



Public Health is Public Safety

How we got a 1% property tax for Public Health

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Joint Conference on Health
October 17, 2011

From This

- BOH meeting on September 27, 2005
- <http://www.cityofvancouver.us/cvtv/cvtvindex.asp?section=25437&folderID=738>



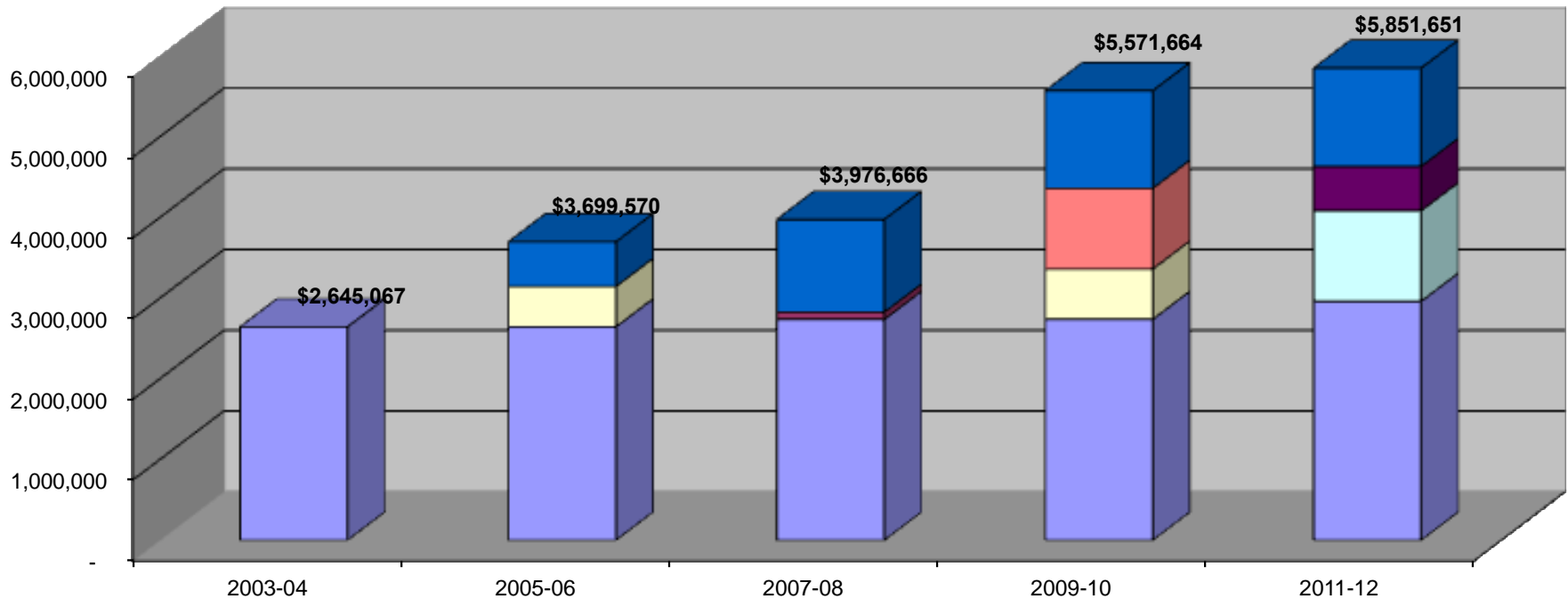
To This

- 2007 Contracted Out Medical Care**
- 2007 Funded Nurse Family Partnership**
- 2008 Emphasized Health Equity**
- 2009 Formed Single, Regional IMT Response – H1N1**
- 2009 Transitioned WIC**
- 2010 Passed 1% Property Tax for Public Health**
- 2010 Approved Health Element in Growth Management Plan**
- 2011 Approved Neighborhood Approach to Healthy Starts**
- 2011 Passed Electronic Cigarette Regulation**

And This...

County Doubling It's Funding

Clark County Public Health
 Historic County Support (2003-04 through 2011-12)



- County GF Baseline Contribution
- One-Time County GF Assistance
- County 1% Property Tax Assessment (proposed Dec 2011)
- Building Lease Subsidy (REIT funded debt service obligation)
- 7% Food Safety Program Subsidy
- County 1% Property Tax Assessment (passed Dec 2010)
- County Indirect Relief (expenditure relief)

The Elected Official Champion



Stepping Up

**Supporting Strategic
Change**

Engaging Community

Running Out of Options

The Director's Leadership



Building Credibility

Lead Strategic Changes

Reframe as Public Safety

Tell the Story

Engage Others

Via a Strategic Plan



CLARK COUNTY PUBLIC HEALTH

STRATEGIC PLAN

2007 – 2010

Approved by Board of Health, June 7, 2006

Mission

Our mission is your good health. Together we:

- Prevent disease and injury
- Promote healthier choices
- Protect food, water, and air
- Prepare for emergencies.

We're always working for a safer and healthier community.

Values

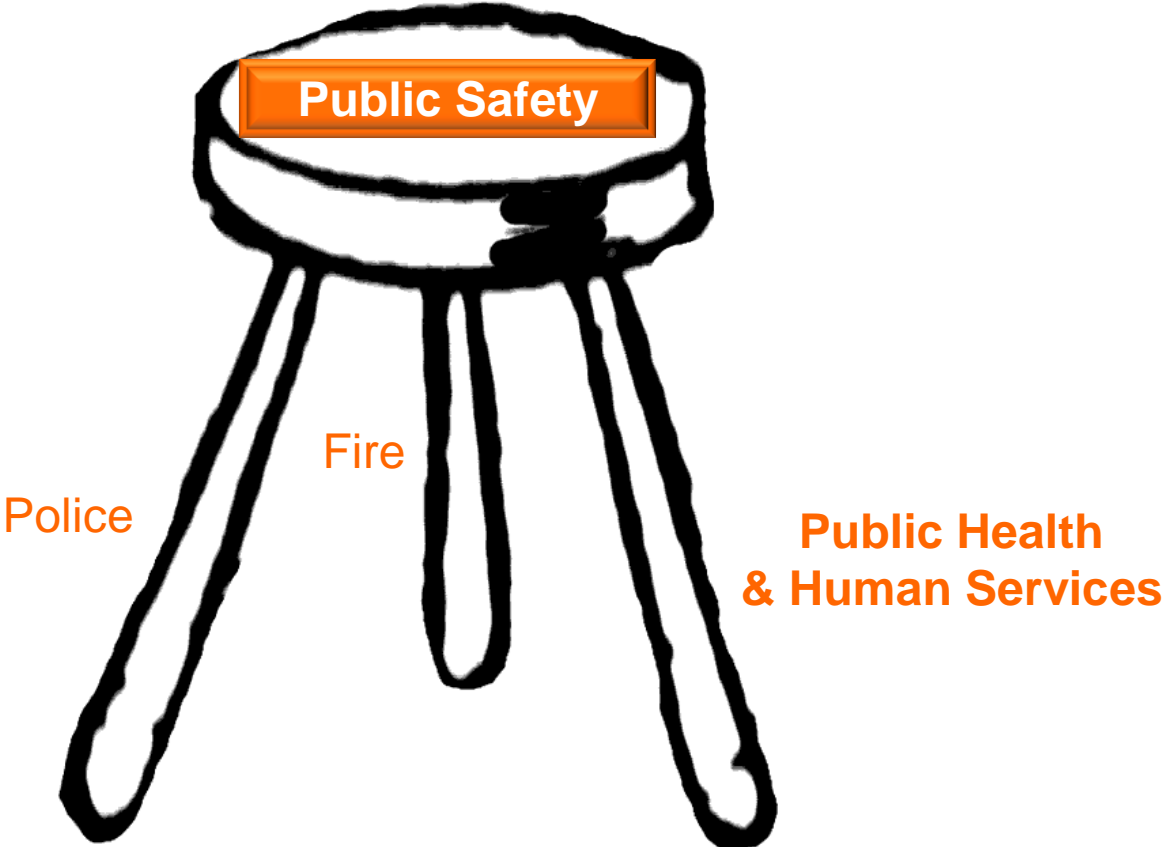
We Value:

- **Prevention and promotion.** Strategies that prevent disease and promote healthy living in healthy environments lead to long term benefits for everyone.
- **Collaboration.** Community partnerships produce well-supported and cost-effective health outcomes by bringing people, resources, and organizations together.
- **Data-driven, science-based services.** Effective public health interventions depend on the best and most up-to-date research and information available.
- **Social justice and diversity.** A healthy community recognizes that everyone's health matters equally, and that services and solutions must be accessible, affordable, and appropriate for all.
- **Customer service and accountability.** As vigilant stewards of the public's trust, we provide services that are responsive and accountable to the community's needs.
- **Skilled and innovative employees.** A well-trained, dedicated and creative workforce is the foundation of our ability to assess and address the health of the community.

Vision

Active, healthy families and people of all ages, abilities, and cultures
living, playing, and working in thriving communities.

Essential Services For Local Constituents



Tell the Story

Personal Skill Development

- Highlighting timely public health “stories”
- CONSTANTLY improve our skills
 - Leadership Institutes 
 - Intensive Courses
 - UW Evans School of Public Affairs (e.g., Storytelling)
 - UW Northwest Center for Public Health Practice
 - Additional Degree Programs
 - Executive programs

Via a Strong Public Health Advisory Council

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Clark County Public Health Advisory Council Logic Model



Purpose: To provide a direct link between the Clark County Board of Health and Clark County's communities-at-large in order to provide a local focus on public health.

We Value
<ul style="list-style-type: none"> ▪ Strong relationships with communities, stakeholders, and policy makers of Clark County ▪ Diversity of opinion, background, and experience in decision-making ▪ Consensus building to meet the needs of the community ▪ Transparency of public and private efforts to improve public health ▪ Social Justice –every person deserves equal economic, political, and social rights and opportunities

What We Do		
Influence Public Policy	Community Health Influence and Advocacy	Guide and Support Clark County Public Health
<ul style="list-style-type: none"> ▪ Provide written and oral testimony to the Clark County Board of Health ▪ Develop positive working relationships with policy makers ▪ Represent public health mission and values at public meetings ▪ Identify and support people that can influence change ▪ Establish credibility as an advisory council ▪ Develop strategies to capitalize on 	<ul style="list-style-type: none"> ▪ Communicate public health issues to the community ▪ Educate community about public health policy ▪ Advocate for improved community health ▪ Provide public health information to the media ▪ Identify and develop linkages between private and public health 	<ul style="list-style-type: none"> ▪ Provide budgetary overview ▪ Provide a critical review of public health activities ▪ Share personal and professional perspective, expertise, and experience ▪ Share expertise from colleagues and other key stakeholders ▪ Contribute to the development of organizational strategies ▪ Develop knowledge and expertise on



Thank you!

**Discussion
and
Questions**