Keeping Houston Healthy & Safe

Presented by the
Houston Department of Health and Human Services
OUR MISSION

Working in partnership with the community to protect and promote the health of the Houston community.
The Core Challenges to Achieving Health

- Focus on health care vs health
- Many people uninsured
- Health influenced by many factors
Factors that Impact and Influence Health
Public Health Takes on the Challenge

Public health keeps kids healthy and communities strong

Public health and prevention programs in your community:
- Immunize children
- Screen people for HIV/AIDS
- Protect people from disasters and disease outbreaks
- Provide health services in rural areas
- Screen newborns for health problems
- Promote healthy lifestyles to reduce chronic conditions
- Give women cancer screenings
- Keep our air, water and neighborhoods clean
- Reduce tobacco use
- Promote on-the-job health and safety

We all benefit
Effective Public Health Response Requires Change

- Innovation
- Effective strategies
- Partnerships
- Effective Communication
Re-inventing Public Health for Effectiveness

- Decreased emphasis on clinical services
- Increased reach into communities
- Increased focus on children’s services and prevention
- Enhanced ability to respond to emerging infectious diseases
- Increased focus on chronic disease
- Increased collaborations and partnerships to expand resources
- Increase emphasis on connecting individuals and families to services.
Redesigning our Work for Greater Impact

- Expansion of services and interventions with a neighborhood focus
- Optimize use of department facilities and resources
- Data driven decision making processes
- Implementation of evidence based and best practices and strategies
Success Requires

- Cultural competent service delivery
- Effective engagement of targeted stakeholders
- Technology
- Print Media and Shared Messages
- Events and Touch Experiences
- Compliance with Accreditation Standards
CONTINUITY IN MESSAGE
CONTINUITY IN MESSAGE

GREATER UNDERSTANDING

RESPONSIVE
DIGITAL POWER

INNOVATION AND ENGAGEMENT VIA SOCIAL MEDIA, ONLINE APPS AND TECH SAAVY DEVICES?