

**Topic Area:** Healthcare - Outreach

**Goal:**

Make healthcare information easily available to the consumer, public, and providers.

**Suggested Strategies:**

- Create a comprehensive health resources data base that is maintained and updated on a regular basis.
- Create a central healthcare information center in collaboration with existing "One Stop" service providers.
- Use mass media mailing to advertise the comprehensive healthcare information center.
- Include 2-1-1 information in mass mailing and other outreach efforts
- Collaborate with existing Mayor's healthier communities campaigns

**Accountability Measure(s):**

- Establish a comprehensive health care information center in Cumberland County by May 2008
- A 15% increase in 2-1-1 volume of calls from Cumberland County through United way by May 2008
- A 15% increase in utilization rate of healthcare services in Cumberland County by May 2008
- A 10 % decrease in ER visits for non-emergency care in Cumberland County by May 2008

**Topic Area:** Healthcare – Awareness

Goal: Assess the public's knowledge of available health care services in the community to streamline outreach efforts

Suggested Strategies:

- Conduct surveys (telephone and paper-based), focus groups to assess awareness

Accountability Measure(s):

- Set up six survey booths at local businesses such as Wal-Mart, Path mark, Cow Town, Shop Rite, Schools, churches, local agencies etc., in the next nine months

**Topic Area:** Healthcare – Access

Goal: Increase access to health care services

Suggested Strategies:

- Meet at least six times with the department of transportation in Cumberland County to improve access to healthcare services by May 2008
- Extended hours of health care offered by at least 15% of providers in Cumberland County by May 2008

Accountability Measure(s):

- The numbers published by CATS reflect increased usage
- Decrease in the no-show rate due to transportation issues

**Topic Area:** Healthcare – Funding

Goal: Identify and provide funding to viable proposals that focus on improving access to health care

**Suggested Strategies:**

- Make grant information available to local agencies
- Provide grant writing training or workshops to interested agencies or individuals
- Work with the Human Services Advisory Council to maximize the usage of available federal and State funds

**Accountability Measure(s):**

- A 10 % increase in the number of grant applications submitted in Cumberland County for Federal and State funds by May 2008
- A 10 % increase in the number of new programs developed in Cumberland County as a result of Federal and State funding by May 2008