

Growing Community Trust in Whitman County Public Health

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hot topics in practice www.nwcenterforph.org

Northwest Center
FOR PUBLIC HEALTH PRACTICE

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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.

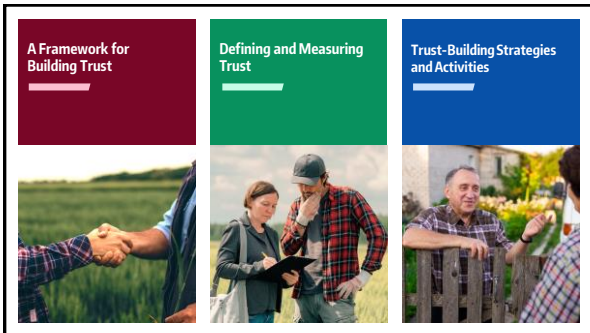
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Question for the Viewers

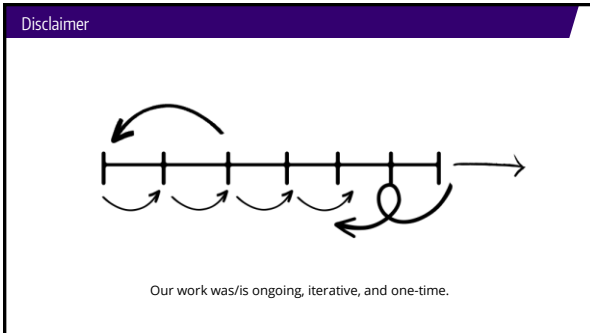
How would you describe the level of trust in public health in your community?

- 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)

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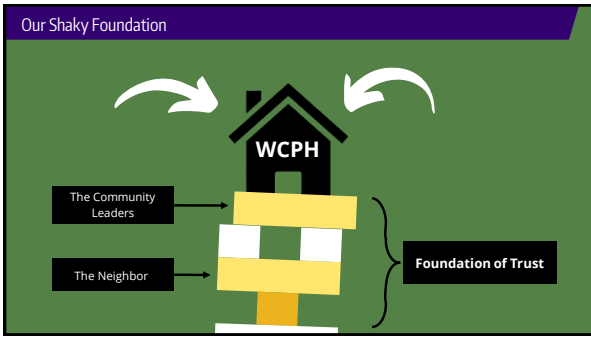
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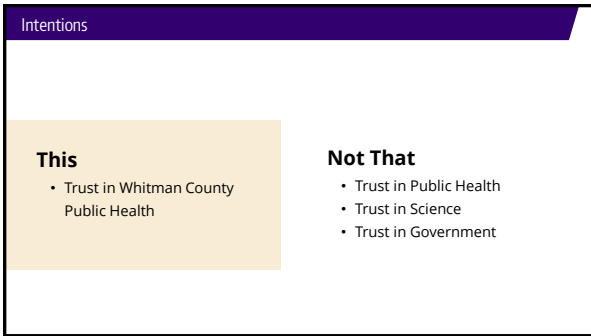
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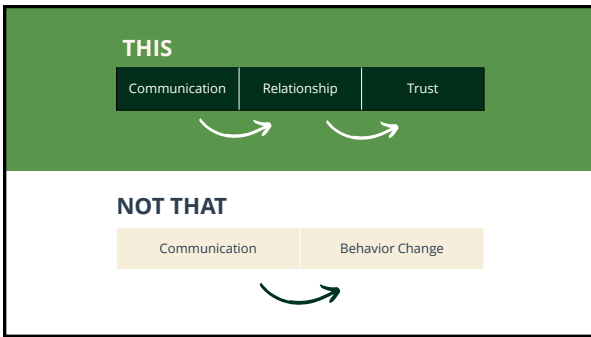
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Our Foundational Principles

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-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

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

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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.

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

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Our Foundational Principles

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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

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

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Mission

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

Values

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

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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

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One Step Forward & Two Steps Back

Step 1	Our Goal
<p>WCPH's Strategic Plan Objective 2.4 We identify and adopt additional strategies to build trust in public health, particularly with our rural communities</p>	<p>Does an organization out there already have the "right" strategies?</p>

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One Step Forward & Two Steps Back

Landscape Analysis Results	New Goal
<p>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.</p>	<p>Establish a definition of "trust" for this work, using components that will allow us to measure changes over time.</p>

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Trust

Assumes Whitman County Public Health

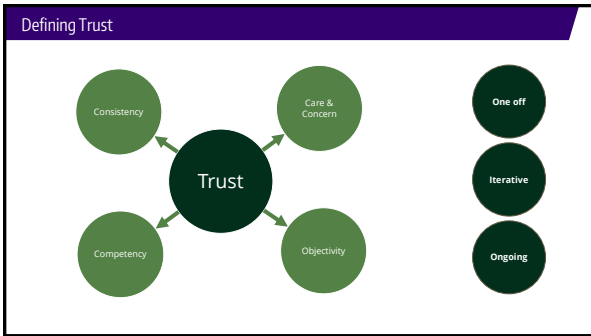
- 1) Has the community's best interest at the center of their work, and
- 2) Has the expertise and ability to perform at a level of competence and consistency that is expected of them.

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.

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Growing Community Connection Survey

788 responses

~2 months
3.20.23 — 5.31.23

3 minutes

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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?

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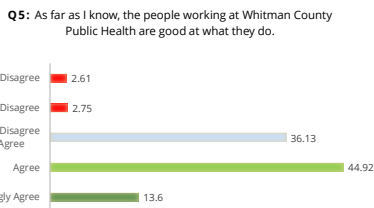
Measuring Community Trust

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.

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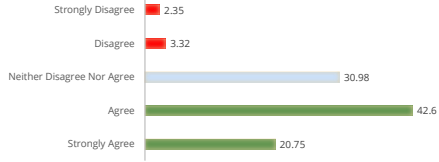
Survey Results



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Survey Results

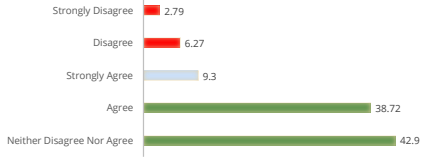
Q6: I think the people working in Whitman County Public Health are honest when they share health-related information and resources with me.



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Survey Results

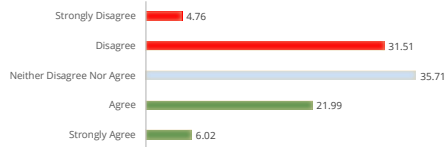
Q7: I think messages and information from Whitman County Public Health are both consistent and clear.



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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.



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Measuring Community Trust

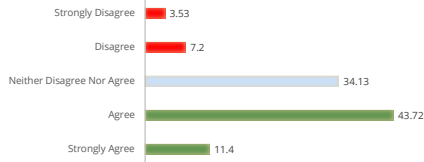
Local, State, vs. Federal

- 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.

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Survey Results

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



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Measuring Community Trust

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.

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Question for the Viewers

①

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)






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**Trust-building
Strategies and
Activities**

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Strategies

-  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.

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Activity 1: Modernize Our Foundation

Whitman County Public Health

Home | About Us | Services | Community Health | Information & News | Alerts | Contact Us | Search

Whitman County Public Health

Growing a Healthier Community

UPCOMING EVENTS

Communication System Update Consistency

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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 learn 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

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Activity 3: Public Health Communication

Home | News | Events | Services | Community Health | Information & News | Alerts | Contact Us | Search

SAFE SLEEP
Cribbers & Sleep Socks

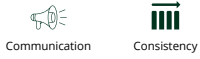
SAFE TRAVEL
Car Seats

SAFE PLAY
Bicycle Safety

Communication Consistency

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Activity 3: Public Health Communication



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Activity 4: Annual Reports

Whitman County Public Health
2022
Whitman County
Annual Health Summary

Health Snapshot
Whitman County Public Health 2022

Spotlight on Community Initiatives
Mental & Behavioral Health
Paving the Way for Safety Through Connections

Priority Need Data
Mental & Behavioral Health

Supportive Consistency Communication

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Activity 4: Annual Reports

Whitman County Public Health
Growing a healthier community.

2022 Whitman County Public Health
Annual Impact Report

Personal & Family Health

5 Programs

Safe Kids: 310 inspections, 20 violations, 10 citations

WIC: 400 consultations given

Whitman County Community Clinic: 1,000 consultations given

2023 Division Highlights

Supportive Consistency Communication

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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

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A Chat with Corrin McMichael



Sue Grinnell



Corrin McMichael

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QUESTIONS?



To ask a question, please click the  icon in the Zoom toolbar to open your Q&A Pod.

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Resources

- 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/>
