

A person is seen from behind, riding a bicycle through a dense field of tall corn plants. The scene is set during sunset or sunrise, with a vibrant sky showing shades of pink, orange, and blue. The person is wearing a checkered shirt. The bicycle is a standard road bike with a black saddle and handlebars. The corn plants are tall and green, with some leaves showing signs of being eaten.

KS Governor's Health Conference

Doing the tough work of SDOH

Dr. Sarah Martin

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A long list of THANK YOU

City of Kansas City, MO Health Department
(especially Bill Snook and Elizabeth Walsh and
the CEPA team)

Debeaumont Foundation

PHRASES Project

Robert Wood Johnson Foundation

Big Cities Health Coalition

Berkeley Media Studies Group

Maricopa County, AZ Health Department

Weber-Morgan, UT Health Department

Alameda County, CA Health Department

Public Health Awakened / Human Impact
Partners

Lawrence-Douglas, KS Health Department

Unified Government of Wyandotte County
Health Department

Cameron Story Photography





1000 uses for a paper
(clamp?)

My Bio in 10 Pictures



Public Health

mySidewalk
HEALTH

**Data is not
intelligence**

Intelligence is information that meets the needs of a decision maker, and has been collected, processed, narrowed, and offered to meet those needs.



A high-speed photograph of a water splash against a black background. Numerous water droplets and splashes are visible, creating a dynamic and textured scene. The water is bright white, contrasting sharply with the dark background.

Data scavenger hunt

<http://tinyurl.com/KShealth2019>

Can you find...

1. An issue or page that really hits you (or resonates with you, makes you feel something)?
2. An indicator (a graph, a map, etc) that confirms what you already believed?
3. An indicator that surprises you? (Save the image and share it with a friend or on social media!)

5-7 Minutes



**“I know data, but I
don’t know pretty”**

-Anonymous Epidemiologist from Southern California



“Public Health is often invisible. When people don’t recognize the value of what we do, they don’t realize it needs to be invested in. When people don’t invest in Public Health, communities suffer. We must find new ways and means of communicating the value proposition of Public Health.”

Dr. Umair Shah
Past President, NACCHO
Executive Director, Harris County Public Health

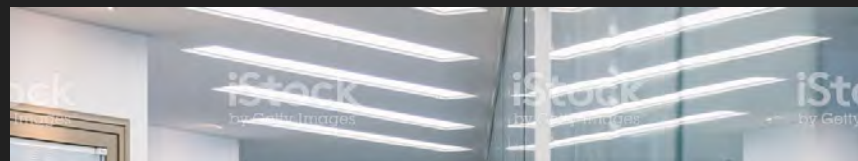


Why are we doing this?

Because of
this.



Need more proof?



alamy stock pho

If Public Health were a Person, who would they
be?

What I hoped for



Photo by [Priscilla Du Preez](#) on [Unsplash](#)



What I got



I LEARNED IT FROM

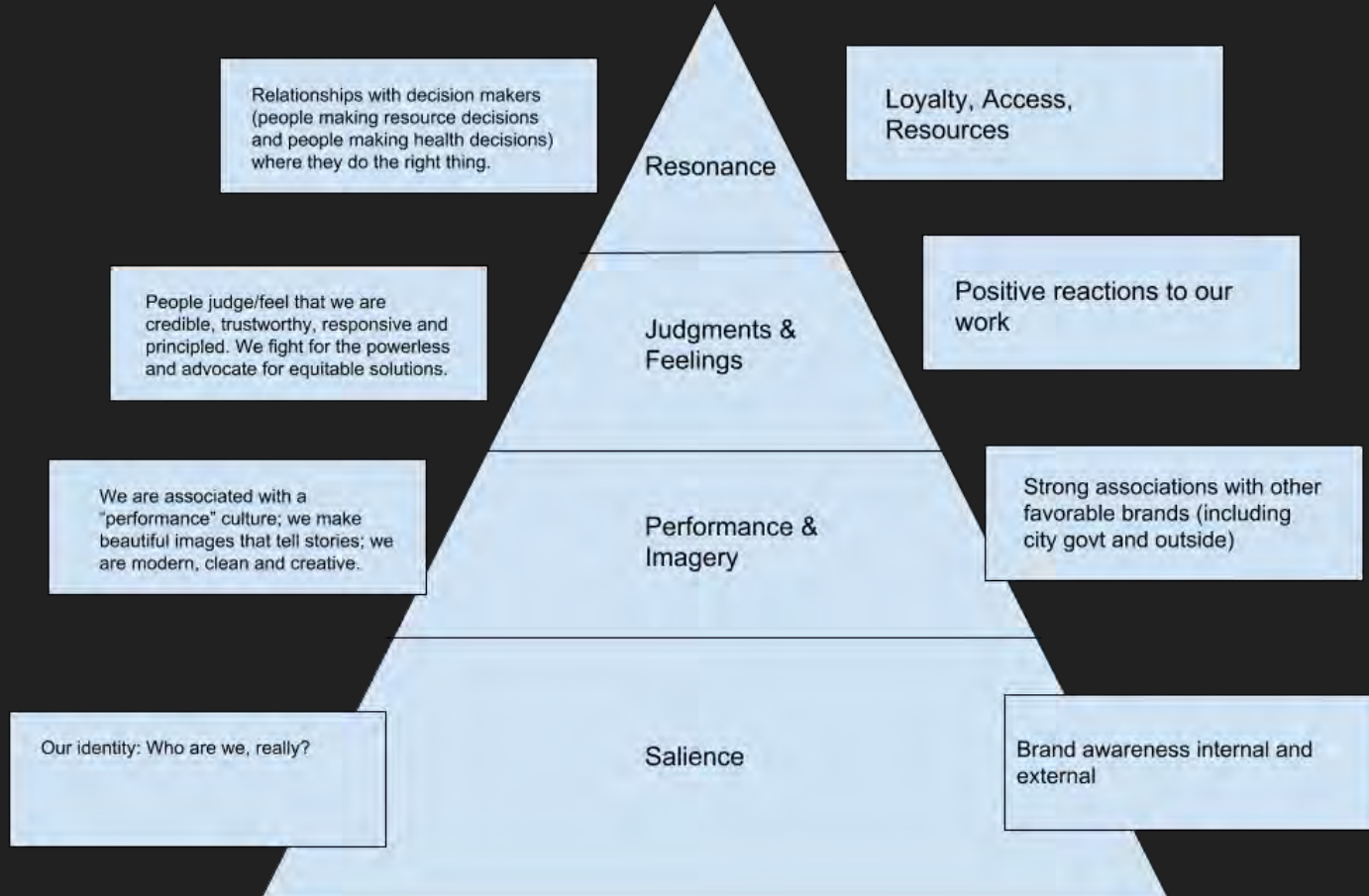
WATCHING YOU.

quickmeme.com



Brand Strategy

(and no, that's not just about your logo)

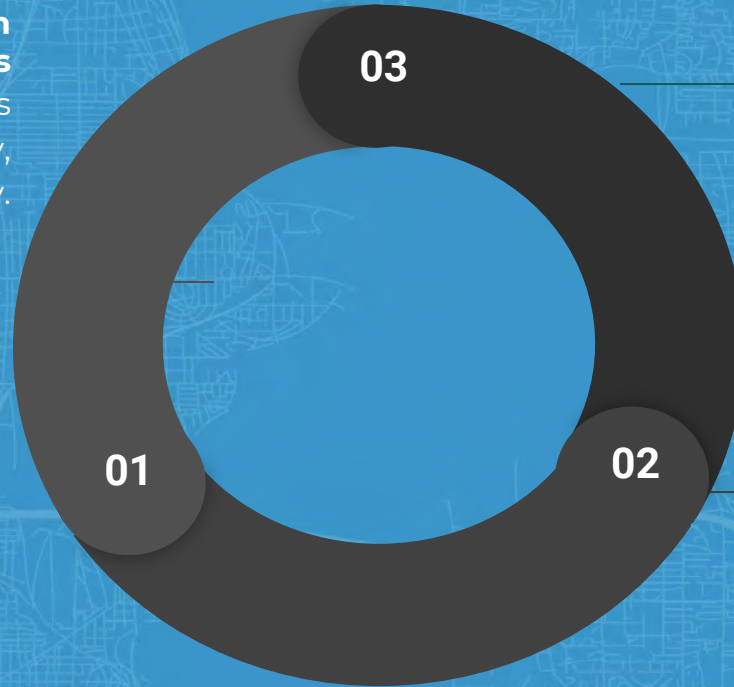


Pillars of effective communication



Communication Builds on Real Relationships

Those relationships are based on credibility, trust and a feeling of safety.



Communication Sticks

with the audience--it is exciting, bold and honest. It evokes a feeling of wanting to belong to whatever club is doing the communicating.

Communication is Simple

Public Health as a field never met an adjective it didn't like--effective communication leaves the audience with a take-away they remember.



Pillar #1: Find your people



“Influencers” don’t have to be Directors... often they aren’t. Look for these signs:

- National recognition or development opportunities
- Social media presence (mentions matter!)
- Brand association is compatible
- They are on lots of tasks because people like to be around them
- “Yes, and”
- Active listening
- Mix of “doers” and “pushers”

Pillar #2: Build some energy



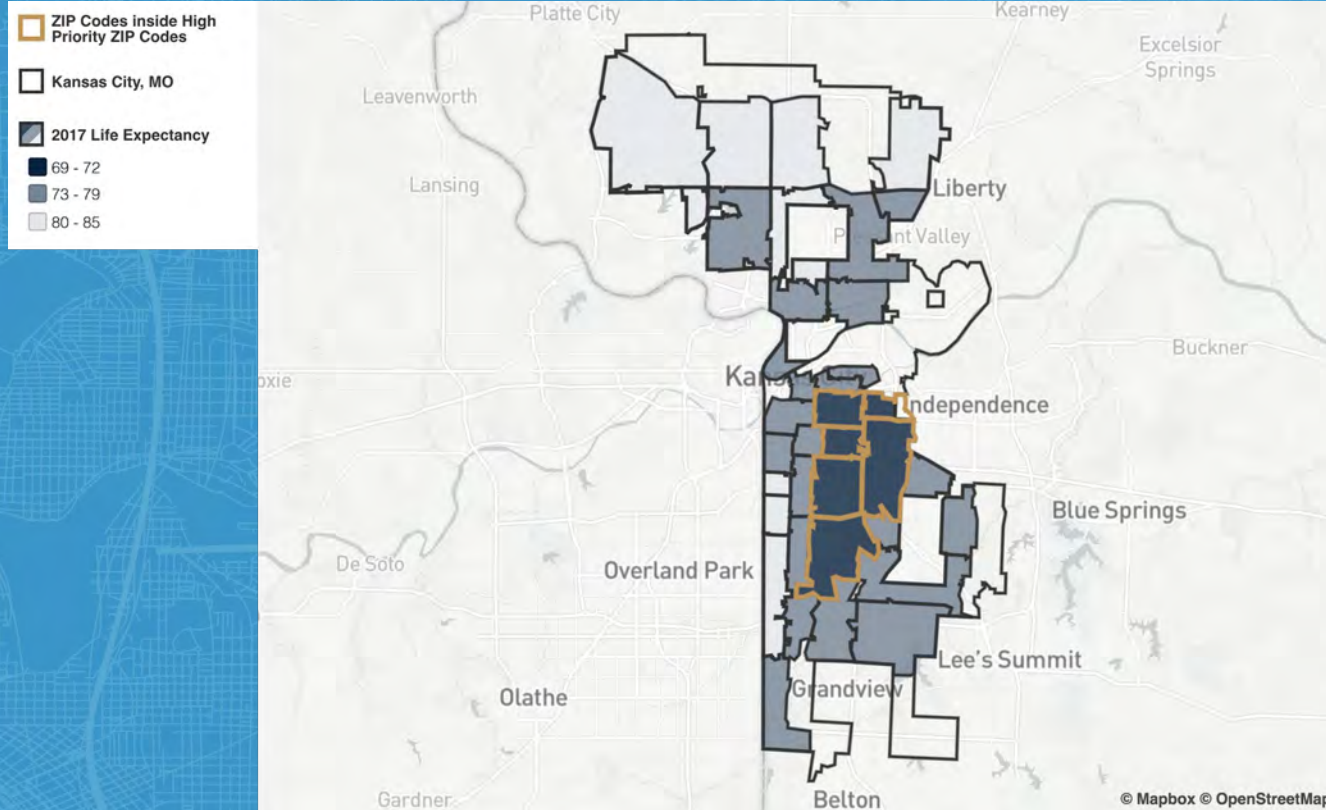
K LifeX SUMMIT



LifeX WELCOME EVENT
Saturday July 7, 2018 1 pm
GREG KLICE COMMUNITY CENTER
1600 JOHN BUCK O'NEIL WAY
KANSAS CITY, MO 64108

Pillar #3: Go on a diet



Examples: Power Statements in Action

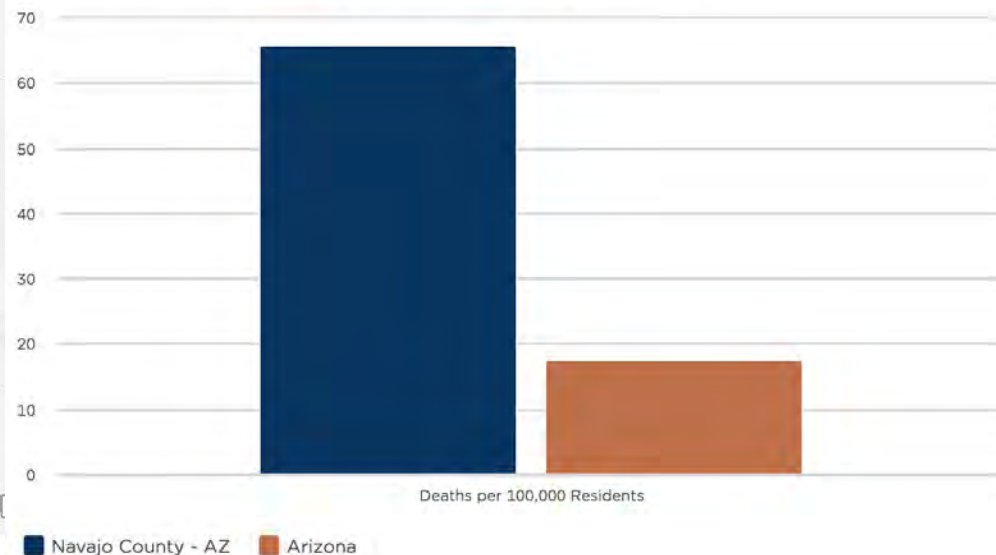


Substance abuse is a crisis we can't ignore.

Navajo County residents are **nearly four times more likely** to die due to alcohol abuse than the state as a whole. Our residents are also more likely to die from a drug overdose than in the state or nation as a whole. These high rates of substance abuse impact everyone. It is critical to recognize that substance abuse and addiction are NOT limited to our tribal residents. **Substance abuse is experienced across the county regardless of tribal or religious affiliation.**

That is because substance abuse is a health condition, not a lifestyle or moral choice. It can and should be treated with proper healthcare.

Alcohol-induced Deaths in Navajo County vs Arizona



*Areas in

Source: US

Source: ADHS, 2016

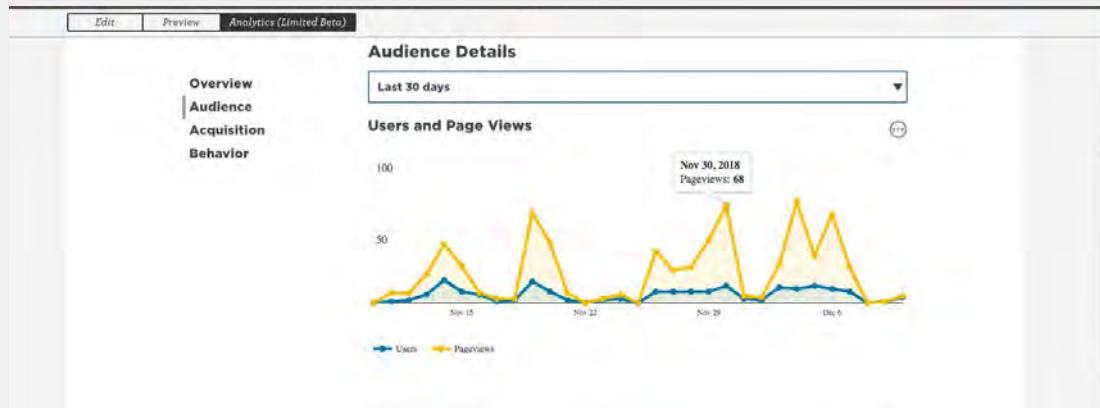
April 2, 2019

Overcome Your Data Disposophobia

[View Post](#)



Data Driven Best Practice #1: Integrate into Existing Meetings



... but integrate *with purpose*

Prompt examples:

1. Find something that surprises you
2. Find something that confirmed your beliefs
3. Find a graph and share it with someone

Other ideas:

- Community Meetings
- Invited Talks
- Classrooms (old and young)

Data Driven Best Practice #2: Be consistent. Link internally.

Spend some time cleaning your own house and remember to empathize

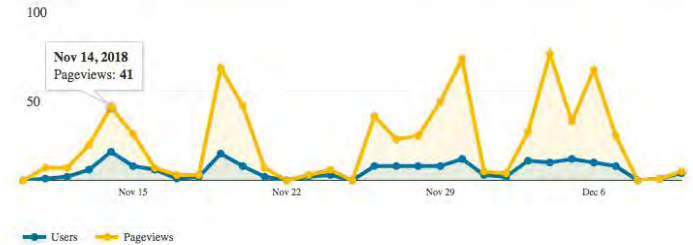
Hit Preview Analytics (Limited Beta)

Overview
Audience
Acquisition
Behavior

Audience Details

Last 30 days

Users and Page Views



Data Driven Best Practice #3: Step Up the Social Media

Overview
Audience
Acquisition
Behavior

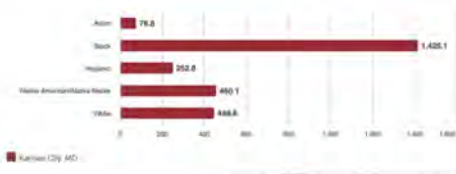
Analytics LIMITED BETA

Thread



Sarah Marie Martin
@SarahKCMO

H/t @HoosierJuwils for finding this graph on our @KCMOHealthDept @mysidewalkHQ CHA. Rates (Per 100k) of self harm injuries (intentionally hurting yourself) by race. Let's talk about mental health care equity ASAP.



10/24/18, 8:58 AM from Kansas City, MO

View Tweet activity

7 Retweets 11 Likes



Sarah Marie Martin @Sara... · 10/24/18

Wanna be appalled by other things?

Explore for yourself

dashboards.mysidewalk.com/kansas-city-mo...



Add another Tweet

Thank you!

From

mySidewalk
HEALTH