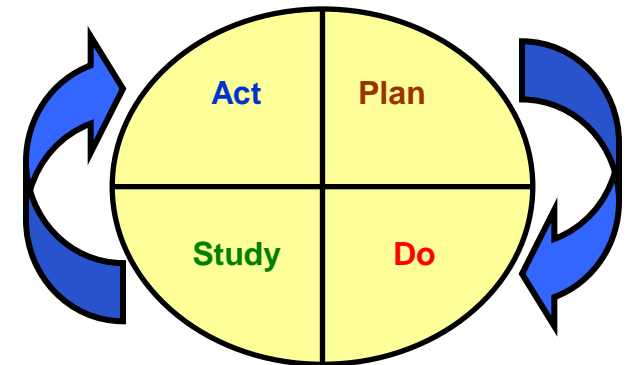
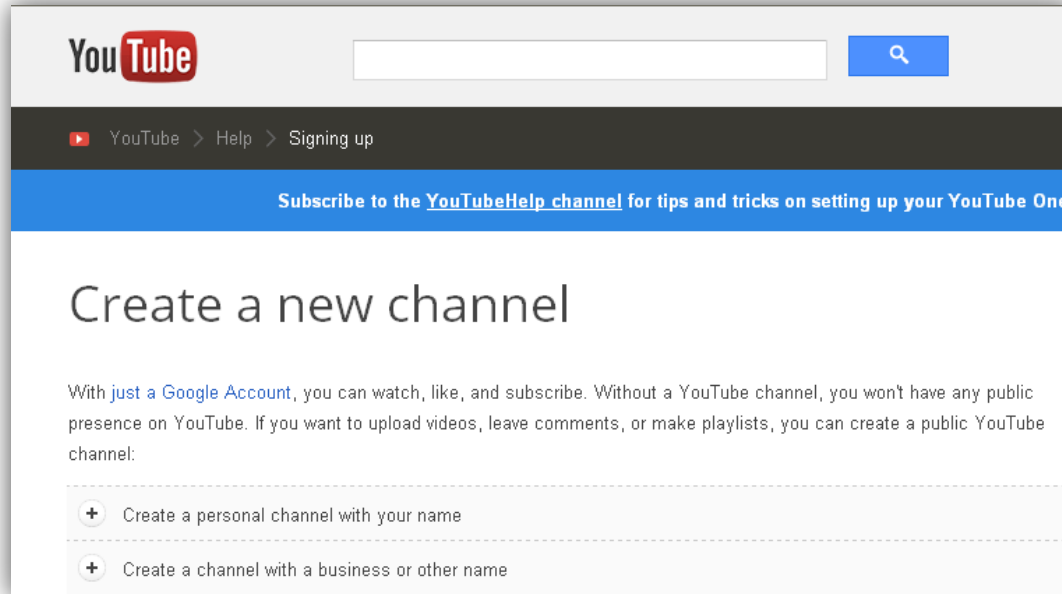


Appleton Health Department YouTube 2013 Quality Improvement Project



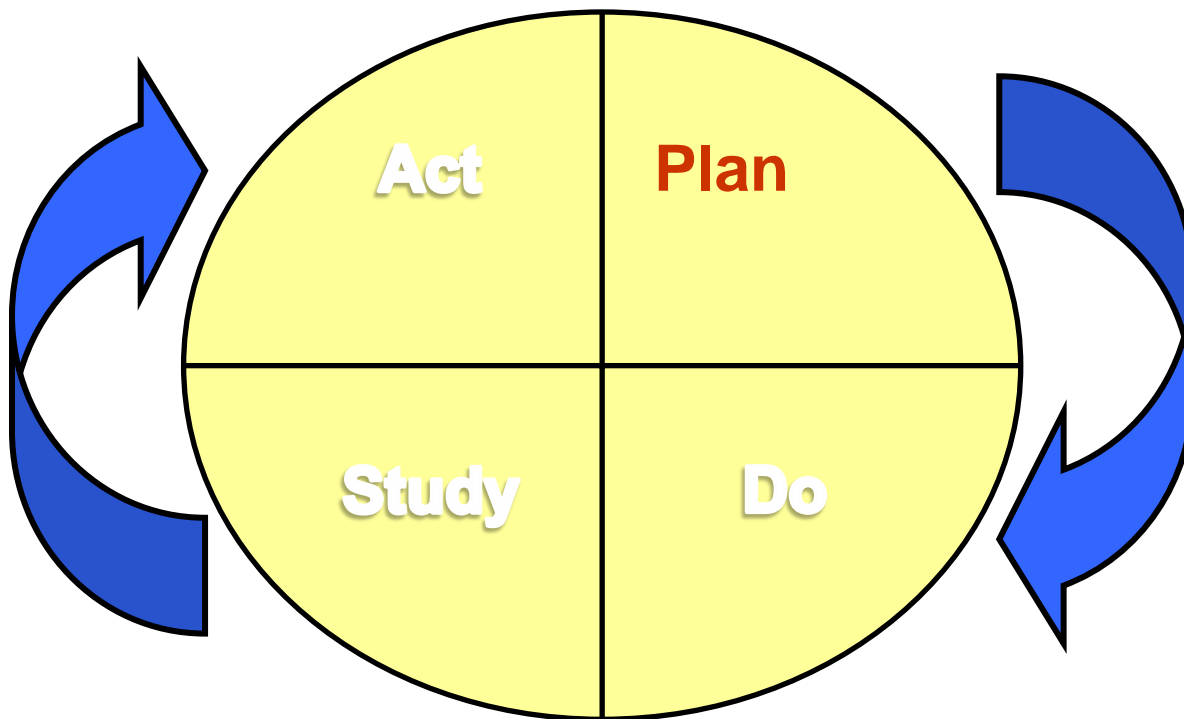
YouTube “Reach”



- More than 1 billion unique users visit YouTube each month
- Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth, and 50% more than last year (2013)
- 100 hours of video are uploaded to YouTube every minute
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
- Millions of subscriptions happen each day, and the number of people subscribing has more than doubled since last year

Source: YouTube Press Statistics

Appleton Health Department YouTube 2013 Quality Improvement Project



PLAN

Identify an Opportunity and Plan for Improvement



Getting Started

- **Problem:** The work of public health and the services our department provides to the community is diverse and often unknown or misunderstood by our customers.
- **Plan:** To increase our visibility by developing a YouTube channel to reach a larger audience to strengthen the community's understanding of public health and our department's work.

PLAN

Identify an Opportunity and Plan for Improvement



Step One: Getting Started (continued)

- The team selected to work on this project consisted of representation from disciplines within the department: Nursing, Weights & Measures and Public Health Preparedness.
- Approval for the project was granted by the Health Officer

PLAN

Identify an Opportunity and Plan for Improvement



Assemble the Team

| Jess Moyle, RN – Public Health Nurse | Nursing Staff |
|--------------------------------------|--------------------------|
| Eric Maggio – City Sealer | Weights & Measures Staff |
| Jon Lee – Preparedness Coordinator | Preparedness Staff |

PLAN

Identify an Opportunity and Plan for Improvement



The team established the following AIM statement for the project (using SMART objectives):

By December 31st, 2013, increase awareness of Appleton Health Department's services available to the customers we serve by creating a YouTube Channel with at least one original video and 5 shared videos."

PLAN

Identify an Opportunity and Plan for Improvement

Examine the Current Approach

- Currently, we link videos to our Facebook page but don't have a place to store the videos after the initial Facebook post.
- The team used root cause analysis in the form of a “fishbone diagram” to identify new methods to raise awareness of our YouTube page among our customer base.



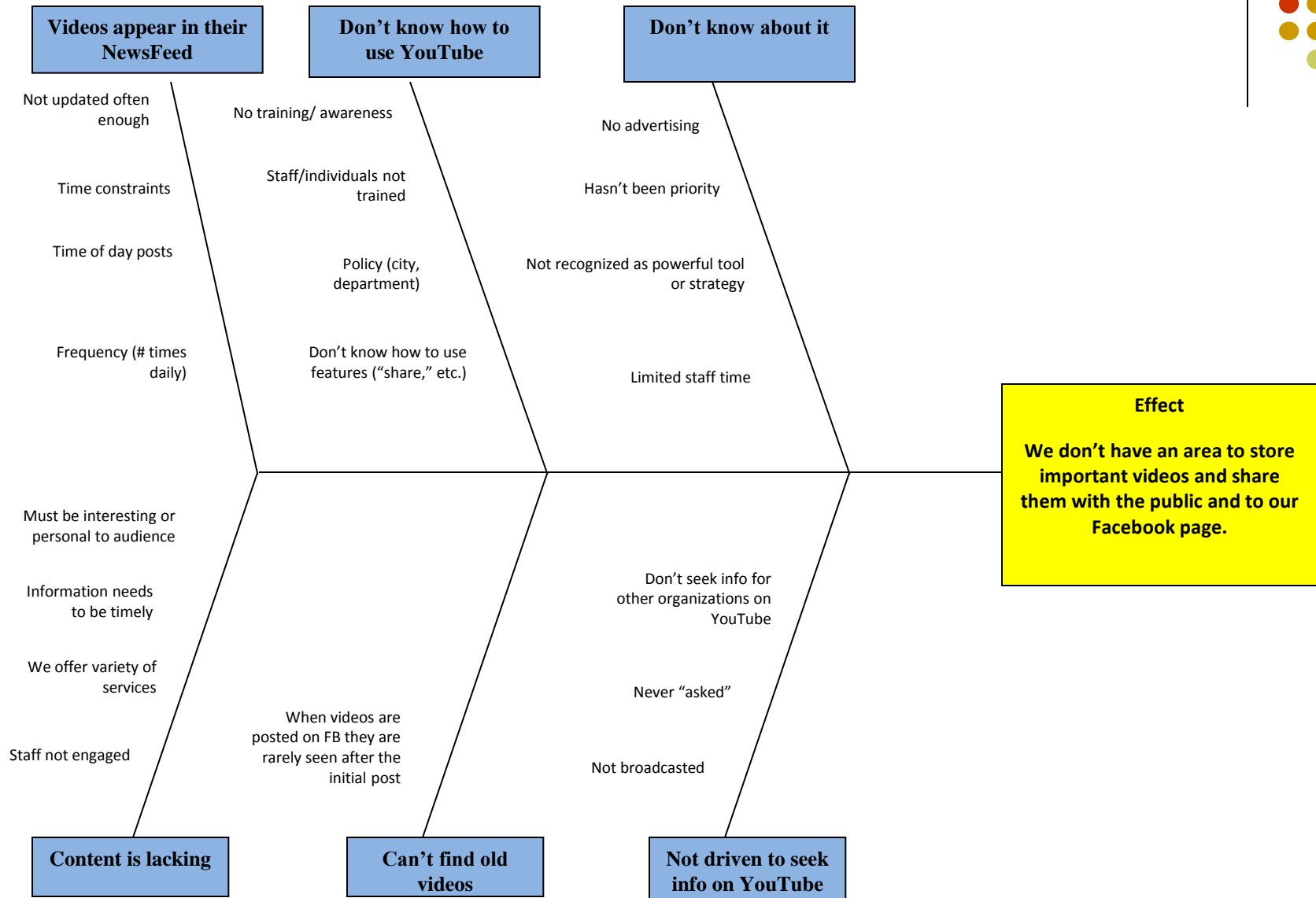


Five Whys

- The **5 Whys** is a question-asking method used to explore the cause/effect relationships underlying a particular problem. Ultimately, the goal of applying the 5 Whys method is to determine a **root cause** of a **defect** or problem.



Fishbone Diagram



Developed a Work Plan



| Problem | Reason | Recommendation | Primary Responsible Person(s) | Start Date | Completion Date |
|---|--|---|--------------------------------------|------------|-----------------|
| Community outreach is limited to traditional web print media. | With recent advances in technology, AHD should be able to reach people in a different way through web video. | Create a YouTube page and upload created videos and share work related videos that the community will find interesting and helpful. | Eric Maggio Jon Lee Jess Moyle | 10/1/2013 | 12/31/2013 |

To do's for Department Staff



Passive

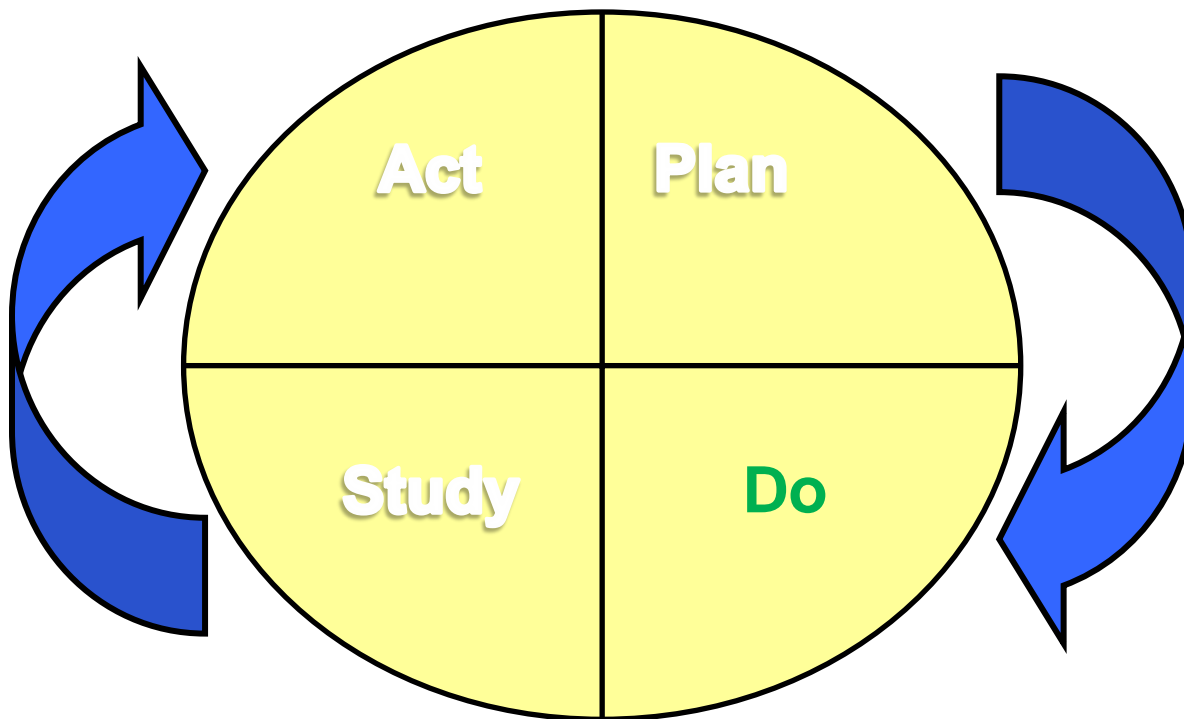
- Signature Page
- Business Cards
- Letterhead

Active

- Staff Created Videos
- Staff Picked Videos



Appleton Health Department YouTube 2013 Quality Improvement Project



DO

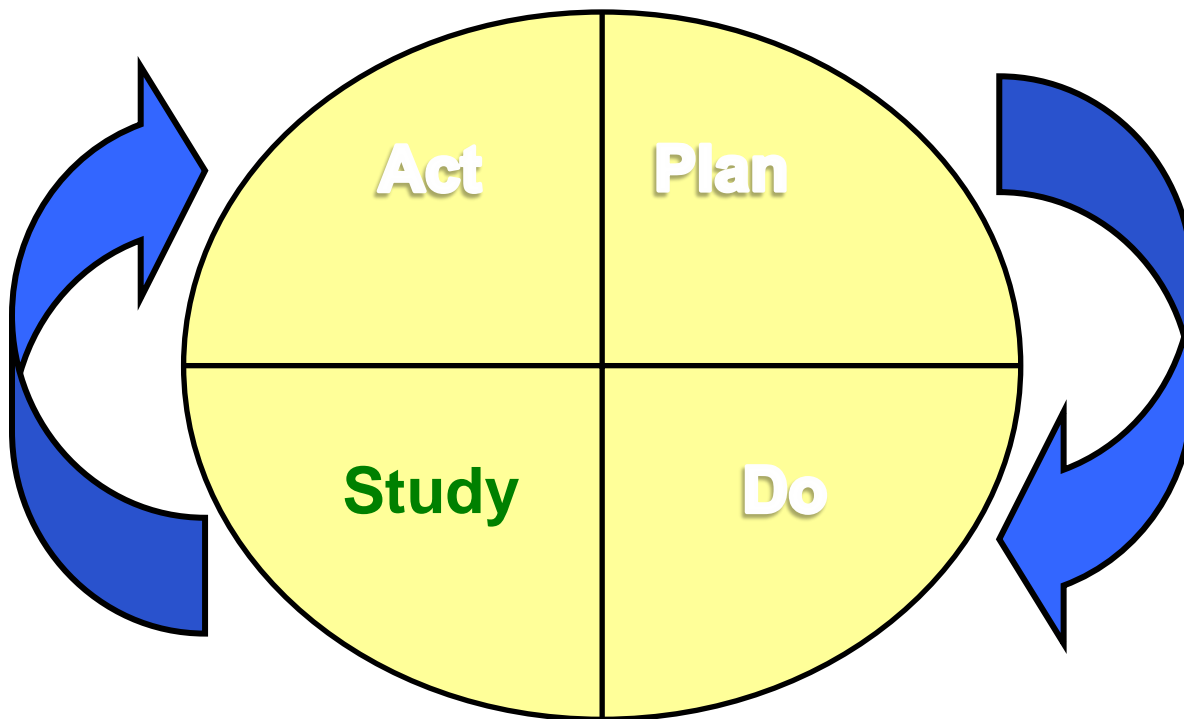
Test the Theory for Improvement



Our initial steps that we implemented in our project included items identified in our Work Plan:

- Reached out to staff for links to videos so we could populate a YouTube library for our YouTube page.
- Self-marketing via email, print materials
- Encouraging culture change among staff in accepting YouTube as a viable mechanism to serve our constituents

Appleton Health Department YouTube 2013 Quality Improvement Project



Study



The team had established the following AIM statement for the project:

By December 31st, 2013, increase awareness of Appleton Health Department's services available to the customers we serve by creating a YouTube Channel with at least one original video and 5 shared videos."

| | |
|---|-------------|
| <u>YouTube created/shared videos as of November 1, 2013:</u> | 0 |
| <u>Target Goal for created/shared videos December 31, 2013:</u> | 1/10 |
| <u>Actual Results for created/shared videos December 31, 2013:</u> | 1/18 |
| <u>Current Results for created/shared videos February 24, 2014:</u> | 1/29 |

Result:

Appleton Health Department increased awareness of services available to the customers we serve by creating a YouTube Channel

STUDY

Use Data to Study Results of the Test



Study the Results

- Results at the end of our implementation phase (December 31, 2013) were 18 shared videos and 1 original video. This exceeded our goal of 10 shared videos and 1 original video.
- Putting content out on YouTube allows our organization to be discovered or found by people that are out searching for information. And if you're creating video content--rather than hoard it on your own website where really no one is even going to find it--you can put it on YouTube where when it comes to online video destination sites, there are others out there that tend to be looked at as more professional, but YouTube has the vast majority of the market.

STUDY

Use Data to Study Results of the Test



Study the Results (continued)

- It is reasonable to conclude that our “Passive” approach (business cards, letterhead, email signatures, etc.) will have a slower but long-term impact on increasing awareness among our customers of our YouTube presence.

STUDY

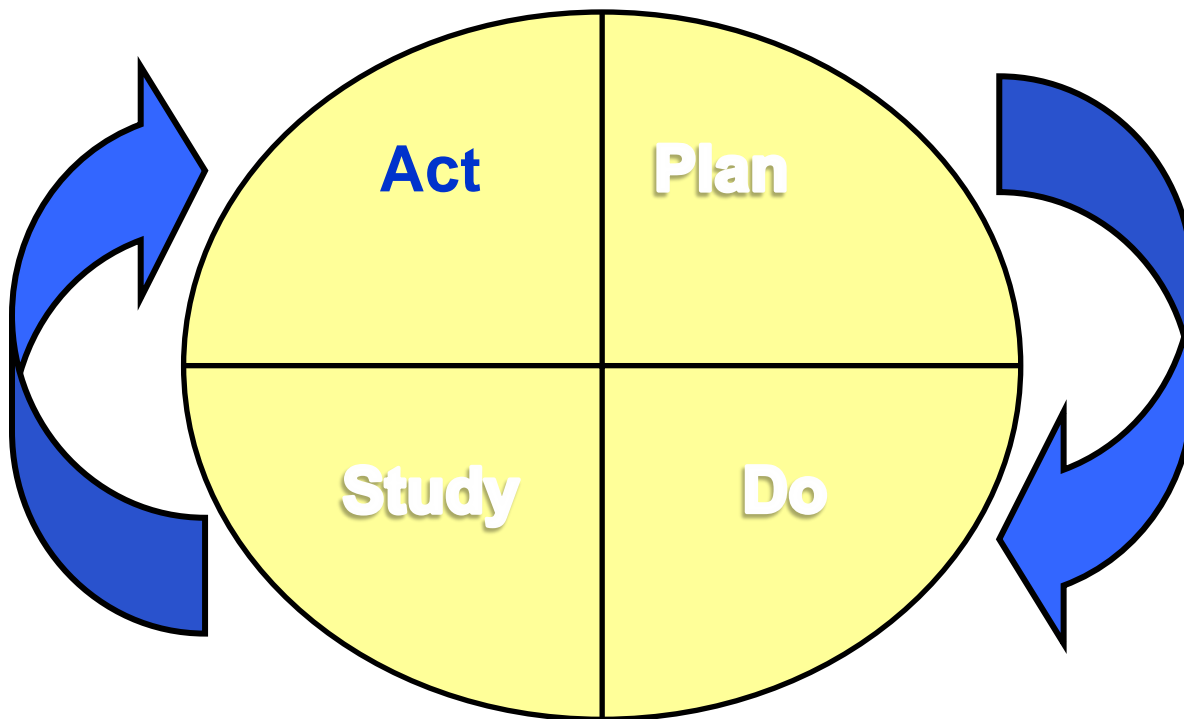
Use Data to Study Results of the Test



Unanticipated Outcomes

- We needed to upload an original video before our YouTube page would be published.

Appleton Health Department YouTube 2013 Quality Improvement Project



ACT

Standardize the Improvement and Establish
Future Plans



Standardize the Improvement or Develop New Theory

- Maintain long term approaches (email signatures, letterhead, business cards, other print materials) as a standard practice
- Continue discussion with staff at our “All Staff “ monthly meetings i to be certain our YouTube videos continue to demonstrate the services that our department provides. Add additional videos as identified.

ACT

Standardize the Improvement and Establish
Future Plans



Establish Future Plans

- YouTube Quality Improvement Project Team will continue to meet to track progress and discuss other possible strategies.
- Items identified for future implementation focus on quality/relevance of YouTube Channel content geared toward our existing audience.



Lessons Learned

- **What did you learn from your QI project?**

YouTube can be a powerful tool to gather and share data.

- **Are there things you would do differently?**

Start with the QI process during the Spring/Summer months so we could create videos of what we do outside.

- **Did you improve the organizational capacity in your local health department?**

We improved the visibility of our social media presence in the community. We also raised awareness of our programs and services.

- **How and when will you apply your knowledge of QI to other problems or other opportunities in your local health department?**

In 2014, we will continue our successful QI process by addressing the annual report improvement and other opportunities.