

# The burning questions

- What is regionalization?
- How will it work?
- Will local health departments lose their autonomy?
- Will people lose jobs?
- How much will it cost?
- What difference will this make?



# *The elevator pitch*

## What is regionalization?

Regionalization is a consortium of local health departments collaborating under a formal agreement to provide a specific set of services.



# What are the potential benefits?

- **Consistency and equity:** Regionalizing promotes consistent standard of care and equal level of services
- **Breadth of services:** Regionalization can equip each local health department to deliver the range of services their specific community requires
- **Best of the best:** Regionalization allows communities to access the skills they need, when they need them (even if those skills are not resident within their own health department)
- **Economies of scale:** Regionalization has been shown to offer economies of scale for communities who band together.



# What are the potential benefits?

- **Flexibility:** Local jurisdictions can choose from different models to ensure the best fit for their unique circumstances.
- **Access to funding:** Larger districts have greater capacity to apply for grants and are more competitive in grant applications, potentially bringing additional resources to their communities.
- **Workforce development:** Sharing resources, greater cooperation and communication, and more standardized training, will yield a stronger and better prepared local public health workforce.



# Who are the target audiences?

- Primary
  - Local public health departments
  - Local boards of health
  - Local municipal officials
  - State government
- Secondary
  - The media
  - National public health
  - Business



# Primary target audience profiles

Audience	Audience key concerns	Desired behaviors	Our messages to them
<p><b>Local public health</b></p> <p><i>(do we need different messages for LHD vs. BOH?)</i></p>	<ul style="list-style-type: none"> <li>• Maintaining their autonomy, and their jobs</li> <li>• Funding, funding, funding</li> <li>• Doing more with less</li> <li>• <i>Most Health Departments are already stretched to the limit to meet the demands of the various essential health requirements and functions that are required to be performed.</i></li> <li>• <i>Ultimately concerned about what's best for public health.</i></li> </ul>	<ul style="list-style-type: none"> <li>• To understand the concept and value of regionalization</li> <li>• To engage with the Working Group and others collaborating on behalf of regionalization</li> <li>• Ultimately, to advocate for regionalization, and work towards it in whatever way makes sense for their community</li> </ul>	<ul style="list-style-type: none"> <li>• It's important to strengthen local public health and be seen as providing a consistently high quality set of services</li> <li>• Regionalization allows us to do that, using the resources we've already got at our combined disposal</li> <li>• It can give you access to the resources your community needs, even if those resources don't currently exist within your health department</li> <li>• You don't have to jump in with both feet...look for places where it makes sense to share resources</li> <li>• Messages about accreditation are likely to be threatening for many members of this audience, especially if they view it as endangering their jobs, and those of their colleagues and staff</li> </ul>

# Primary target audience profiles

Audience	Audience key concerns	Desired behaviors	Our messages to them
<b>Local municipal officials</b>	<ul style="list-style-type: none"><li>• To save money/build in efficiencies</li><li>• To effectively serve their communities in the face of declining resources</li><li>• Many don't understand the role and activities of public health</li></ul>	<ul style="list-style-type: none"><li>• To understand and value the role of public health in their community</li><li>• To understand the long range implications of cutting local public health</li><li>• To understand the concept and value of regionalization</li><li>• To engage with the Working Group and others collaborating on behalf of regionalization</li><li>• Ultimately, to advocate for regionalization, and work towards it in whatever way makes sense for their community</li></ul>	<ul style="list-style-type: none"><li>• Regionalization is first and foremost about equitable delivery of public health services. It will allow us to deliver the level and type of public health services that your community should be receiving</li><li>• If initiated correctly, regionalization becomes a powerful tool in maintaining established practices in the ever expanding field of public health.</li><li>• We will be able to achieve the maximum benefit with our currently available resources</li><li>• Regionalization should not be viewed simply as a way to cut costs</li></ul>

# Secondary target audience profiles

Audience	Audience key concerns	Desired behaviors	Our messages to them
<b>State government</b>	<ul style="list-style-type: none"> <li>• To save money/build in efficiencies</li> <li>• To effectively serve the whole Commonwealth in the face of declining resources</li> <li>• To manage competing demands in the face of severely limited resources</li> <li>• Many don't understand the role and activities of public health</li> </ul>	<ul style="list-style-type: none"> <li>• To understand and value the role of public health in the state and its individual communities</li> <li>• To appreciate the challenges facing local public health</li> <li>• To understand the implications of cutbacks in local public health</li> <li>• To understand the concept and value of regionalization</li> <li>• To engage with the Working Group and others collaborating on behalf of regionalization</li> <li>• Ultimately, to advocate and legislate on behalf of regionalization</li> </ul>	<ul style="list-style-type: none"> <li>• Regionalization is first and foremost about equitable delivery of public health services.</li> <li>• If initiated correctly, regionalization becomes a powerful tool in maintaining established practices in the ever expanding field of public health.</li> <li>• We will be able to achieve the maximum benefit with our currently available resources</li> <li>• Regionalization should not be viewed simply as a way to cut costs</li> <li>• We need state-level support to incent regionalization at the local level</li> </ul>