

Department: Health Department **Program Contact:** Rachael Banks
Program Offer Type: Innovative/New Program **Program Offer Stage:** As Proposed
Related Programs:
Program Characteristics:

Executive Summary

The Public Health Director provides leadership as the local public health authority (LPHA), including implementing communication activities during disease outbreak response and recovery activities, such as the current COVID-19 pandemic.

Program Summary

The Office of the Director holds communications as a core public health competency. Communications are central to all policy, systems, and direct intervention strategies and particularly important in developing culturally responsive messaging, materials, and programming. During a disease outbreak, communications are one of the most important pieces of response, recovery, and health policies efforts. The scope of work associated with this program offer includes internal and external communications that provide accurate and timely information to the public, healthcare providers, schools, jails, long-term care facilities, and other stakeholders, with an emphasis on those most impacted by health and social inequities. During Fiscal Year 2021, this offer will focus efforts on the COVID-19 pandemic and associated health equity issues, including the leading causes of death and illness and related social and economic inequities.

Performance Measures

Measure Type	Primary Measure	FY19 Actual	FY20 Budgeted	FY20 Estimate	FY21 Offer
Output	# of public health communication activities.	N/A	N/A	N/A	10
Outcome	# of culturally specific partners involved in communication activities.	N/A	N/A	N/A	6

Performance Measures Descriptions

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2020	2020	2021	2021
Personnel	\$0	\$0	\$105,202	\$0
Materials & Supplies	\$0	\$0	\$5,000	\$0
Total GF/non-GF	\$0	\$0	\$110,202	\$0
Program Total:	\$0		\$110,202	
Program FTE	0.00	0.00	1.00	0.00

Program Revenues				
Total Revenue	\$0	\$0	\$0	\$0

Explanation of Revenues

Significant Program Changes

Last Year this program was: