

02.2023

PUBLIC HEALTH

NEWSLETTER

OF THE APPLETON PUBLIC HEALTH DEPARTMENT



IN THIS ISSUE:

Communicate Effectively to Inform and Educate

Community Partner: Building For Kids

Meet Kathleen

VISION: Health for all, together.

MISSION: Facilitate equitable community wellbeing through education, health promotion, and response to public health needs.

10 ESSENTIAL PUBLIC HEALTH SERVICES

The 10 Essential Public Health Services provide a framework for public health to protect and promote the health of all people in all communities. To achieve equity, the Essential Public Health Services actively promote policies, systems, and overall community conditions that enable optimal health for all and seek to remove systemic and structural barriers that have resulted in health inequities. Such barriers include poverty, racism, gender discrimination, ableism, and other forms of oppression. Everyone should have a fair and just opportunity to achieve optimal health and well-being.

Each month, the Appleton Health Department Newsletter will feature stories about how we are achieving each of the 10 Essential Public Health Services. This month, we will focus on Essential Public Health Service #3: Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it. This newsletter, combined with existing modes of communication: The Board of Health, official press releases, social media engagement, community dialogue, and fieldwork, are examples of how the Appleton Health Department provides educational materials, data about the community, and other critical health information to a wide range of audiences and stakeholders.

WHAT WE ARE DOING

A quality improvement project is underway aimed at tailoring messaging to audiences across a range of social media platforms. We are developing and deploying culturally and linguistically appropriate and relevant communications and educational resources, which includes working with stakeholders and influencers in the community to create effective and culturally resonant materials.

With the use of Facebook posts and in-person community networks to share public health information the Appleton Health Department encourages community engagement in familiar, social settings while urgent and official press releases keep the formality needed to communicate their critical information. The Health Department prioritizes the culturally sensitive and relevant response to public health developments in and around our communities. Employing the principles of risk communication, health literacy, and health education to inform the public, when appropriate and ensuring public health communications and education efforts are asset-based when appropriate and do not reinforce narratives that are damaging to disproportionately affected populations are communication approaches central to our Mpox response.

Finally, read more about how we have partnered with the Building for Kids Children's Museum to learn more about how the Appleton Health Department is developing and disseminating accessible health information and resources, including through collaboration with multi-sector partners.

COMMUNITY PARTNERS



THE BUILDING FOR KIDS: BUILDING ACCESS TO PREVENTATIVE CARE

The Appleton Health Department relies on a wide variety of community partnerships as the cornerstone of our public health efforts. One such partner in our work to impact the health and wellbeing of children and families is the Building for Kids Children's Museum (BFK).

Throughout the COVID-19 Pandemic, the BFK has worked alongside the Health Department in community education and mitigation efforts. Most recently, the BFK served as a host site for the department's pediatric COVID-19 vaccination clinics. This non-traditional environment provided a welcoming and age-appropriate environment for families seeking vaccination to access this important mitigation tool.

Looking forward, the Appleton Health Department is proud to serve as an advisory partner with the BFK and other community partners in a new effort to encourage diets with a greater variety of nutritionally valuable foods called "Food to Grow". This effort is centered around a new permanent exhibit which explores food sourcing, food choice, food equity, and the cultural significance of food.

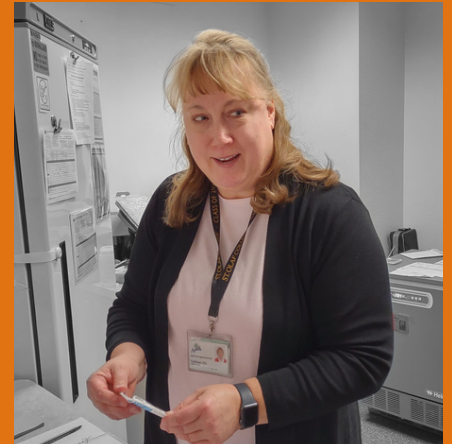


Above: Buzzy Bee soother eases discomfort for many vaccine recipients.

Top, left: Clinic goes learn about what to expect during their visit.



MEET KATHLEEN



Public Health Nurse, Kathleen G. Sprangers, has served the residents of Appleton for 34 years. In her work with Immunization, Childhood Lead Exposure Mitigation, and Perinatal Hepatitis B Surveillance Kathleen has met with three generations of parents and children in clinics and home visits. Kathleen says to approach population-size issues it starts with one-on-one patient interactions. "Patient contact—being in different homes, experiencing different cultures, different languages, people from different backgrounds— just being around people," keeps Kathleen interested. "I'm a people person. I like to know how people tick." Working in local government differs from other types of healthcare, summarizes Kathleen. "This [Public Health] belongs to everybody. We fill in those gaps that are not provided by other services. There is a lot of satisfaction for me providing care in this mode."

BOARD OF HEALTH

CALENDAR

RESOURCES

[CDC-10 Essential Public Health Services -Full](#)

[The Building for Kids Vaccine Clinic](#)