



## APPENDIX A: STORYBOARD TEMPLATE

LOCAL HEALTH DEPARTMENT NAME:	Logan-Hocking County Health Department
ADDRESS:	132 Hocking Mall Logan, OH 43138
PHONE NUMBER:	740-385-3030
SIZE:	24 employees
POPULATION SERVED:	29,000
PROJECT TITLE:	Improving Public Relations through County Fair Booth Training

### PLAN

Identify an opportunity and Plan for Improvement

#### 1. Getting Started

The Logan-Hocking Health Dept. began their QI efforts by identifying an area for improvement. The health dept. is seeking passage of a replacement levy in November. Leadership at the department believes that all potential opportunities to interact knowledgeably and positively with citizens in the county will help raise awareness of the value of the health department. The major opportunity to interact with the public in the next six months is the county fair.

#### 2. Assemble the Team

The health department committed the time of several managers, including the health commissioner, the nursing director and the public health coordinator. In addition, the public relations committee assisted with the project, as they were in charge of the fair booth.

#### 3. Examine the Current Approach

In the past, there was no staff training prior to staffing the booth. Fair presentation did not do the best job of displaying the health department's benefit to the community.

#### 4. Identify Potential Solutions

When the team examined their current approach they realized that they were assigning staff to the booth at the fair without providing training and without designing activities at the booth to provide information about the value of the

health department. The team decided to ensure that everyone had baseline knowledge of the services of the department and that the booth was designed to provide an opportunity to communicate the value of the health department.

#### 5. Develop an Improvement Theory

If the health department provides a staff training regarding the fair booth and health department services, health department staff will have increased knowledge of the county fair booth and the services provided by the health department so that they are able to convey to the citizens the value of the local health department.

### DO

Test the Theory for Improvement

#### 6. Test the Theory

A pre-test using survey monkey was conducted regarding staff members past experiences working the fair booth.

Staff training was conducted and the fair booth was set up in the conference room for staff to see prior to them working the booth. A post-test was done to evaluate the effectiveness of the training.

### CHECK

Use Data to Study Results of the Test

#### 7. Check the Results

The post test showed that 100% of staff found the fair training beneficial. 100% of staff stated they felt more comfortable while working the fair booth because of the training.

### ACT

Standardize the Improvement and Establish Future Plans

#### 8. Standardize the Improvement Or Develop New Theory

If staff are given hands on experience and provided education, than they will have the tools necessary to convey to citizens the value of the health department.

#### 9. Establish Future Plans

The health department believes that the fair training was beneficial to staff and will become a yearly event prior to the start of the fair.

We plan on applying what we have learned to teach staff the QI process. We will involve all staff in deciding the next QI project and educating them on the process from beginning to end so they feel comfortable with the concept.

