2018 Model Practices

Applicant Information

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Select a size:
- [ ] Small (0-50,000)
- [ ] Medium (50,000-499,999)
- [x] Large (500,000+)

Practice Categories

Model and Promising Practices are stored in an online searchable database. Applications may align with more than one practice category. Please select all the practice areas that apply.

- [x] Access to Care
- [x] Advocacy and Policy Making
- [x] Community Involvement
- [x] Cultural Competence
- [x] Global Climate Change
- [x] Health Equity
- [x] Informatics
- [x] Information Technology
- [x] Organizational Practices
- [x] Other Infrastructure and Systems
- [x] Tobacco
- [x] Vector Control
- [x] Water Quality
- [x] Workforce
- [ ] Communications/Public Relations
- [x] Coalition and Partnerships
- [x] Environmental Health
- [x] Food Safety
- [x] Health Equity
- [x] HIV/STI
- [x] Injury and Violence Prevention
- [x] Marketing and Promotion
- [x] Maternal-Child and Adolescent Health
- [x] Primary Care
- [x] Quality Improvement
- [x] Research and Evaluation
- [x] Conference Theme: Unleashing the Power of Local Public Health
- [ ] Other:
- Opioid and Heroin Use and Prevention

Is this practice evidence based, if so please explain:

All data used on this practice website were analyzed and presented adhering to strict epidemiologic standards, including HIPAA restrictions. Kernel density maps are based on guidelines widely used in the geographic information systems community for data display. The website was developed following the World Wide Web Consortium (W3C) standards for web design and applications and ArcGIS development principles.

Winnable Battles

To keep pace with emerging public health challenges and to address the leading causes of death and disability, CDC initiated an effort called Winnable Battles to achieve measurable impact quickly. Winnable Battles are public health priorities with large-scale impact on health and known effective strategies to address them. Does this practice address any CDC’s seven Winnable Battles? If so, please choose from the following.

- [x] Food Safety
- [x] HIV in the U.S.
- [x] Nutrition, Physical Activity, and Obesity
- [x] Tobacco
- [x] Healthcare-associated Infections
- [ ] Motor Vehicle Injuries
- [ ] Teen Pregnancy
- [ ] None

Overview: Provide a brief summary of the practice in this section (750 Word Maximum)

Your summary must address all the questions below:

- Brief description of LHD- location, demographics of population served in your community
- Describe public health issue
- Goals and objectives of the proposed practice
- How was the practice implemented/activities
- Results/Outcomes (list process milestones and intended/actual outcomes and impacts.
  - Were all of the objectives met?
  - What specific factors led to the success of this practice?
- Public Health impact of practice
- Website for your program, or LHD.

750 Word Maximum
A Model Practice must be responsive to a particular local public health problem or concern. An innovative practice must be (1) new to the field of public health (and not just new to your health department) OR (2) a creative use of an existing tool or practice, including but not limited to use of an Advanced Practice Centers (APC) development tool, The Guide to Community Preventive Services, Healthy People 2020 (HP 2020), Mobilizing for Action through Planning and Partnerships (MAPP), Protocol for Assessing Community Excellence in Environmental Health (PACE EH). Examples of an inventive use of an existing tool or practice are: tailoring to meet the needs of a specific population, new to your health department)

Is the current practice evidence-based? If yes, provide references (Examples of evidence-based guidelines include the Guide to Community Preventive Services, MMWR Recommendations and Reports, National Guideline Clearinghouses, and the USPSTF Recommendations.)

Is current practice innovative? How so/explain?

What tool or practice did you use in an original way to create your practice? (e.g., APC development tool, The Guide to Community Preventive Services, HP 2020, MAPP, PACE EH, a tool from NACCHO’s Toolbox etc.)

Is it a creative use of existing tool or practice: (2) a creative use of an existing tool or practice

OR

(1) geographically display local level prevalence of opioid and heroin deaths over time; 2) display substance abuse and mental health treatment options including contact information and detailed characteristics of each treatment setting; 3) display prevention initiatives including household drug take-back sites and Naloxone retailers; and 4) link viewers to concrete action items and community and statewide initiatives to address the crisis. Implementation/Activities/Outcomes 1. Determined content for website by reviewing data requests from community members, agency staff, media, elected officials and organizations • Opioid overdose deaths by census tract over time • Heroin overdose deaths by census tract over time • Point locations of substance abuse treatment settings • Point locations of mental health centers • Point locations of household drug take-back sites and Naloxone retailers and links to prevention initiatives 2. Compiled and formatted data for the site • Geographic shape files; Vital records data; SAMHSA data; Colorado Dept. of Public Health and Environment (drug take-back data); Stop the Clock Colorado (Naloxone data) 3. Identified appropriate application for data display • ArcGIS Open Data site 4. Designed the website • Completed October 2016 5. Demonstrated website to agency staff, substance abuse coalitions, experts and refined based on feedback • Completed December 2016-January 2017 6. Launched website • April 2017 7. Logged comments and further requests for data; tweaked site according to feedback • Added link to the “Celebrating Lost Loved Ones” site; altered wording, updated data All of the objectives for this practice were met. Factors that led to the success of the practice included a proactive response to community needs; reliance on expressed community and stakeholder input into the design of the practice; timely, available data; analytic display tools; existing community partnerships, coalitions and networks; and TCHD staff capacity. Public Health Impact Since the creation of the opioid website, there has been a dramatic increase in the information available to the public. TCHD’s partner agencies have utilized the site to access data, identify communities in greatest need, share maps and graphs, and better understand the distribution of resources. Local governments have been able to better understand the magnitude of the problem and availability of resources within their boundaries. This site has also helped generate discussion around naloxone use, syringe disposal locations, and locations of future substance abuse treatment facilities. The success of this platform has inspired TCHD to create more topic-specific sites to provide ready-to-use data and maps to local governments and community partners, which will ultimately help TCHD provide the right resources to residents and keep them engaged with the latest health trends in their communities. Website: http://opioid-tchdgs.opendata.arcgis.com/
The LHD should have a role in the practice's development and/or implementation. Additionally, the practice should demonstrate broad-based involvement and participation of community partners (e.g., government, local residents, business, healthcare, and academia). If the practice is internal to the LHD, it should demonstrate cooperation and participation within the agency (i.e., other LHD staff) and other outside entities, if relevant. An effective implementation strategy includes outlined, actionable steps that are taken to address the opioid crisis.

1. Identifying the need: This involves recognizing the scope and severity of the opioid crisis in your community. This can be done through data analysis, public engagement, and collaboration with community stakeholders.
2. Planning and preparation: Develop a comprehensive plan that outlines the goals, objectives, and strategies to address the opioid crisis. This plan should be informed by the data and input from community stakeholders.
3. Implementation: Put the plan into action by implementing the strategies outlined in the plan. This may include partnerships with community stakeholders, capacity building, and resource allocation.
4. Evaluation: Regularly evaluate the effectiveness of the practice. This can be done through data collection and analysis, feedback from community stakeholders, and stakeholder meetings.
5. Continuous improvement: Use the evaluation results to make continuous improvements to the practice. This may involve adapting the strategies based on new data or adjusting the implementation approach based on feedback from community stakeholders.

Please state the Responsiveness and Innovation of your practice:

1. LHD and Community Collaboration
   - What are the specific goals and objectives of your practice?
   - What do you consider to be the most effective strategies for achieving these goals?
   - How do you ensure that your practice is inclusive and reaches all members of the community?
   - What is your approach to addressing the needs of vulnerable populations?

2. Data and Information Management
   - How is your practice organized to collect and manage data?
   - What tools or technologies do you use to collect and manage data?
   - How do you ensure the accuracy and reliability of the data?
   - How do you ensure that data is shared and used in a way that promotes collaboration and transparency?

3. Policy and Advocacy
   - What policy changes do you believe are necessary to address the opioid crisis?
   - How do you engage with policymakers to advocate for these changes?
   - What role do you play in influencing policy decisions?

4. Capacity Building and Technical Assistance
   - What capacity building activities do you offer to support community stakeholders?
   - How do you ensure that these activities are tailored to the needs of different communities?
   - What resources do you provide to help community stakeholders address the opioid crisis?
Goal(s) and objectives of practice The goal of this practice was to develop a website containing timely and accurate data to identify the scope of the opioid problem and available resources to support individual and community-level efforts to address the crises from various angles. The objectives of this practice were to 1) geographically display the prevalence of opioid and heroin deaths over time; 2) display substance abuse and mental health treatment options including contact information and detailed characteristics of each treatment setting; 3) display prevention initiatives including household drug take-back sites and Narcan retailers; and 4) link viewers to concrete action items and community and statewide initiatives to address the crisis. Steps taken to implement the practice This practice grew out of interest by community member, media, and elected official's interest in understanding the opioid crisis on a local level and seeking actions to combat the crisis. Initially, requests for data and information from TCHD were fulfilled and internal TCHD Executive Directors were directly involved by inquiries from the media and elected officials. Two of the counties in TCHD's jurisdiction were particularly concerned. In one county, a county commissioner pulled together a task force address the opioid crisis with various county departments, community mental health centers, and Kaiser Permanente. In another county, a concerned citizen approached the county commissioners who then convened a diverse stakeholder group with government, private and nonprofit partners. In response to this growing concern, TCHD was asked to convene leadership from both of these county's action groups and to form a coalition to reduce overdose deaths and increase awareness and education of prevention strategies. The third county in TCHD's jurisdiction has asked to join this effort at a future date. This Coalition was named the Tri-County Opioid Overdose Prevention Partnership (TCPOP). Current membership includes public, private, non-profit partners, law enforcement, treatment providers, hospitals, community mental health centers, youth prevention coalitions, statewide organizations, and private residents. TCPOP desired to be data driven and also wanted to use data in its education efforts. It soon became apparent that a comprehensive central location for data and information which was easily accessible to the public would meet many needs. An internal TCHD development team was assembled consisting of two population health epidemiologists, the Manager of Informatics, Epidemiology and Health Planning, the Public Health Prevention and Policy Manager (in charge of tobacco and substance abuse), the Synodic Surveillance epidemiologist, and the Medical Epidemiologist. This group reviewed the requests for data that were routinely coming in and the requests for data and data products from TCPOP. The group carefully catalogued all potential data sets and evaluated their utility for inclusion, deciding on the data elements to be included in the site. The group also provided the inclusion of other elements for the site. The Senior Population Health Epidemiologist, and GIS expert, explored the functionality of the ESRI/ArC GIS Open Data site to use as a platform for sharing the opioid and heroin data. It was determined that the Open Data site would be an adaptable and easy-to-use interface to quickly communicate relevant and accurate information that could be used by all the department's community members. Two population health epidemiologists compiled the data from various organizations and prepared it for the site. The Senior Epidemiologist programmed the site. The team, including TCHD's Executive Director and the Epidemiologist, Planning and Development Division Directors, and Commenders and stakeholder representatives was able to get feedback from community and coalitions. This group worked to further refine the site. The work was a collaborative effort by the Executive Directors of the five metro Denver area LHPAs have formed the Metro Denver Partnership for Health to support collaborative public health initiatives across the region. One work group of the Partnership is the Industrial Work Group comprised of data analysts, epidemiologists and information technologists from each of the 5 LHPAs. The goal of this group is to build capacity to share data and analytic resources to reduce duplication of effort and enable data-driven collaboration efforts such as policy development. This group provided critical feedback regarding the site and offered suggestions for enhancements. TCHD is fortunate to have myriad active coalitions and community partners and this network was used to review and provide input into the site as well. Specifically the newly formed TCPOP was key in both supporting the development of the site and providing input into the content and feedback regarding the final site. With Mental Health being the focus of TCHD’s Community Health Improvement Plan, various mental health work groups comprised of an array of stakeholders also provided input into the site and suggestions for additions and other refinements. One unexpected outcome of this was the desire among mental health professionals to develop a mental health professional specialty on mental health. Although not the focus of this application, the site has been recently developed and can be viewed here: http://mentalhealth-tchdgs.opendata.arcgis.com/). Finally, the site was made live and advertised through various channels including TCHD's internal newsletter, presentation to TCHD's Board of Health, email to TCHD's key stakeholder list, presentations to various coalitions and committees, featured at conferences, and in a blast fax through the state department to all UPHPs. The firstframe site was practice in the state of Colorado. The Timeframe site was launched April 1, 2017 and went live on April 11, 2017. Stakeholder involvement As reported above, stakeholders played key roles in all phases of the practice. Much of TCHD’s work is conducted through community partnerships. TCHD carefully nurtures relationships with the medical provider community, mental health and substance abuse providers, the early childhood community, local and county government officials, and more. Because of these strong relationships, TCHD has ready avenues for disseminating information and resources such as this Open Data website. These groups also disseminated the website through their independent networks. Practice costs Most of the costs of the project were supported by staff resources. As estimated any costs were also required for the practice. Though the software and servers used were already purchased and in use by TCHD, the ArcGIS server had an initial cost of $5,000 and an ongoing maintenance fee of $2,000 per year and SAS software is used to analyze data. Both the server and software are used for many other projects as a part of the data and informatics infrastructure of TCHD. The free version of Tableau software was also used for part of the site.

Evaluation
Evaluation assesses the value of the practice and the potential worth it has to other LHPAs and the populations it serves. It is also an effective means to assess the credibility of the practice. Evaluation helps public health practice maintain standards and improve practice. Two types of evaluation are process and outcome. Process evaluation assesses the effectiveness of the steps taken to achieve the desired practice outcomes. Outcome evaluation summarizes the results of the practice efforts. Results may be long-term, such as an improvement in health status, or short-term, such as an improvement in knowledge/awareness, a policy change, an increase in numbers reached, etc. Results may be quantitative (empirical data such as percentages or numerical counts) or qualitative (e.g., focus group results, in-depth interviews, or anecdotal evidence).

- Did you evaluate your practice?
- What did you find out? To what extent were your objectives achieved? Please re-state your objectives.
- Did you evaluate your practice?
- List any primary data sources, who collected the data, and how (if applicable)
- List any secondary data sources used (if applicable)
- List performance measures used. Include process and outcome measures as appropriate.
- Describe how results were analyzed
- Were any modifications made to the practice as a result of the data findings?

2000 Words Maximum

To what extent were practice objectives achieved? The objectives of this practice were to 1) geographically display the prevalence of opioid and heroin deaths over time; 2) display substance abuse and mental health treatment options including contact information and detailed characteristics of each treatment setting; 3) display prevention initiatives including household drug take-back sites and Narcan retailers; and 4) link viewers to concrete action items and community and statewide initiatives to address the crisis. The first three objectives were achieved and can be empirically assessed as they appear on the website: https://opiods-tchdgs.opendata.arcgis.com/). The final objective can only be evaluated by process measures somewhat distal to the outcome of interest. Process evaluation in order to measure our fourth objective, link viewers to concrete action items and community and statewide initiatives to address the crisis, we tracked web analytics, recorded groups to which the website link was sent, and presentations of the website made to various groups. Between the launch of the website on April 1, 2017 and November 30, 2017 we have had over 9,000 unique visits to the website and an average of 44 visits per day. The link to the site was sent to 116 partners at various organizations throughout TCHD’s jurisdiction. These organizations included nonprofits, schools, medical providers, mental health providers, government officials, and more. The link to the website was also sent out to all 64 local health departments in Colorado. The website was featured in the internal TCHD newsletter and sent to TCHD’s approximately 360 FTE. A demonstration of the website was provided to several stakeholder groups and coalitions reaching over 100 individuals. The website attracted national attention as well. It was featured at ESRI’s 2017 global user conference with over 17,000 attendees. ESRI is also highlighting the site on its website: https://www.esri.com/industries/health and will include an article about it in their quarterly ArcUser Publication. Two other LHPAs in the Metro Denver area have replicated portions of this work for their jurisdictions. TCHD shares code and provides technical assistance as needed. Analysts at one of the county governments within TCHD’s jurisdiction have used the site to develop a county assessment of the opioid crisis to begin to determine how their county government and staff can address the crisis within their work https://www.google.com/url?sa=b&cd=4&cad=rja&u=https%3A%2F%2Fwww.esri.com%2Farcgis%2Fportal%3Fid%3D20c9e8f1c9544c8f97a9c1f51ee681e5%26v=2.5&esrc=s&source=web&cd=4&cad=rja&ust=1565641845144000&usg=AFQjCNGWwQy4fRX25-RuZM9W_NF7x-bEtw&sig2=jQFFg9gMNAhQ%3B4aWdA8wQ6A1d&ved=2ahUKEWhMw3aQhQcNAhUEwKQHHR9FQeCAQoAQoAegEAc.

Sustainability
Sustainability is determined by the availability of adequate resources. In addition, the practice should be designed so that the stakeholders are invested in its maintenance and to ensure it is sustained after initial development (NACCHO acknowledges that fiscal challenges may limit the feasibility of a practice’s continuation).

- Lessons learned in relation to practice
- Lessons learned in relation to partner collaboration (if applicable)
- Did you do a cost/benefit analysis? If so, describe.
- Is there sufficient stakeholder commitment to sustain the practice?
Describe sustainability plans

1500 Words Maximum

Please enter the sustainability of your practice (2000 Words Maximum): *

Lessons learned TCHD reaped the benefits from developing this practice with heavy subject matter expertise and community input. Before using this method, our data products reflected traditional display methods—prevalence graphs, pie charts and the like. These methods have their utility, but we have found that building data products with and for the community engages our partners in a more meaningful way and therefore ensures that data are used. This method requires more time on the front end, but saves time in response to data requests on the back end. Cost/benefit analysis done? No. Stakeholder commitment to sustain the practice The project is self-supporting; however, partner’s interest in the site can only be maintained through regular updating of the data on the site, and by including new datasets and information as it becomes available. For instance, Colorado has a Prescription Drug Monitoring Program and we have been working with partners to mine the data related to opioid prescribing practices and trends. TCHD’s Medical Epidemiologist has partnered with another LPHA to develop a dashboard displaying opioid-related calls to the Rocky Mountain Poison Control Center and we will link this site to and from this practice site in the near future. Sustainability plans As mentioned, we built this practice using hard- and software that are already part of TCHD’s informatics infrastructure. We have skilled staff who can develop these websites using the ArcGIS technology. We are building redundancy for this skill set as well. One outgrowth of this project’s success was the development of our website featuring mental health. This was initiated based on stakeholder request and is currently live. In this case, we were able to capitalize on lessons learned and repurpose much of the code and data for this site. As we go further, our process will become better refined and our skills will increase, making this practice our new way of doing business. We are currently working on developing a site featuring tobacco and one featuring obesity. Due to the interest in the approach among our regional LPHA partners, we will also be able to support their efforts and subsequently learn from them as we grow this practice in our region.

How did you hear about the Model Practices Program: *

- I am a previous Model Practices applicant
- At a conference
- Colleague in my LHD
- Colleague from another public health agency
- E-Mail from NACCHO
- Model Practices Brochure
- NACCHO Connect
- NACCHO Exchange
- NACCHO Exhibit Booth
- NACCHO Website
- Public Health Dispatch