

Expanding Environmental Health Initiatives Within The Local Community Without Compromising Core Environmental Health Functions

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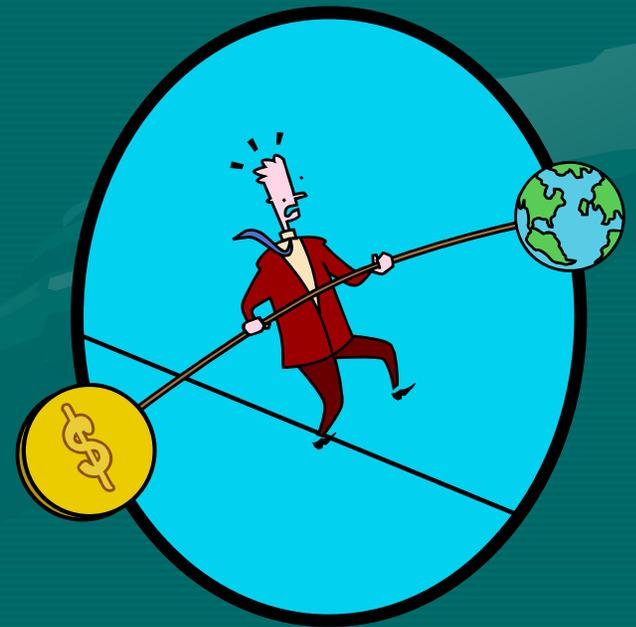
What are the impacts of increased demands on the local health unit without increasing its resources?

The Local Health Unit:

- *Becomes reactive vs. proactive*
- *Experiences a decrease in public confidence with a subsequent increase in criticism*
- *Is delegated additional mandates in response to politically motivated reactions*
- *Preserves its regulatory mission at expense of the educational focus*

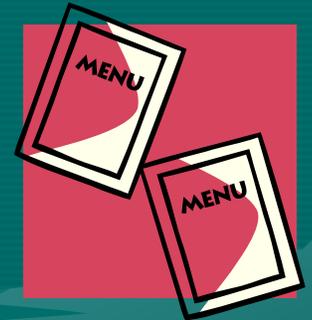
What brings the local health unit to this point?

- *Loss of staff due to budget and grant fund decreases*
- *Loss of institutional memory due to early retirements*
- *A successful local health unit is invisible*
- *Increase in awareness on issues highlighted by media*
- *Political response to constituent demands*
- *A change in local dynamics: from growing to stable infrastructure*

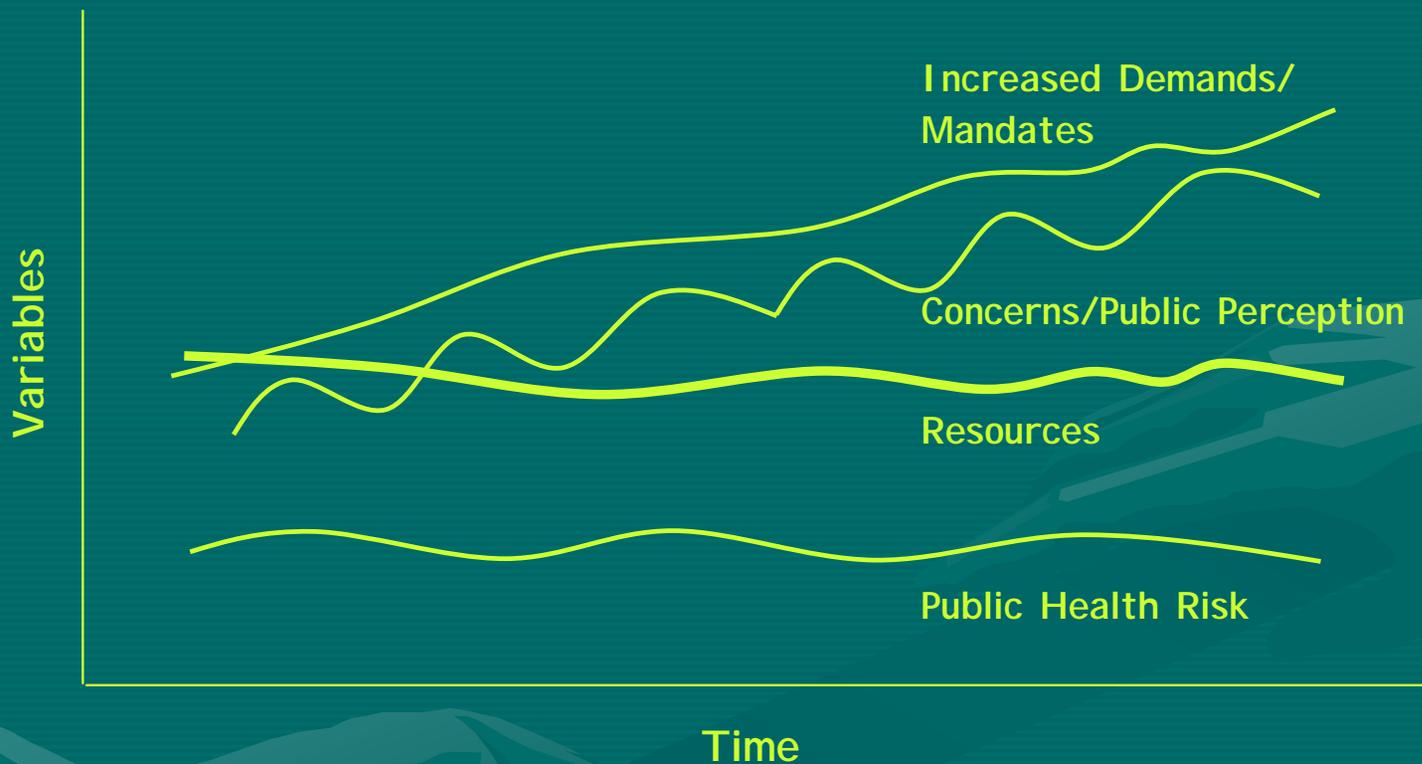


What are emerging issues impacting the local health unit?

- *Obesity: transfats, calorie menu labeling*
- *Tobacco smoking (adolescent 19 ; building perimeters)*
- *Lead primary prevention*
- *Residential development of brownfields*
- *Migration of contaminated plumes*
- *Emergency response*
- *Green purchasing/recycling*
- *Mold*
- *Tanning, tattoo, body piercing establishments*
- *Feral cat populations*



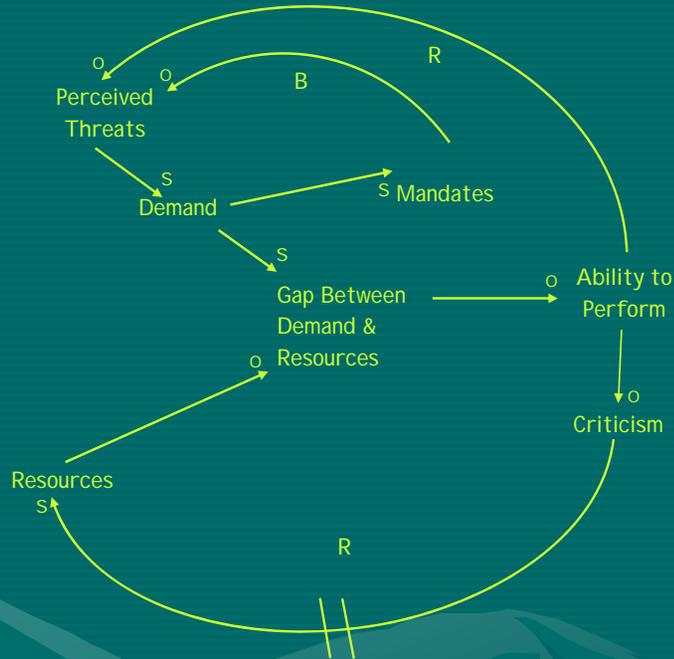
Behavior Over Time Graph



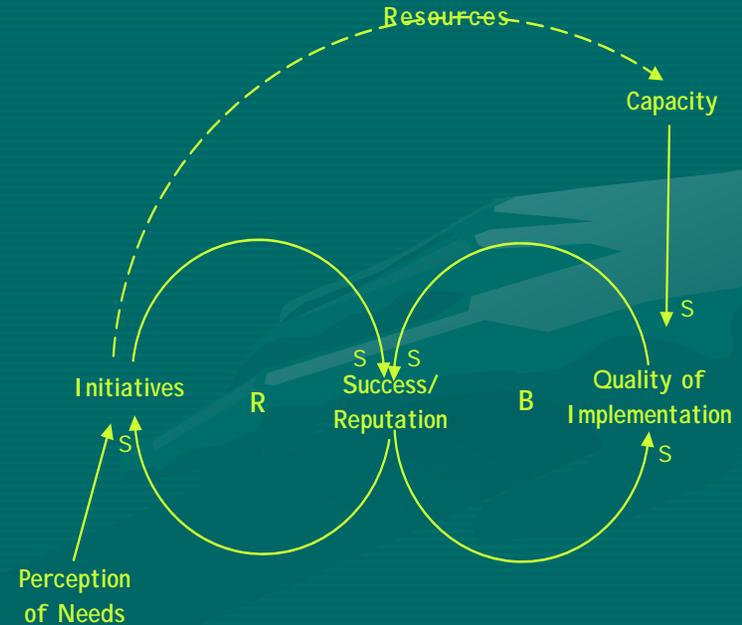
How do we sustain positive awareness of the local health unit when most publicity generally results from a negative event?

Causal Loops and Archetypes

Success to the Successful



Limits to Success



- Success to the Successful: *How can we interrupt this negative cycle?*
- Limits to Success: *Can we reduce the negative perception of needs by key stakeholders?*

How does the local health unit resolve this problem?

This project uses a 3-pronged approach:

- *Institute an awareness campaign*
- *Increase the local health unit's advisory capacity*
- *Improve workforce effectiveness*

INFORM!

PARTNER!

IMPROVE!

INFORM!

Institute an Awareness Campaign

- *Develop and distribute an environmental health brochure*
- *Interact with local key stakeholders*
 - ❖ *Legislators, Executive, BOH*
- *Improve presentation of the local health unit website*
- *Increase press releases*



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Increase the Local Health Unit's Advisory Capacity

- *Within local county infrastructure*
 - ❖ *Executive, Legislature, BOH, other Departments*
- *Within geopolitical boundaries of county*
 - ❖ *Community organizations*
 - ❖ *Towns, Villages*
- *Outside the county*
 - ❖ *State Health Department*
 - ❖ *NYSACHO, NYS Conference of Environmental Health Directors*



IMPROVE!

Increase Workforce Effectiveness

- *Increase morale through recognition*
- *Develop and implement “model practices”*
- *Cross train and continually develop staff*
- *Consider non-traditional health titles for generic activities*
- *Encourage supervisors to “systems think” and propose new ideas*



How does this project support the 10 Essential Services and National Goals?

10 Essential Environmental Health Services

CDC Health Protection Goals

CDC National Strategy to Revitalize Environmental PHS

APHA Environmental Health Competency Project

- *Mobilizes partnerships*
- *Promotes healthy communities*
- *Develops “best practices”*
- *Improves communication*



What have been the outcomes to date?

NEW INITIATIVES

- *Ban on trans fats*
- *Implementation of model safety plan by regulated facilities*



INFORM!

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IMPROVE!

- *Environmental health brochure in development*
- *Local mandates reconsidered / restructured*
- *Obtained management analysts*
- *Member of Legislative Feral Cat Committee and NCGIS*
- *Partnered with TACLI to distribute visual aids to deter teenage smoking*