

## Priority Area 5.2: Hillsborough Health Literacy Initiative (DOH Staff)

**Action Plan Workgroup Co-chairs:** Rachel Chase, Taylor Caragan

**DOH Action Plan Workgroup Members:** Taylor Caragan, Rachel Chase, Dr. Leslene Gordon, Allison Nguyen, Grace Liggett, Bonnie Watson, Danielle Jones, Andrea Giraldo, Greg Waldroff, Kelsey Christian-DOH-Hillsborough Staff

**Advisory Committee Members:** Javan Frinks – Wimauma CDC; Teddi Harris - ECHO/HCC; Lorie Tonti – HCPLC; Kareem Young - LIFT Health; Sherri Gay - Suncoast Community Health Centers; Rachel Logan, Kathryn Zaffiri, Dr. Cheryl Vamos - University of South Florida - College of Public Health; Victor Cruz - AHEC

**Relevant Indicators:** Staff and organizational assessments conducted; program, policy and evaluation plans created and implemented.

**Goal:** Provide DOH staff with a health literacy initiative relevant to their jobs and personal lives to increase health literacy capacity.

**SMART Objective:** By June 30, 2020 have in place an agency-wide initiative to improve the health literacy capacity of the agency and of at least 80% of agency staff.

**Strategy:** Social marketing assessments and piloting. Program planning. Policy development.

Action Steps	Responsible Team Members	Resources Needed	Output (Products)	Start	End
1) Get on the agendas of PMT, SLT and other divisional meetings for surveys.	Rachel	None; staff time	Time on meeting agendas	June 6, 2018	July 15, 2018
2) Conduct an organizational environmental scan of health literacy for assessing current capacity.	OHE MPH intern, Rachel, work-group members	10 Attributes, Unity Point, and Universal Precautions guides. Staff and intern time.	Information on gaps and challenges	August 1, 2018	October 31, 2018
3) Survey divisional staff for health literacy awareness through a pen and paper approach at standing meetings. Gather optional staff contact information for further in-depth interviews (social marketing approach). Promote for health literacy month in October.	OHE MPH intern, Rachel	Pen and paper, survey questions and format, 10 minutes at staff meetings	Data on staff knowledge, perceptions, abilities, barriers, needs, and motivations	October 1, 2018	December 31, 2018
4) Interview individual staff from different divisions and staffing levels to probe deeper on findings and to inform program planning (social marketing approach).	OHE MPH intern, Rachel	Interview questions, trained interviewers, 5-15 minutes of staff time	Data on staff knowledge, perceptions, abilities, barriers, needs, and motivations	January 1, 2019	March 15, 2019

Action Steps	Responsible Team Members	Resources Needed	Output (Products)	Start	End
5) Revisit internal messaging, branding, and communications plan (explore “health literacy”, definitions used etc.)	Work-group	Work-group expertise, summaries of data collected, potential background research	Updated messaging platform	March 1, 2019	April 30, 2019
6) Meet with agency PIO and Employee Council to discuss health literacy and potential areas of alignment.	Rachel, Taylor, work-group members	Health literacy expertise, staff time, draft assessment summaries	Information, ideas, direction for program plan and policies identified	March 1, 2019	April 30, 2019
7) Develop draft program, policy, and evaluation recommendations.	OHE MPH intern, Rachel, work-group members, employee council	Program planning expertise, theory of change, and framework guidance	Draft program and policy plans	May 1, 2019	June 30, 2019
8) Present senior leadership with the draft recommendations. Include the “emotional why”, regulatory (accreditation and otherwise), fiscal and ethical considerations for integrating health literacy into the agency.	Rachel, Allison, or Dr. Gordon	Presentation tools, data summaries and analysis, staff expertise	Data summary, presentation and recommendations from senior staff	July 1, 2019	August 31, 2019
9) Implement program and policy recommendations with pilot phases as appropriate.	Work-group	Staff time, funds	New policies and/or programs	September 1, 2019	June 30, 2020
10) Evaluate, assess and report on the programs and policies for increased capacity, effectiveness and sustainability.	Rachel	10 Attributes, Unity Point, and Universal Precautions guides. Additional evaluation data.	Recommendations for program and policy improvements	April 1, 2020	September 30, 2020