

TITLE: Outreach strategies to underserved communities: Using a Modernization Framework

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STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: Program Managers, Program/Project Coordinators, Researchers, Evaluators

ABSTRACT: Marion County Health and Human Services- Public Health Division (MCHHS-PHD), and Polk County Public Health (PCPH) aim to lower high rates of sexually transmitted diseases (STDs) using population health strategies. While looking at different communities within the county, public health departments need to utilize the framework of modernization foundational capabilities when creating efforts to respond to community needs that eliminate health inequities. By developing authentic partnerships, MCHHS-PHD and PCPH outreach in a linguistically and culturally responsive manner and created strategies to learn about the communities through targeted community focused listening sessions. These listening sessions included data presentation about how STDs impact participant's community, free STDs testing, and collect community input about perceptions, knowledge, and barriers to testing and treatment. Data gathered from the listening sessions will give public health leaders and community knowledge of existing inequities. With these data, public health leaders are able to develop population health strategies and establish community support to hopefully lower STDs rates. Our local public health departments recognize the importance of the modernization framework around community partnership development leading to a firm foundation for health equity and cultural responsiveness.

OBJECTIVE(S): Identify the process of involving community partners. Formulate new ideas and strategies on reaching underserved communities at local health departments.
