

# San Juan Basin Public Health Foundational Capabilities

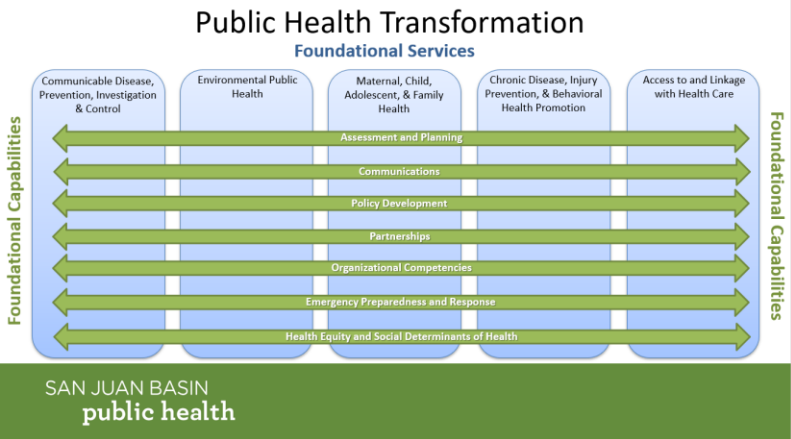
Archuleta County Board of County Commissioners  
April 19, 2022

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**How  
are  
you?**

[sjbpublichealth.org](http://sjbpublichealth.org) | WE PROTECT HUMAN AND ENVIRONMENTAL HEALTH AND INSPIRE WELL-BEING IN OUR COMMUNITY.

# Public Health: An Overview



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# Health Equity

Health Equity:

- Achieving the highest level of health for all people
- Equalizing the conditions for health for all groups - especially for those who have experienced socioeconomic disadvantage or historical injustices



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## Foundational capabilities: Assessment and Planning

- Assessment and Planning uses community feedback and data to create programs that address local and regional public health needs.
- Assessment and Planning also uses this information to predict future population health issues and solutions.
- This information helps our agency ensure that each person we serve can reach their highest potential for health.
- Our Assessment duties also include:
  - Program evaluation
  - Ongoing data collection within SJBPH and community as a whole
  - Participation in integrated state, local, and national surveillance system(s) that quantify public health and environmental problems and threats

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### Examples:

#### •Child Fatality Review Team (CFRT) –

- Meetings are scheduled when SJBPH is assigned a child fatality in the district.
- Partners from Archuleta County join meetings when applicable and partners that have attended include Archuleta Department of Human Services, Axis (serves both counties), AC Sheriff's Office, AC Coroner, and AC Attorney.

#### •Assessment and Planning

- Monthly reports and Annual Report provide data for both counties.

#### •Office of Public Health Practice, Planning, and Local Partnerships

- For last two years SJBPH has managed small grant for 5 county SW Colorado region focusing on behavioral health. Over the last year the partnership successfully completed five murals with a partnership with Rise Above Colorado, including a mural in Archuleta County.
- Next year's contract will fund Assessment and Planning efforts just for Archuleta and La Plata counties.

- Grant writing

- \$1,929,040 secured for health district in 2021

- \$1,739,008 secured for health district in 2020

## Foundational capabilities: Assessment and Planning

- As a result of the Colorado Public Health Act of 2008, SJBPH is required to collect health data and input from community members and stakeholders to create a Community Health Assessment for the health district. Last completed 2018.
- In determining community health problems, priority populations, and potential threats to the public's health, SJBPH plans what strategies are needed to engage partners and improve health for all.
- The Public Health Improvement Plan has seven goals:
  - Provide a baseline by which to monitor change
  - Identify emerging issues
  - Help the community set health priorities and focus resources
  - Provide facts upon which to base programmatic or organizational decisions
  - Help partners to plan effective, collaborative interventions
  - Increase the ability to secure new funding
  - Support advocacy for policy changes

## Foundational capabilities: Communications

- Communications is responsible for disseminating the public health information that is important to the well-being of residents and visitors
- Communications builds awareness and participation in SJBPH programs and services, tells the stories of our programs and the lives they touch.
- Communications:
  - Media communications, press relations
  - Social media
  - Website, online
  - Mass emails, newsletters, alerts
  - Internal communications
- Marketing of programs:
  - Print
  - Radio
  - Digital, online and social media
  - Visibility, signage
- Outreach:
  - Partner communications
  - External events

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Examples:

- SJBPH Communications fields a weekly interview with the Pagosa Sun discussing the COVID response and a range of topics.
- SJBPH gets strong coverage in Archuleta County media, despite having fewer media outlets, generating about 50% of the articles generated in La Plata County. Data:
  - 42 media hits thus far in 2022 in Archuleta County (compared to 67 in La Plata County)
  - 155 media hits in 2021 in Archuleta County (compared to 205 in La Plata County)
  - 223 media hits in 2020 in Archuleta County (compared to 473 in La Plata County)
  - 115 media hits in 2019 in Archuleta County (compared to 282 in La Plata County)

- All media releases go to PIOs, media contacts, government officials, and other leaders in Archuleta County (and LPC). All releases are crafted to raise awareness and provide information for residents of both counties:

- 15 media releases sent thus far in 2022 to Archuleta contacts

- 64 media releases sent in 2021 to Archuleta contacts

- 103 media releases sent in 2020 to Archuleta contacts

- 77 media releases sent in 2019 to Archuleta contacts

- Steady state program information, COVID (and vaccine) related messaging, promotions, marketing are all targeted to both counties. This applies to radio advertising (which we did extensively throughout 2021 on KWUF), and digital advertising which always targets both counties online and on social media. Direct mail pieces sent in 2021 have also been targeted to both counties (both in 2021 related to COVID-19 vaccine).

- Email newsletters sent

- Monthly SJBPH Agency newsletter

- Twice monthly COVID-19 response summaries (previously weekly)

- Vaccine and booster mass email notifications (weekly, 2x or 3x per week when new eligibility opens up)

- The Outreach team in the SJBPH Communications department led in-person informational sessions as part of the Public Health Resource Series offered every other Thursday in Archuleta County. The events were held 1200pm to 1:00pm at the Ruby M. Sisson Public Library in Pagosa Springs in late 2021. Planning on next series is in progress:



- 11/4: SJBPH Health Insurance Literacy Program
- 11/18: SJBPH HCP Program
- 12/2: Women, Infant and Children (WIC) Program and SJBPH SafeCare
- 12/16: SJBPH Environmental Health Department – Radon Awareness

## Foundational capabilities: Policy and Partnerships

- Partner and community relationships
  - Create, convene, support and evaluate strategic partnerships.
  - Maintain the ability to strategically select and articulate governmental public health roles in programmatic and policy activities and coordinate with partners.
  - Earn and maintain the trust of community residents by working towards common goals through inclusive engagement that is culturally and linguistically appropriate for the communities served.
  - Maintain the ability to identify and enable collaborative opportunities with other government sectors and across jurisdictional boundaries to effectively and efficiently deliver services and/or improve public health outcomes.
- Policy development, evaluation, and enactment
- Policy and partnerships staff serve as clerk to the SJBPH Board of Health

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### Examples:

- Executive Policy Group - representatives from LPC & AC invited for weekly Zoom meeting for COVID update/discussion, includes Situation Report and hospitalization update
- Archuleta County Economic Recovery Task Force – frequency went from weekly to monthly
- Live with Mary Jo (Pagosa Chamber weekly livestream) – periodic SJBPH presentations
- Pagosa Chamber – provide media releases on all topics; information published in weekly newsletter
  - AC Republican Central Committee
  - AC Democrat Club
- SJBPH Stakeholder Group Meetings twice monthly – includes reps from LPC and AC

- School Policy Group – includes both LPC and AC school board president/head of schools – meets twice monthly
- P&P leadership spends time in the Pagosa office once per month, or more often as needed by appointment with community organizations.

## Foundational capabilities: Emergency Preparedness and Response

- All local public health agencies are required to prepare and respond to emergencies with a public health or environmental health implication in coordination with local, state and federal agencies, and public and private sector partners.
- SJBPH Emergency Preparedness and Response (EPR) can serve as, or support, the Emergency Support Function 8 (Public Health and Medical Services) lead for the county, region, or jurisdiction.
- SJBPH Regional EPR staff serve Archuleta, Dolores, La Plata, Montezuma, and San Juan counties and provide support to the Southern Ute and Ute Mountain Ute tribes.
- Lead coordination of Southwest Medical Reserve Corp (MRC)

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Examples:

- EPR meets with and provides situational awareness to ESF8 – health & medical partners at a minimum of monthly, but mostly weekly since 2020. This covers COVID and non COVID emergency topics.
  - Pagosa Springs Medical Center, Pagosa Medical Group, Archuleta Integrated Health, Beehive Homes, Pine Ridge Extended Care and Rehab
  - SW Center for Independence, Community Connections, Companeros, AC Human Services
- EPR attends all multi agency coordination (MAC) meetings that are hosted by Archuleta County Emergency Management
- EPR has supported all medical partners with requests for PPE

- PSMC, Beehive, Pine Ridge, Human Services, AC Coroner
- EPR has submitted requests for PPE through AC OEM
- EPR provides updates to AC Office of Emergency Management when PPE is provided to medical partners in AC
- EPR represents Archuleta County ESF8 at all regional meetings including
  - SW Colorado Healthcare Coalition
  - SW Regional Emergency Medical Trauma Advisory Committee
  - SW All Hazards Advisory Committee
- EPR hosts presentations on how to prepare emergency evacuation kits to AC residents
- EPR facilitated the completion of the regional medical surge response plan, which included work with Pagosa Springs Medical Center and Pagosa Medical Group

Foundational capabilities:  
**Organizational Competencies**

- Administrative services for entire agency supporting both SJBPH health district offices
  - Finance
  - Human Resources
  - Front Desk Reception
  - Vital Statistics
  - Facilities and Fleet

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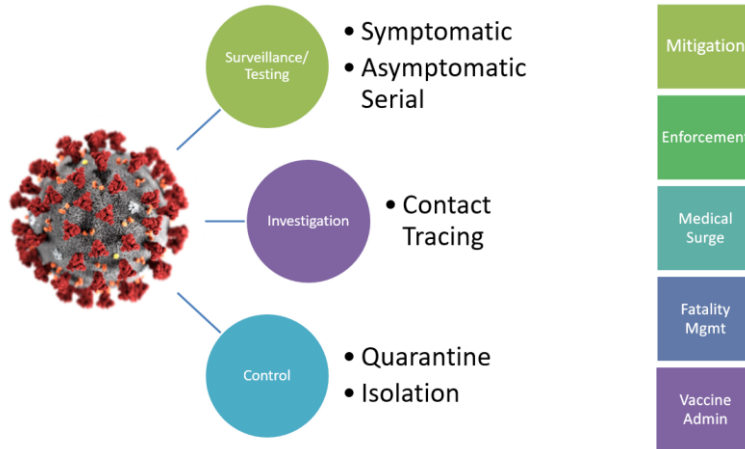
### Examples

- Pagosa Springs Office Hours
  - Office Open: 8:00 a.m. – 12:00 p.m. and 1:00 p.m. – 5:00 p.m. Monday through Friday
- Pagosa Springs Facility , SJBPH owns and maintains the building.
- 2021 Facility Improvements
  - May 2021: New Roof installed – used a local Pagosa Springs vendor
  - October 2021: New internet service installed
  - October 2021: Boiler repairs completed
- Human Resources and Finance
  - Provides the same administrative resources and services to staff and programs as Durango office/staff
  - Provides the same employee benefits, including a

## Wellness workout room

- Archuleta County based positions are advertised in the Pagosa Sun and posted on the Pagosa Springs Chamber of Commerce website on its jobs board.

# COVID-19 Response



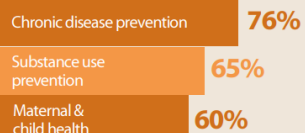
- Emergency Preparedness and Response - ESF8, MRC, regional EPR/EPI
- Communications - Information sharing, education, public participation
- Liaison - Stakeholder/government relationships, partnerships, policy
- Administrative services - HR, Finance, Front Desk, etc.



## Hindering Population Health: The Impacts of Response on Local Capacity

To reallocate capacity for the critical frontline response, LHDs suspended foundational public health services, further exacerbating health inequities and existing community epidemics.

### PERCENT OF LHDs REDUCING THEIR SERVICE PROVISION



**80%**  
of LHDs  
reassigned staff  
to support their  
response

### PERCENT OF LHDs FACING BARRIERS TO ROBUST RESPONSE



## Paving the Road Forward: The Next Steps for Community Recovery & Resilience

LHDs need long-term resource investments expanding capacity for preparedness planning, health equity, and community recovery to bolster response to future public health emergencies.



1 Galvanize support for local public health funding & staffing



[BIT.LY/LHDACTION](https://bit.ly/LHDACTION)



2 Target response efforts to address health inequities



[BIT.LY/LHDEQUITY](https://bit.ly/LHDEQUITY)



3 Prioritize pandemic & community recovery planning



[BIT.LY/LHDRECOVER](https://bit.ly/LHDRECOVER)

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# SJBPH COVID-19

## TWO YEARS IN REVIEW

Data from SJBPH service area  
(Archuleta and La Plata counties).

**15,693**  
Confirmed cases

**152**  
Outbreaks

**8,395**  
Contacts traced



**10,350**  
Free home tests  
distributed

**60,015**  
People tested  
with PCR



**116,264**  
Vaccine doses  
administered

**45,477**  
Fully vaccinated



**72% La Plata &  
63% Archuleta**  
Eligible residents up to  
date with vaccination



**1,004**  
Vaccine clinics

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# SJBPH COVID-19

## TWO YEARS IN REVIEW

Data from SJBPH service area  
(Archuleta and La Plata counties).



**29,700**  
Free N95 and KN95  
masks distributed



**107,601**  
Staff hours  
worked on  
COVID response



**12,849**  
Hours worked by

**287**  
Volunteers



**199**  
COVID-related  
press releases



**2.5 million**  
COVID-19 site  
views

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# de Beaumont Foundation and the Association of State and Territorial Health Officials Survey

- Results of a National Survey of 45,000 Public Health Workers
- Key Findings:
  - More than half report at least one symptom of PTSD
  - Executives report bullying threats and harassment
  - One in three public health employees are considering leaving their public health position in the next year
  - Public health employees are committed to their jobs, communities and public health

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# Pandemic-Related Workplace Violence and Its Impact on Public Health Officials, March 2020 - January 2021

American Journal of Public Health published study results in peer reviewed  
article [March 17, 2022](#)

- Characterized the experience & impact of pandemic-related workplace violence in the form of harassment and threats against public health officials
- Media content and national survey of local health departments identified:
  - 1,499 harassment experiences, 57% of responding departments impacted
  - 222 public health official departures related to harassment, 36% depts impacted
  - Public Health Officials described structural and political undermining of professional duties, marginalization of expertise, social villainization, and disillusionment
  - Public Health Officials believed their responses to (emergent needs) were underappreciated, criticized in personal attacks, and further constrained by forces beyond their control

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# AJPH Article Conclusions

*Interventions to reduce undermining, ostracizing, and intimidating acts against health officials are needed for a sustainable public health system.*

Recommendations include:

- Training leaders to respond to political conflict
- Improving colleague support networks
- Providing trauma-informed worker support
- Investing in long-term public health staffing and infrastructure
- Establishing workplace violence reporting systems and legal protections

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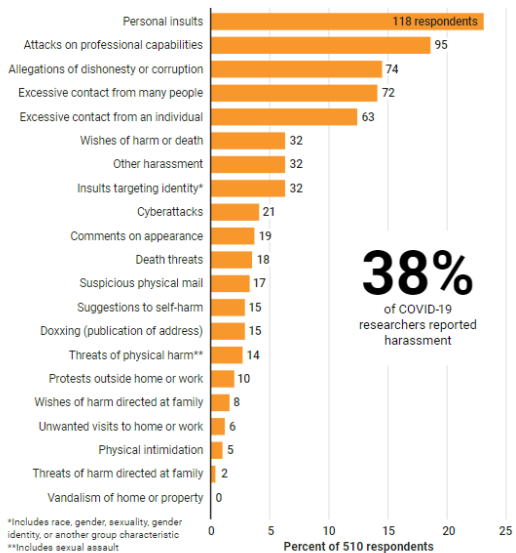
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# Survey by Science

- To better understand the level of intimidation, its effects, and the ways scientists cope with it, *Science* asked researchers who have published on COVID-19 to fill out an online survey about their experiences.
- Of 510 respondents, 38 percent reported some form of harassment with personal insults being most common.
- Personal stands on “hot issues” (e.g., ivermectin treatment) were associated with harassment, and being harassed had personal consequences for many.
- Despite the limitations of online surveys, the results show that harassment now reaches to researchers, reflecting a seeming license for those captured by misinformation to go after those creating knowledge.

## An outbreak of harassment

Out of 510 COVID-19 researchers surveyed by *Science*, 38% reported at least one kind of harassment. Personal insults and attacks on people's competence or integrity were most often reported. Threats of violence, “doxing,” and unwanted visits were far less common.



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K. FRANKLIN/SCIENCE

Questions?  
Thank you!



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