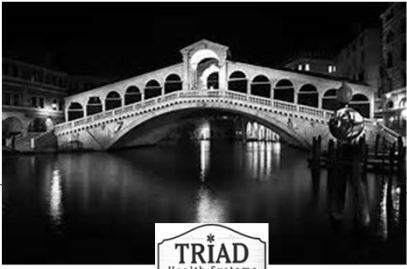


**BRIDGING THE GAP
BETWEEN THE COMMUNITY
AND YOUR PRACTICE**




TRIAD
Health Systems

1

Objectives

- ▶ Understand the importance of community involvement by medical practices
- ▶ Leave with examples of ways to integrate community input into your medical practices



2




- ▶ RN in Health Department - 18 years
- ▶ Program Director for the KWCSF for 5 years
- ▶ Retired March 31, 2017
- ▶ Hired as Community Development Manager by Triad April 1, 2017
- ▶ Still ticking




3

History of Triad




2008




2014

Gallatin County's Medical and Behavioral Health Clinic




2015




2017

Owen County's New Medical and Behavioral Health Clinic




4




2017

Carroll County's Medical and Behavioral Health Clinic




Owen County's Dental Clinic



2018

Owen County's Medical Clinic



5

Community Development Manager

The Community Development Manager will help establish and maintain lines of communication between the Organization and its public and network through advocacy, education and services key players in the health care delivery system to improve the health status of their communities. Responsible for planning, development and implementation of all of the Organization's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversees development and implementation of support materials and services for chapters in the area of marketing, communications and public relations. Directs the efforts of the marketing, communications and public relations staff and coordinates, at the strategic and tactical levels, with the other functions of the Organization. Researches and identifies new government, corporate, foundations and private funding prospects.

- Generates proposals and supporting documents in response to solicitations.
- Generates revenues for client programs and services through timely submission of well-researched, well written and well-documented grant/fund-raising proposals.




6

- Supervises other consultants hired by clients for specific writing purposes, if required.
- Maintains and implements funding calendar activities, including cultivation activities.
- Writes reports to government, corporate, foundations and other funders.
- Acts as liaison with program staff. (If needed)
- Identifies funding opportunities and new program areas to match client's priorities, using research tools.
- Serves as a liaison to all funding agencies or organizations. (If needed)
- Engages with program officers at organizations to solicit invitations to submit proposals.
- Directs special projects as needed.
- Writes promotional material such as, but not limited to, producing; brochures, leaflets and videos.
- Organizes press briefing and news conferences.
- Attends and/or sets up exhibitions and conferences.
- Projects-managing product launches.
- Gathers, distributes, and files all media coverage generated for clients.
- Analyses coverage and tracks emerging issues using digital tracking on, for example; websites or blogs of interest to their clients.



7

- Assists with props or sets for a photo-shoot or assists in setting up an event such as a client meeting or press briefing.
- Recognizes work hours can involve regular unsocial hours.
- Recognizes location is mainly in town, however may include some travel. Interacts with political parties.
- Prepares a newsletter and website for the office to use.
- Plans, develops and implements PR strategies.
- Researches, writes and distributes press releases to targeted media.
- Collates and analyzes media coverage.
- Writes and edits in-house magazines, case studies, speeches, articles and annual reports.
- Prepares and supervises the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs.
- Devises and coordinates photo opportunities.
- Maintains and updates information on the organization's website.
- Manages and updates information and engages with users on social media sites such as Twitter and Facebook.
- Sources and manages speaking and sponsorship opportunities.



8

- Commissions market research.
- Fosters community relations through events such as open days and through involvement in community initiatives.
- Manages the PR aspect of a potential crisis situation. Sources and manages speaking and sponsorship opportunities.
- Commissions market research.
- Fosters community relations through events such as open days and through involvement in community initiatives.
- Recommends implements and maintains site design and operation.
- Plans and delivers education courses and materials.
- Works with manager and business units to determine event budget and manage expenses to that budget.
- Promotes products and services through public relations initiatives.
- Plans and directs public relations programs designed to create and maintain a favorable public image for the employer or client.
- Develops marketing communications campaigns.
- Creates thought leadership materials.




9

- Creates and delivers press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Identifies, develops and executes communications strategy for key media contacts and customer references. Researches media coverage and industry trends.
- Conducts extensive media outreach.
- Prepares briefing materials.
- Coordinates scheduling and logistics.
- Recommends implements and maintains site design and operation.
- Plans and delivers education courses and materials.
- Works with manager and business units to determine event budget and manage expenses to that budget.
- Promotes products and services through public relations initiatives.
- Plans and directs public relations programs designed to create and maintain a favorable public image for the employer or client.
- Develops marketing communications campaigns.




10

- Creates thought leadership materials.
- Creates and delivers press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
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- Conducts extensive media outreach.
- Prepares briefing materials.
- Coordinates scheduling and logistics.




11

"I like to see myself as a bridge builder, that is me building bridges between people, between races, between cultures, between politics, trying to find common ground." TD Jakes



"I like to see myself as a bridge builder, that is me building bridges between communities and the health care system, promoting optimal health for all people." ML Stafford



12

Why a Community Development Manager?

- You are trusted by your communities
- You are seen as a referral source
- You are easier to consult than health care providers
- You are more accessible than health care providers
- You can promote prevention
- Continuity of care is enhanced
- Any other reasons?



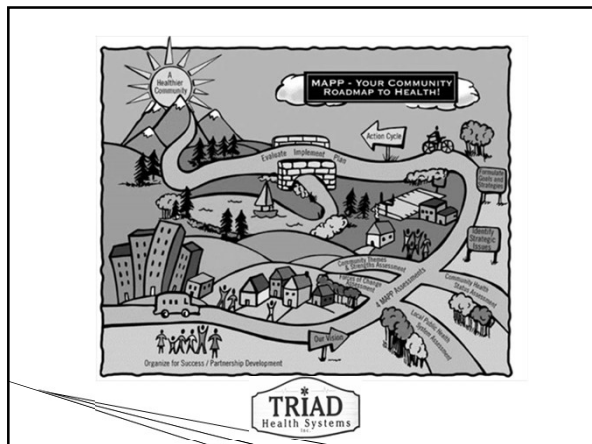
13

Getting Started

- Build Partnerships
 - #1 Partner - Health Department
 - Provide data for grants
 - Provide staff to lead grants
 - Provide support letters
 - Willing to fill in any gaps
 - Keep us aware of the need for policy changes
 - Conduct Community Assessments - MAPP
 - Greatest cheerleader for our services



14



15

Other Partners

- › Schools
- › Extension Service
- › Chambers
- › Health & Safety Coalitions
- › Drug, Alcohol & Tobacco Prevention Coalitions
- › School Resource and Interagency Coalitions
- › Coalition that brings all counties we serve together
- › Local Emergency Preparedness Committee
- › County Judges, City Council, Fiscal Courts



16

Client Focus

- › Prevention
- › Connectedness to Recovery Resources
- › Physical Health
- › Emotional Health
- › Spiritual Health
- › Living Accommodations
- › School/Job/Education
- › Holistic Wellness as the Ultimate Goal



17

What prevents community members from assessing services

- › Finances
- › Trauma
- › Lack of social connectedness
- › Stigma
- › Uninformed
- › Shame
- › Lack of transportation



18

The Future – Meeting the Community Where They Are

- ▶ Focus on full continuum of wellness/care
- ▶ Leverage partnership to bridge gaps and break down silos
- ▶ Conduct community level workshops on primary health, substance use disorder, obesity, high risk behavior reduction and holistic wellness, NARCAN distribution and training
- ▶ Provide peer support at all levels



19

Recognition



2019 Outstanding Organization Presented by Kentucky Health Center Network



2013 Spirit of Public Health Award Presented by Three Rivers District Health Department

20

TRIAD PROVIDER PROFILE OF THE MONTH

SUSAN SANFORD
APRN



- Works Monday - Friday, 8:00 AM - 5:00 PM in the Community Health Center, Learning and Policy Institute of the CDC, Kentucky Health Center.
- Received her Bachelor's from Eastern KY University with an emphasis in Public Health.
- Started at Triad in Carroll County in 2009.
- Received her Master's from the University of Kentucky in 2012. Moved to Carroll County when she was hired as a nurse practitioner. She was working on building the bridge and was awarded the "Outstanding Nurse Practitioner" award by the American Nurses Association in 2014. She was also awarded the "Outstanding Nurse Practitioner" award by the American Nurses Association in 2014.
- She has been instrumental in the development of the bridge and has been instrumental in the development of the bridge.

562-732-1082
329 Floyd Ave.
Carrollton, KY

Provider Profiles

Triad Tribune

HAPPENINGS

Community Health Center
Learning and Policy Institute of the CDC
Kentucky Health Center

Triad Tribune

TRIAD PROVIDER PROFILE OF THE MONTH

DR. LARRY GROSS
Behavioral Health Director



- Works Tuesdays and Wednesdays evening throughout Triad's 3 service areas.
- Graduate of Thomas More College in Northern Kentucky then attended Louisville Medical School and completed a Psychiatry Residency there in 1995.
- Engaged in providing care ensuring the best of medicine with the hope of helping others feel better equipped to practice, as well as being a great mentor and role model for others throughout the community.
- He has worked in several capacities, including in the treatment of adolescents, adults with mood disorders, as well as those experiencing the trauma of the war that can be found in both patients and their families with symptoms of PTSD.
- He has been instrumental in working in an environment which supports reaching out to the community especially those in need in decreasing the impact of behavioral health issues.

Carroll County Behavioral Health Center
Helen County Behavioral Health Center
Deer Creek Behavioral Health Center

21



22

For information contact:

Melody Stafford,
Community Development Manager
327 North Main Street
Owenton, Kentucky 40359
502-484-2595 x 20

Website - TriadHealthSystems.com
Facebook

23
