

RESOLUTION: 20-6B-030

AGENDA: 12.A.1.(1)

Board of Health
INITIATED BY



Marie-Noel Sandoval, Health Officer
DRAFTED BY

County Board Staff Committee
SUBMITTED BY

6/16/2020
DATE DRAFTED

CREATE THE POSITION OF PUBLIC HEALTH COMMUNICATIONS SPECIALIST, CREATE A CLASS DESCRIPTION, ESTABLISH A PAY RANGE, AND AMEND THE 2020 BUDGET

- 1 **WHEREAS**, the COVID-19 pandemic has shown that promoting health and protecting the public
- 2 requires both sound science and effective public health communication; and,
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- 4 **WHEREAS**, public health communication plays a key role in the health and well-being of Rock
- 5 County's population; and,
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- 7 **WHEREAS**, the reach and impact of public health communication has never been greater; and,
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- 9 **WHEREAS**, over the past 3 months, the task of providing continuous, timely, and accurate public health
- 10 information to our partners, the public, and the media has fallen on the shoulders of public health staff
- 11 who have other job responsibilities; and,
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- 13 **WHEREAS**, these public health staff need to get back to conducting their regular duties and no longer
- 14 have capacity to continue fulfilling both roles; and,
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- 16 **WHEREAS**, the Rock County Public Health Department requests that a 1.0 FTE Public Health
- 17 Communications Specialist position be created; and,
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- 19 **WHEREAS**, this position will be grant funded for a minimum of 12 months; and,
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- 21 **WHEREAS**, this will allow us the capacity to develop, coordinate, and disseminate timely information,
- 22 alerts, warnings, notifications to community partners and the public; and,
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- 24 **WHEREAS**, this will allow us the capacity to develop new systems or utilize existing systems to rapidly
- 25 report public health data; and,
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- 27 **WHEREAS**, this will ensure platforms are in place for pushing out messages and information regarding
- 28 risk of disease transmission and protective measures; and,
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- 30 **WHEREAS**, this will enable us to monitor local news stories and social media postings to determine if
- 31 information is accurate, identify messaging gaps, and make adjustments to communications as needed;
- 32 and,
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- 34 **WHEREAS**, this will allow us to have a dedicated Public Information Officer (PIO) to communicate
- 35 directly with the media; and,
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- 37 **WHEREAS**, this will also align with strategic planning goals and objectives and enable the Rock County
- 38 Public Health Department to effectively conduct information sharing with community partners and the
- 39 public; and,
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- 41 **WHEREAS**, by promoting these initiatives, the Rock County Public Health Department can improve the
- 42 level of health knowledge and health behaviors of the community, thereby improving the health status of
- 43 Rock County residents, thereby making Rock County a healthier place in which to live, play, work, and
- 44 learn; and,
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- 46 **WHEREAS**, it is fair, just, and timely to create this very much needed and important public health
- 47 position.
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NOW, THEREFORE, BE IT RESOLVED that the Rock County Board of Supervisors duly assembled this 25th day of June, 2020 moves to create the position of a 1.0 Public Health Communications Specialist, create the class description, and establish Pay Range 19 (\$55,311.12 - \$67,150.08) effective June 25, 2020.

BE IT FURTHER RESOLVED, that the 2020 Rock County Public Health Department budget be amended as follows:

<u>Account/Description</u>	<u>Budget</u> <u>1/1/20</u>	<u>Increase</u> <u>(Decrease)</u>	<u>Amended</u> <u>Budget</u>
<u>Source of Funds</u>			
31-3000-0000-68000			
Federal Aid	\$ 319,760	\$ 84,075	\$404,035
<u>Use of Funds</u>			
31-3000-61100	\$ 2,068,069	\$58,088	\$2,126,157
31-3000-61400	\$ 159,531	\$ 4,444	\$ 163,975
31-3000-61510	\$ 138,710	\$ 3,921	\$ 142,631
31-3000-61610	\$ 686,266	\$16,975	\$ 703,241
31-3000-61620	\$ 19,639	\$ 647	\$ 20,286

Respectfully submitted,

BOARD OF HEALTH

/s/Lou Peer

Lou Peer, Chair

/s/Connie Winter, DDS

Connie Winter, DDS, Vice Chair

/s/Doug Wilde

Doug Wilde

/s/Shirley Williams

Shirley Williams

/s/Danette Rynes

Danette Rynes

/s/Dr. Kaitlyn Meyers, DVM, MPH

Dr. Kaitlyn Meyers, DVM, MPH

/s/Dr. Vijaya Somaraju, MD, MPH, FACP

Dr. Vijaya Somaraju, MD, MPH, FACP

/s/Debra Kolste

Debra Kolste

/s/Eric Gresens, R.Ph

Eric Gresens, R.Ph

FINANCE COMMITTEE ENDORSEMENT:

Reviewed and Approved on a vote of 5 - 0

/s/Mary Mawhinney

Mary Mawhinney, Chair

COUNTY BOARD STAFF COMMITTEE

/s/ Kara Purviance

Kara Purviance, Chair

/s/ Rich Bostwick

Rich Bostwick, Vice Chair

/s/ Tom Brien

Tom Brien

/s/ Kevin Leavy

Kevin Leavy

/s/ Louis Peer

Louis Peer

/s/ J. Russell Podzilni

J. Russell Podzilni

/s/ Alan Sweeney

Alan Sweeney

/s/ Jeremy Zajac

Jeremy Zajac

/s/ Bob Yeomans

Bob Yeomans

FISCAL NOTE:

This resolution authorizes the creation of a grant funded position. No County matching funds are required.

/s/Sherry Oja

Sherry Oja
Finance Director

LEGAL NOTE:

The County Board is authorized to take this action pursuant to § 59.22(2), Wis. Stats.

s/ Richard Greenlee

Richard Greenlee
Corporate Counsel

ADMINISTRATIVE NOTE:

Recommended.

/s/Josh Smith

Josh Smith
County Administrator

Executive Summary

Years from now, we may remember 2020 as not only one of the most traumatic periods in our country's history, but also when public health became visible throughout society. As the country grapples with fears of COVID-19, the American public is learning that the health and security of our nation depend heavily on a robust public health system. An additional revelation from this turbulent time is the critical role of strategic, timely, and effective communication in public health. Both science and communication are essential to promoting and protecting the health of the public. The discipline of communication has until recently operated at the periphery of public health. Perceived as more skill than science, communication has been equated only with dissemination of findings and it was assumed that public health information could "speak for itself." The COVID-19 situation has shown that promoting health and protecting the public requires both sound science and effective public health communication.

Public Health communications specialists create and disseminate messages that help both individuals and groups understand health and illness. They are charged with representing an organization as its public face. Communications specialists build relationships with the media and the public. They are mediators in the world of communications and media and play a big role in shaping how the public hears and speaks about health issues. The reach and impact of public health communication has never been greater. Over the coming months and years, public health will be changed and improved to its very core and the discipline of public health communication will continue to grow, develop, and play a major role in public health.

Public health communication plays a key role in the health and well-being of Rock County's population. The Rock County Public Health Department has advocated for the creation of such a position over the past several years. Due to budget and other constraints, this role has not been fulfilled. Over the past 3 months, the task of providing continuous, timely, and accurate public health information to our partners, the public and the media has fallen on the shoulders of public health staff who have other job responsibilities. During this very turbulent time, the staff have stepped up and filled that communication need. Our current staff do not have the capacity to continue fulfilling both roles. It is fair, just, and timely to create this very much needed and important public health position. We have identified grant monies to fund this position for a minimum of 12 months and will continue to seek grant funding until this position can be incorporated into the annual budget.

We intend to utilize funds from the PHEP-COVID-19 grant 31-3204-0000 and the PHEP grant 31-3026-0000 to fund salary and benefits for a full time Public Health Communications Specialist position for 12 months at a cost of \$84,075. We are proposing a minimum appointment of 12 months for this position to enable us to successfully recruit for this position. The Public Health communications Specialist position will be placed in Range 19 of the Unilateral Pay Grid.

POSITION DESCRIPTION	1. Position Control #	2. Department, Division and Unit (if applicable) Public Health
3. Name of Employee	4. Unit, Work Address	
5. Classification Title of Position Public Health Communications Specialist	7. Name and Class of Former Incumbent	
6. Class Title Option (to be filled out by Human Resources)	na	
8. Department Working Title of Position	9. Name and Class of Employees Performing Similar Duties na	
10. Name and Class of First-Line Supervisor Kelsey Cordova, CHEC	11. From Approximately What Date Has The Employee Performed the Work Described Below? new	
12. Does This Position Supervise Subordinate Employees in Permanent Positions? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
<p>13. Position Summary - Please Describe Below the Major Goals of This Position</p> <p>The Public Health Communications Specialist performs activities within the framework of the Rock County Public Health Department's provision of the core functions and ten essential services of public health to create and maintain conditions that promote health, improve health outcomes, reduce disparities and foster health equity for populations. The focus of the agency is on promoting environmental, system and policy changes, and population-based interventions which:</p> <ul style="list-style-type: none"> -focus on entire populations possessing similar characteristics, -are guided by an assessment of the population health status, -consider the broad determinants of health, and -consider all levels of prevention, with an emphasis on primary prevention. <p>The Public Health Communication Specialist promotes public health communications related to the foundational areas of communicable disease prevention and control, environmental health, injury and premature death prevention, maternal and child health, and access/linkage to clinical care. In addition, the Comm Specialist will be expected to develop their personal knowledge, skills and abilities related to the foundational capabilities; assessment/surveillance, emergency preparedness and response, policy development and support, communications, community partnership development, organizational administrative competencies, and accountability/performance management.</p> <p>Work also includes the formulation, review and revision of policies and procedures relating to communications and compliance with local public health statutes and administrative rules.</p> <p>Additionally, their work should strive to meet or be in alignment with "National PH Performance Standards":</p> <p>Standard 3.1: Provide Health Education and Health Promotion Policies, Programs, Processes, and Interventions to Support Prevention and Wellness</p> <p>Standard 3.2: Provide Information on Public Health Issues and Public Health Functions Through Multiple Methods to a Variety of Audiences</p> <p>This position is responsible for creating, maintaining and executing comprehensive communications & marketing strategies that advance the Rock County Public Health Department's community visibility. Strategies includes: media relationships, social media, and direct relationships with community partners, advocates and residents, and marketing initiatives development, including graphic design content. This position supports staff and department programs to enhance efforts of health promotion and disease prevention. This position will also represent the department as Public Information Officer (PIO) as requested in public health crisis, emergency response, or routine programming and creates messaging and plans for such events.</p>		

14. Describe the Goals and Worker Activities of this Position

- Goals: Describe the major achievements, outputs or results of this position.

Prioritize and list them in descending order of importance (A, B, C, D, etc.)

Estimate the percentage of time spent on each goal.

- Worker Activities: Under each goal, list the worker activities performed to meet that goal (1., 2., 3., etc.)

Time %	Priority	Goals / Worker Activities
60%	A	<p>Develops, maintains and updates communications content of the public health department, not limited to: program promotional materials, websites, social media accounts, online messaging and presence, intranet and file tree.</p> <ol style="list-style-type: none"> 1. Builds relationships with local media, community agencies and members who are committed to improving the health of the community; serves as a member and possible facilitator of local collaborative groups; participates as a member of local and state public health committees. 2. Use of the internet and other forms of mass media to educate the public about various health issues to encourage civic participation and feedback on policy. 3. Presents public health information to local, state, and national public health officials and groups; communicates public health stories to the media as assigned. 4. Collects, analyzes, summarizes, and develops written reports and visual presentations of health data and trends relevant to RCHD. Contributes to the development and preparation of proposals for funding from external sources for health promotion and disease prevention initiatives and programs.
35%	B	<p>Coordinates with staff on the marketing and communications aspects of department planning and project development to promote community participation and feedback. Work closely with leadership to refine messages and presentations.</p> <ol style="list-style-type: none"> 1. Develop and implement marketing plan to promote public health 2. Coordinates a consistent organizational brand for all communication materials. Train RCHD staff on brand standards and make templates available for department consistency. 3. Coordinates in service training and continuing education for departmental staff; coordinates student experiences within the department. 3. Confer with staff regarding pamphlets, posters, and other educational materials. 4. Develop and/or modify existing media presentations.
	C	<p>Monitors the media for issues relevant to health department activity, concern or influence and develops a plan of reaction.</p> <ol style="list-style-type: none"> 1. Issues press releases about emergencies or about crisis related issues within the community. 2. Participates in public health emergency response training and drills and serves as a

Time %	Priority	Goals / Worker Activities
		reserve Public Information Officer (PIO) in cases of need for Rock County.
5%	D	Perform related work as required. <ol style="list-style-type: none"> 1. Participates in improving agency performance, processes, programs, and interventions through continuous quality improvement. 2. Reports to work as called in 24/7 in a public health crisis or emergency and performs public health emergency response duties as assigned and consistent with training provided. 3. Assumes responsibility for own professional growth and development by pursuing education, participating in professional committees and workgroups and contributing to a work environment where continual improvements in practice are pursued. 4. Performs other duties as assigned.

15. Knowledge, Skills and Abilities (KSAs)

4. KNOWLEDGE, SKILLS, AND ABILITIES:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Strong understanding of targeted, culturally appropriate information to help individuals and groups understand health promotion and disease prevention information, policies, regulations, and local code.
2. Strong understanding of marketing theory, social media tools and optimizing exposure.
3. Website management experience, including basic knowledge of html code and content management systems highly preferred.
4. Possess strong writing skills with understanding of content strategy. Strong understanding of scientific/technical information.
5. Translate scientific content into information for the public through talking points and/or FAQs.
6. Demonstrate a high level of creativity and be able to adjust tactics to achieve desired results.
7. Knowledge of community health assessment and planning models, methods, tools, and techniques.
8. Knowledge of authorship and publication policies and requirements.
9. Knowledge of teaching methods and techniques for presenting material and engaging a wide variety of audiences in learning experiences including but not limited to group process and facilitation; print and electronic educational materials; and formal presentations using a wide range of audio visual equipment.
10. Knowledge of: population health, public health programs and functions, basic biology and microbiology, basic chemistry, behavioral change, civics, advocacy, and public policy.
11. Demonstrates ability to effectively present data to address scientific, political, ethical, and social public health issues.
12. Advanced computer skills: demonstrates ability to use office software, graphic design software (Photoshop, Illustrator, etc.), social media software, and internet searches.

13. Ability to research new communication tools and advise RCHD staff on best practices.
14. Ability to work independently in a variety of situations; work on several major projects simultaneously and under pressure to meet deadlines; follow through on tasks with minimal supervision.
15. Knowledge of public health theory, human psychology, social sciences, behavior change theory, social marketing theory, and principals of health education
16. Ability to apply time-management skills, exercise independent judgment, and prioritize workload.
17. Ability to accommodate flexible scheduling to address program needs.
18. Ability to effectively collaborate with community partners, co-workers, and representatives of other government agencies.
19. Knowledge and ability to coordinate and facilitate community meetings.
20. Possess a strong interest in improving human health, especially interested in working with diverse populations and broad categories of health concerns
21. Ability to work under limited supervision.

16. Job Requirements

EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelor's Degree in Communications, Journalism, Health Education or closely related field from an accredited college or university, plus two years professional work experience within a public health setting, OR equivalent combination of closely related education and experience that provides equivalent knowledge, skill, and abilities. Masters in Public Health (MPH) a plus.
- Valid driver's license
- Motor vehicle in working order
- Bi-lingual (Spanish) preferred.

17. Essential Job Functions (physical elements, equipment use and working conditions)

The demands described here are representative of those that must be met by the employee to successfully perform the essential functions of this job.

- Work involves walking, sitting, standing, bending, twisting, turning, carrying, pushing, pulling, grasping, reaching, and driving.
- Lifting and carrying up to 25 pounds is not uncommon.
- Work related to public health emergencies may require availability 24 hours a day, seven days a week.
- Work hours may include some evenings and/or weekends to accommodate community events.
- Working conditions may vary in relation to heat, cold, fatigue, etc.
- Maintain prompt and regular attendance.

18. Supervisory Section - To Be Completed By the First-Line Supervisor of this Position

- a. The supervision, direction and review of the work of this position by the supervisor is close general minimal
- b. The statements and time estimates above and on attachments accurately describe the work assigned to the positions.

Signature of First-Line Supervisor _____ Date _____

19. Employee Section - To Be Completed By the Incumbent of this Position

I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned my position. (Please initial and date attachments.)

Signature of Employee _____ Date _____

20. Signature of Human Resources Manager _____ Date _____

21. Distribute Copies of Signed Form to:

- Human Resources Personnel File Employee Department File