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.
Our Shaky Foundation

Foundation of Trust

WCPH

The Community Leaders
The Neighbor

Not That

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

This

• Trust in Whitman County Public Health

Communication
Relationship
Trust

Communication
Behavior Change

THIS

NOT THAT
### Our Foundational Principles

<table>
<thead>
<tr>
<th>1</th>
<th>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 it.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Calls for 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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</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>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>7</th>
<th>Recognizes that the realities of poverty, class, race, social isolation, past trauma, sex-based discrimination, and other social inequalities affect both people’s vulnerabilities and capacity for effectively dealing with distrust related to them.</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Does not attempt to minimize or ignore the real and tragic harm and danger that can be associated with distrust.</td>
</tr>
</tbody>
</table>

Source: https://harmreduction.org/about-us/principles-of-harm-reduction/
Mission
To protect and improve the health and well-being of Whitman County.

Values
- Individual-level service
- Community-Oriented
- Trustworthy
- Compassionate
- Respectful

Objectives

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

Step 1: Our Goal

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?

Landscape Analysis Results

New Goal

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's ability to be objective, demonstrate consistency, and show care & concern for the community.

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.

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**

- Competency
- Consistency
- Care & Concern
- Ongoing
- One-off
- Iterative

**Growing Community Connection Survey**

- 788 responses
- ~2 months 3.20.23 — 5.31.23
- 3 minutes
Measuring Community Trust

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.

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

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

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>2.35</td>
</tr>
<tr>
<td>Disagree</td>
<td>3.32</td>
</tr>
<tr>
<td>Neither Disagree</td>
<td>30.98</td>
</tr>
<tr>
<td>Agree</td>
<td>42.6</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>20.75</td>
</tr>
</tbody>
</table>

**Survey Results**

### Survey Results

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

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>2.79</td>
</tr>
<tr>
<td>Disagree</td>
<td>6.27</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>9.3</td>
</tr>
<tr>
<td>Agree</td>
<td>38.72</td>
</tr>
<tr>
<td>Neither Disagree</td>
<td>42.9</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>4.76</td>
</tr>
<tr>
<td>Disagree</td>
<td>31.51</td>
</tr>
<tr>
<td>Neither Disagree</td>
<td>15.71</td>
</tr>
<tr>
<td>Agree</td>
<td>21.90</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>6.02</td>
</tr>
</tbody>
</table>
Measuring Community Trust

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.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Disagree Nor Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5.11</td>
<td>7.2</td>
<td>34.13</td>
<td>41.72</td>
<td>11.4</td>
</tr>
</tbody>
</table>

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

Growing Community Connection Survey

Communication

Consistency

Listen

Activity 3: Public Health Communication

Communication

Consistency
Activity 3: Public Health Communication

Activity 4: Annual Reports

Activity 4: Annual Reports
Activity 5: Palouse Resource Guide and Community Spotlight

Corrin McMichael, MPH CPH
Deputy Director
Whitman County Public Health
corrinmcmichael@whitmancounty.net
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.
## Resources

- 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/