

## 2015-2017 Template Objectives for Preventive Health and Health Services Block Grant

**PLEASE NOTE: The 2015-2017 template objectives are renumbered to coincide with CDC's numbering system.**

- |                               |                                       |                                |
|-------------------------------|---------------------------------------|--------------------------------|
| <b>A. Objective Statement</b> | <b>D. Input Activities</b>            | <b>G. For Your Information</b> |
| <b>B. Deliverable</b>         | <b>E. Baseline for Measurement</b>    |                                |
| <b>C. Context</b>             | <b>F. Data Source for Measurement</b> |                                |

**A. Template Objective 1 - Access to Care: By August 31, 2017, [Insert name of LHD/Tribe] will implement [insert number] evidence based strategies to change community policies and norms related to access to care.**

B. A report that briefly describes:

1. Evidenced-Based strategies implemented and outcomes measured.
2. Challenges or barriers to success.
3. Strategies to overcome barriers or challenges.
4. If Prevention funded activities were used to obtain additional funding, donations or in-kind contributions.

C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO AHS-6 Inability to Obtain or Delay in Obtaining Necessary Medical Care, Dental Care or Prescription Medicines. **State Health Objective(s):** Between 01/2012 and 12/2020, reduce the proportion of families that experience difficulties or delays in obtaining health care or do not receive needed care for one or more family members.

Describe why this objective was chosen and the expected outcome measure(s):

D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.

E. This is a new initiative OR [Insert baseline statement]

F. Agency report to the WI Division of Public Health.

**A. Template Objective 2 - Environmental Health Hazards: By August 31, 2017, [Insert name of LHD/Tribe] will implement [enter number] strategies to prevent or ameliorate environmental health hazards.**

B. A report that briefly describes:

1. Evidenced-Based strategies implemented and outcomes measured.
2. Challenges or barriers to success.
3. Strategies to overcome barriers or challenges.

4. If Prevention funded activities were used to obtain additional funding, donations or in-kind contributions.

- C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO EH-22 Monitoring Diseases Caused by Exposure to Environmental Hazards. **State Health Objective(s):** Between 01/2012 and 12/2020, enhance the quality of life for Wisconsin residents through improvements in environmental health indicators for air, land and water.

Describe why this objective was chosen and the expected outcome measure(s):

- D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.
- E. This is a new initiative OR [Insert baseline statement].
- F. Agency report to the WI Division of Public Health.

**A. Template Objective 3 - Injury Prevention: By August 31, 2017, [Insert name of LHD/Tribe] will implement [insert number] evidence based strategies to prevent or reduce injuries.**

- B. A report that briefly describes:
1. Evidenced-Based strategies implemented and outcomes measured.
  2. Challenges or barriers to success.
  3. Strategies to overcome barriers or challenges.
  4. Prevention funded activities used to obtain additional funding, donations or in-kind contributions.
- C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO IVP-11 Unintentional Injury Deaths. **State Health Objective(s):** Between 01/2012 and 12/2020, reduce the unintentional injuries through policies and programs that create safe environments and practices.

Describe why this objective was chosen and the expected outcome measure(s):

- D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.
- E. This is a new initiative OR [Insert baseline statement].

F. Agency report to the WI Division of Public Health.

**A. Template Objective 4 - Mental Health and Suicide: By August 31, 2017, [Insert name of LHD/Tribe] will implement [insert number] evidence based strategies to support mental health and prevent suicide.**

B. A report that briefly describes:

1. Evidenced-Based strategies implemented and outcomes measured.
2. Challenges or barriers to success.
3. Strategies to overcome barriers or challenges.
4. Prevention funded activities used to obtain additional funding, donations or in-kind contributions.

C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO MHMD-1 Suicide. **State Health Objective(s):** Between 01/2012 and 12/2020, reduce the percentage adolescents attempting suicide and support mental health.

Describe why this objective was chosen and the expected outcome measure(s):

D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.

E. This is a new initiative OR [Insert baseline statement].

F. Agency report to the WI Division of Public Health.

**A. Template Objective 5 - Healthy Weight and Nutrition in Adults: By August 31, 2017, [Insert name of LHD/Tribe] will implement [insert number] evidence based strategies to promote healthy weight in adults.**

B. A report that briefly describes:

1. Evidenced-Based strategies implemented and outcomes measured.
2. Challenges or barriers to success.
3. Strategies to overcome barriers or challenges.
4. Prevention funded activities were used to obtain additional funding, donations or in-kind contributions.

C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO NWS-8 Healthy Weight in Adults. **State Health Objective(s):** Between 01/2012 and 12/2020, the percentage of overweight and obese people in Wisconsin will decrease through improved nutrition and increased physical

activity.

Describe why this objective was chosen and the expected outcome measure(s):

- D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.
- E. This is a new initiative OR [Insert baseline statement].
- F. Agency report to the WI Division of Public Health.

**A. Template Objective 6 - Healthy Weight and Nutrition in Children and Adolescents: By August 31, 2017, [Insert name of LHD/Tribe] will implement [insert number] evidence based strategies to promote healthy weight in children and adolescents.**

- B. A report that briefly describes:
  1. Evidenced-Based strategies implemented and outcomes measured.
  2. Challenges or barriers to success.
  3. Strategies to overcome barriers or challenges.
  4. Prevention funded activities used to obtain additional funding, donations or in-kind contributions.
- C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO NWS-10 Obesity in Children and Adolescents. **State Health Objective(s):** Between 01/2012 and 12/2020, the percentage of obese children and adolescents in Wisconsin will decrease through increased physical activity and improved nutrition.

Describe why this objective was chosen and the expected outcome measure(s):

- D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.
- E. This is a new initiative OR [Insert baseline statement].
- F. Agency report to the WI Division of Public Health.

**A. Template Objective 7 - Oral Health: By August 31, 2017, [Insert name of LHD/Tribe] will**

**provide early childhood caries prevention services to [insert number] children ages 6 months through 6 years.**

- B. A report that briefly describes:
  - 1. Evidenced-Based strategies implemented and outcomes measured.
  - 2. Challenges or barriers to success.
  - 3. Strategies to overcome barriers or challenges.
  - 4. Prevention funded activities used to obtain additional funding, donations or in-kind contributions.
  
- C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO OH-1 Dental Caries Experience. **State Health Objective(s):** Between 10/2000 and 12/2020, there will be an increase by 10% in the proportion of each of the following populations who receive ongoing preventive and restorative oral health care: Medicaid/BadgerCare, uninsured and underinsured populations.

Describe why this objective was chosen and the expected outcome measure(s):

- D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.

The following early childhood oral health preventive services are considered best practice:

- 1. Anticipatory guidance for parents and other caregivers.
  - 2. An oral health risk assessment for infants and children ages 6 months through 6 years.
  - 3. Up to 4 fluoride applications (based on risk determination).
  - 4. Referral to a dentist if necessary.
- E. This is a new initiative OR [Insert baseline statement].
  
  - F. Agency report to the WI Division of Public Health.

**A. Template Objective 8 - Physical Activity in Adults: By August 31, 2017, [Insert name of LHD/Tribe] will implement [insert number] evidence based strategies to increase physical activity by adults.**

- B. A report that briefly describes:
  - 1. Evidenced-Based strategies implemented and outcomes measured.
  - 2. Challenges or barriers to success.
  - 3. Strategies to overcome barriers or challenges.
  - 4. Prevention funded activities used to obtain additional funding, donations or in-kind contributions.

- C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO PA-2 Adult Aerobic Physical Activity and Muscle-Strengthening Activity. **State Health Objective(s):** Between 01/2000 and 12/2020, increase the proportion of adults who engage regularly, preferably daily, in moderate physical activity for at least 30 minutes per day.

Describe why this objective was chosen and the expected outcome measure(s):

- D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.
- E. This is a new initiative OR [Insert baseline statement].
- F. Agency report to the WI Division of Public Health.

**A. Template Objective 9 - Physical Activity in Children and Adolescents: By August 31, 2017, [Insert name of LHD/Tribe] will implement [insert number] evidence based strategies to increase physical activity by children and adolescents.**

- B. A report that briefly describes:
1. Evidenced-Based strategies implemented and outcomes measured.
  2. Challenges or barriers to success.
  3. Strategies to overcome barriers or challenges.
  4. Prevention funded activities used to obtain additional funding, donations or in-kind contributions.
- C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO PA-3 Adolescent Aerobic Physical Activity and Muscle-Strengthening Activity. **State Health Objective(s):** Between 01/2012 and 12/2020, increase the percentage of students who reported being physically active 60 or more minutes per day on five or more of the past seven days.

Describe why this objective was chosen and selected outcome measure(s):

- D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.
- E. This is a new initiative OR [Insert baseline statement].

F. Agency report to the WI Division of Public Health.

**A. Template Objective 10 - Community Health Improvement Processes and Plans: By August 31, 2017 [Insert name of LHD/Tribe] will [Select one of the following] complete a community health assessment, OR complete a community health improvement plan with measurable objectives.**

B. A report that briefly describes:

1. Evidenced-Based strategies implemented and outcomes measured.
2. Challenges or barriers to success.
3. Strategies to overcome barriers or challenges.
4. Prevention funded activities used to obtain additional funding, donations or in-kind contributions.

C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO PHI-15 Health Improvement Plans. **State Health Objective(s):** Between 01/2012 and 12/2020, maintain the completion of Community Health Improvement Processes and Plans (CHIPP) once every five years, improve the quality and increase successful implementation of the plans.

Describe why this objective was chosen and the expected outcome measure(s):

D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.

E. This is a new initiative OR [Insert baseline statement]

F. Agency report to the WI Division of Public Health.

**A. Template Objective 11 - National Public Health Standards - Required: By August 31, 2017, [Insert name of LHD/Tribe] will conduct one activity to meet or sustain National Public Health Performance Standards (i.e. pursue accreditation readiness) by [insert selected activity listed in the Context].**

B. A report that briefly describes:

1. Evidenced-based strategies implemented and outcomes measured.
2. Challenges or barriers to success.
3. Strategies to overcome barriers or challenges.
4. Prevention funded activities used to obtain additional funding, donations or in-kind contributions.

- C. Agencies must use this objective to work towards meeting the National Public Health Performance Standards. If an agency has been accredited by the Public Health Accreditation Board they will conduct activities to sustain that accreditation.

Agencies will describe their efforts on meeting the National and State Health objective. National Health Objective: HO PHI-14 Public Health System Assessment. State Health Objective(s): Between 01/2012 and 12/2020, increase the proportion of local and tribal health departments that have completed the Public Health Accreditation Board's (PHAB) Self-Assessment and are working toward accreditation.

Describe why this objective was chosen and the expected outcome measure(s):

- D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.

Agencies will conduct one of the following activities to prepare for or to sustain existing efforts for meeting the National Public Health Performance Standards:

- Develop or implement an agency Strategic Plan.
- Develop or implement an agency Performance Management Plan.
- Develop or implement an agency Quality Improvement Plan.
- Conduct a Quality Improvement project.
- Develop or implement an agency Workforce Development Plan.
- Develop processes, a database, and/or record-keeping systems to meet public health accreditation documentation standards.
- Complete an agency accreditation self-analysis against the PHAB standards, measures and required documentation that identifies the agency's strengths, opportunities for improvement and plans for addressing gaps.
- Develop, update, and/or revise agency policies and procedures.  
(NOTE: If an agency wants to develop, update, and/or revise agency policies and procedures The Preventive Health and Health Services Grant Coordinator will be involved in the negotiations.)

- E. This is a new initiative OR [Insert baseline statement].

- F. Agency report to the WI Division of Public Health.

- A. **Template Objective 12 - Alcohol Prevention: By August 31, 2017, the [Insert name of LHD/Tribe] will implement [insert number] evidence based strategies to change community policies and norms related to alcohol use.**

- B. A report that briefly describes:

1. Evidenced-Based strategies implemented and outcomes measured.
2. Challenges or barriers to success.
3. Strategies to overcome barriers or challenges.
4. Prevention funded activities used to obtain additional funding, donations or in-kind contributions.

C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO SA-2 Substance-Free Adolescents. **State Health Objective(s):** Between 01/2012 and 12/2020, reduce unhealthy and risky alcohol and other drug use by changing attitudes, knowledge, and policies, and by supporting services for prevention, screening, intervention, treatment and recovery.

Describe why this objective was chosen and the expected outcome measure(s):

D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.

E. This is a new initiative OR [Insert baseline statement].

F. Agency report to the WI Division of Public Health.

**A. Template Objective 13 - Tobacco Control: By August 31, 2017, [Insert name of LHD/Tribe] will implement two strategies to develop public health policy on Other Tobacco Products (OTP) and E-Cigarettes.**

B. A report that briefly describes:

1. Evidenced-Based strategies implemented and outcomes measured.
2. Challenges or barriers to success.
3. Strategies to overcome barriers or challenges.
4. Prevention funded activities used to obtain additional funding, donations or in-kind contributions.

C. Agencies selecting this objective will describe their efforts on meeting the National and State Health objectives. **National Health Objective:** HO SA-2 Substance-Free Adolescents. **State Health Objective(s):** Between 01/2012 and 12/2020, reduce unhealthy and risky alcohol and other drug use by changing attitudes, knowledge, and policies, and by supporting services for prevention, screening, intervention, treatment and recovery.

Describe why this objective was chosen and the expected outcome measure(s):

D. CDC requires Preventive Health and Health Services Block Grant funds to be used on evidence-based strategies, best practices or promising practices. Describe the

strategies/practices to be used and identify the associated web links as available. Potential links to strategies for this objective can be found on the 2015-2017 Preventive Health and Health Services Block Grant Program Boundary Statement.

Strategies for this objective MUST include:

**1. Outreach and Education to Local and State Leaders**

- Strategically identify and conduct XX (6-8 recommended) presentations utilizing the TPCP OTP and/or e-cigarette power point to educate members of local organizations or agencies including local and state governments.
- Strategically conduct an environmental scan.
- Share information from an environmental scan with local and state leaders (via presentations, personal meetings, newsletters, etc.) (2-3 recommended).

**2. Media Advocacy**

- Conduct XX (quarterly recommended) media outreach and generate earned media.
  - Best practice dictates personalizing template media communications.
  - Examples of media outreach include: press releases, letters to the editors, feature stories, guest columns, editorial board visits, etc.

Resources:

- OTP Toolkit: <http://tobwis.org/other-tobacco-products>
- E-Cigarette Toolkit: <http://tobwis.org/e-cigarette-toolkit>
- Environmental Scan: <http://tobwis.org/environmental-scan-toolkit>
- Evidence-Based Practices for Healthiest Wisconsin 2020: <http://www.dhs.wisconsin.gov/hw2020/evidence.htm>
- DHS Tobacco Prevention and Control Program: <http://www.dhs.wisconsin.gov/tobacco/index.htm>

E. This is a new initiative OR [Insert baseline statement].

F. Agency report to the WI Division of Public Health.