KS Governor’s Health Conference
Doing the tough work of SDOH
Dr. Sarah Martin
smartin@mysidewalk.com
@SarahKCMO
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

city of kansas city, mo health department (especially bill snook and elizabeth walsh and the cepa team)

deb Beaumont 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
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.
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?
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'M NOT A NAG

I'M A MOTIVATIONAL SPEAKER
I LEARNED IT FROM WATCHING YOU.
Brand Strategy
(and no, that’s not just about your logo)
Our identity: Who are we, really?

We are associated with a "performance" culture; we make beautiful images that tell stories; we are modern, clean and creative.

People judge/feel that we are credible, trustworthy, responsive and principled. We fight for the powerless and advocate for equitable solutions.

Relationships with decision makers (people making resource decisions and people making health decisions) where they do the right thing.

Resonance

Loyalty, Access, Resources

Performance & Imagery

Positive reactions to our work

Strong associations with other favorable brands (including city govt and outside)

Salience

Brand awareness internal and external
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
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 this map
Source: U.S. Source: ADHS, 2016

Deaths per 100,000 Residents

- Navajo County - AZ
- Arizona
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.
Data Driven Best Practice #3: Step Up the Social Media

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.

Wanna be appalled by other things? Explore for yourself dashboards.mysidewalk.com/kansas-city-mo...
Thank you!

From

mySidewalk

HEALTH