 2023, priority work will include partnering with local high schools and WSU Extension Farm Response to offer:

- Question, Persuade, Refer (QPR), an evidence-based course that saves lives by teaching people practical steps they can take when someone they know is considering suicide. The task force aims to train farmers and farm families, youth aged 16 and older, and those who work with high schoolers. Over the coming year, the group aims to offer QPR in more schools.
- Hope Squad, a peer-to-peer suicide prevention program for high schoolers. The program reduces youth suicide through education, training, and peer intervention.

Whitman County Recovery Navigator Program

Housed at Palouse River Counseling, this program supports people living with substance use disorders (SUDs) and/or mental health conditions. It is staffed by people in recovery from SUDs and mental health conditions, who understand challenges on the path to recovery. These services are non-judgmental, confidential, and free. Peer navigators can help people access any of the following supports so they can be successful in recovery:

- Financial Assistance (rent, budgeting, electricity bills, water bills)
- Mental Health Counseling
- Food Assistance (food banks, cheap meals, etc.)
- Transportation
- Substance Use Counseling
- Medical Assistance (Medical application, finding a primary care physician, etc.)
- Support System Building & Peer Support
- Housing

What's Next from Whitman County Public Health?

In 2023, WCPH will partner with current mental health organizations and/or coalitions to support the work already being done to meet mental health needs in Whitman County.


If your organization is interested in being a partner with us, please contact communityhealth@whitmancounty.net.

Priority Need Data

Mental & Behavioral Health

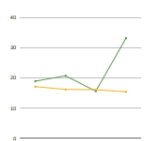
Whitman County residents identified mental and behavioral health as a top community health need, especially in the wake of the COVID-19 pandemic. Interviews, community listening sessions, surveys, and public health data revealed different facets of this need, including:

- Depression, Anxiety, Loneliness, and Suicide
- Alcohol, Prescription, and Illicit Drug Use
- Access to Mental Health Providers



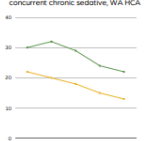
Depression, Anxiety, Loneliness, & Suicide

Suicides per 100,000 population, CHAT



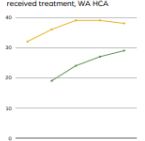
Alcohol, Prescription & Illicit Drug Use

Percentage of Medicaid beneficiaries prescribed chronic opioids and a concurrent chronic sedative, WA HCA

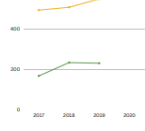


Access to Mental Health Providers

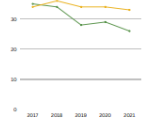
Percentage of people on Medicaid with a substance use disorder who received treatment, WA HCA



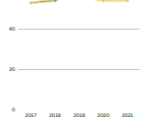
Hospitalizations due to mental and behavioral disorders due to Mental Illness, per 100,000 population, CHADS



Percentage of Medicaid beneficiaries prescribed chronic opioid therapy greater than or equal to 100mg morphine equivalent dosage, WA HCA



Percentage of people on Medicaid with a mental health care need who received mental health care treatment, WA HCA





Supportive

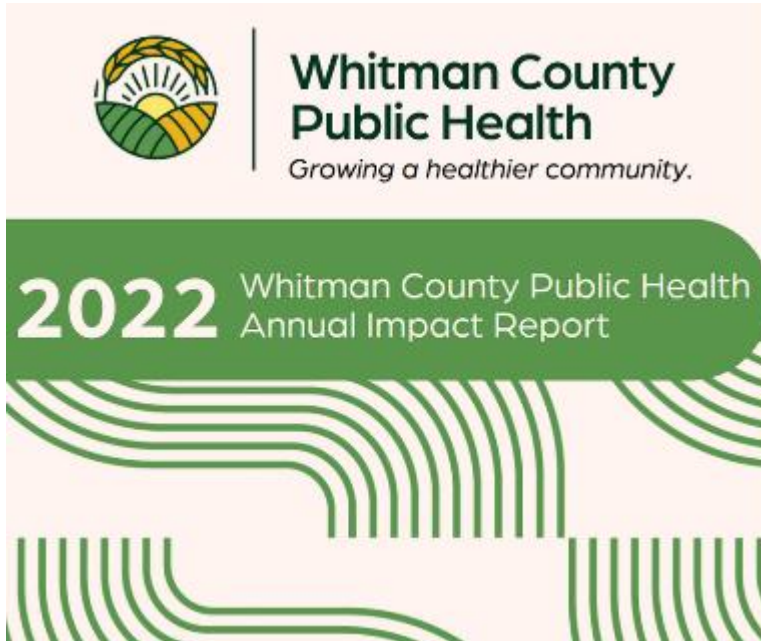


Consistency



Communication

Activity 4: Annual Reports



Supportive



Consistency



Communication

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

5 Programs
Whitman County Community Clinic
Women, Infants, Children (WIC)
Children with Special Healthcare Needs (CSHCN)
Access to Baby and Child Dentistry (ABCD)
Safe Kids

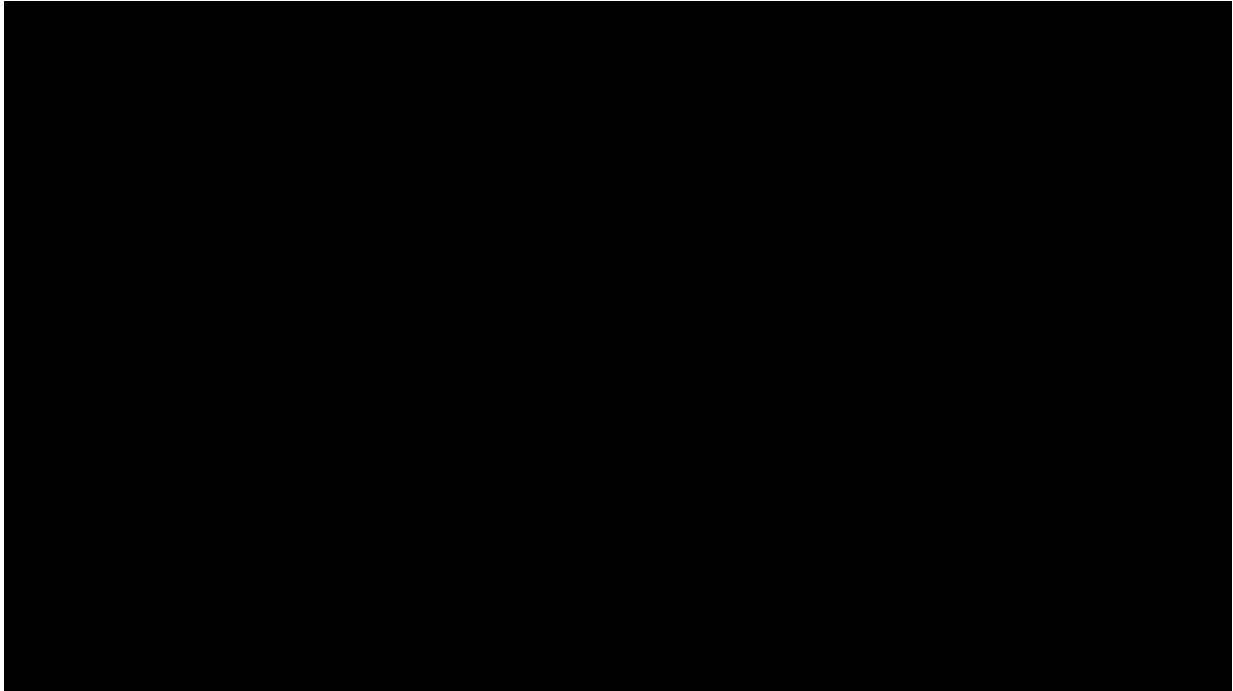
Safe Kids | **310** bike helmets given to kids
20 car seats distributed
10 cribs given to families

WIC | **400** women, infants, & children received nutrition education and nutritious food at no cost

Whitman County Community Clinic | **1,000** immunizations given
We partnered with Sid's Pharmacy in Fall 2022 to administer over 650 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, & child care facilities

2022 Division Highlights

Activity 5: Palouse Resource Guide and Community Spotlight

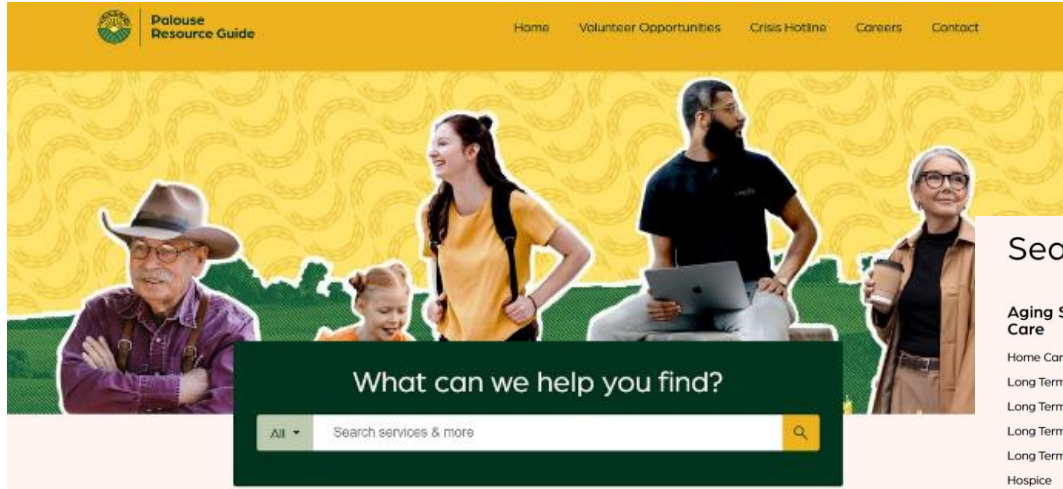


Supportive



Listen

Activity 5: Palouse Resource Guide and Community Spotlight



Search by category

Aging Services & Long Term Care

- Home Care
- Long Term Care Resources
- Long Term Care: Assisted Living
- Long Term Care: Skilled Nursing
- Long Term Care: Adult Family-Type Homes
- Hospice
- Senior Health & Wellbeing
- Caregiving Resources

Food

- Nutritional Assistance Programs (SNAP, WIC, etc.)

Mental & Behavioral Health

- Psychiatrists & Other Specialists (MDs) Who Are Capable of Prescribing Medications
- Psychologists (PhDs) Who Conduct Evaluations, Make Diagnoses & May Provide Non-Medicated Treatment
- Therapists, Counselors & Social Workers (Masters Level) Who Provide Non-Medicated Treatment and Make Diagnoses
- Addiction Counseling & Treatment
- Marriage & Family

Financial & Legal

- Utility Assistance
- Medical Assistance

Health Care

- Dental Care
- Primary Care
- Pregnancy Services
- Pharmacies
- Medical Equipment
- Emergency Services
- Vision

Housing & Shelter

- Emergency Shelter
- Transitional Housing



Supportive



Listen



Corrin McMichael, MPH CPH

Deputy Director

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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

<https://whitmancountypublichealth.org/assets/globals/2022-WCPH-Annual-Impact-Report.pdf>

Palouse Resource Guide | Whitman County Public Health

<https://palouserresources.org/>

Principles of Harm Reduction | National Harm Reduction Coalition

<https://harmreduction.org/about-us/principles-of-harm-reduction/>