Georgia Department of Public Health

North Central Health District

2015

Forces of Change Assessment

Introduction

The Forces of Change Assessment is aimed at identifying forces, such as trends factors, or events, that are or will be influencing the health and quality of life of the community and the work of the local public health system.

- Trends are patterns over time, such as migration in and out of a community or a growing disillusionment with government.
- Factors are discrete elements, such as a community's large ethnic population, an urban setting, or the jurisdiction's proximity to a major interstate.
- Events are one-time occurrences, such as a hospital closure, a natural disaster, or the passage of new legislation.

During the Forces of Change Assessment, participants answer the following questions:

- "What is occurring or might occur that affects the health of our community or the local public health system?"
- "What specific threats or opportunities are generated by these occurrences?"

Methods and Results

The North Central Health District conducted their assessment in November and December of 2014. Due to scheduling and time constraints it was decided that a brainstorming questionnaire would be sent out via email in lieu of holding a meeting. A total of 20 individuals across the district office were surveyed (65% response rate) representing the following areas: administration, business office, human resources, quality improvement, epidemiology, infectious disease, preparedness, nursing, environmental health, children's services, nutrition, and information technology. The questionnaire answers were aggregated into overarching themes categorized as Themes and Specific Concerns and sent out via email for further comments. The results of this assessment will be used to guide work during strategic planning. Figure 1 shows the results of the assessment.

Conclusions

Several forces of change have been identified, creating awareness within North Central Health District. Specifically, the forces around social, economic, staff, and program changes were identified as particularly strong.

Figure 1: Forces of Change	
Theme	**Specific Concerns**
Insurance changes	Cost
	Education Needs
	Uninsured
Healthcare	Access in rural areas
	transportation
	Changes to healthcare system (EMS, hospitals, etc)
	Cost
Competition	Traditional public health services
Program Improvement	Accreditation
	Quality Improvement
	Leadership Support
Funding	Additional funding sources needed
	Loss of program funding
	Increases to external costs (fees, fringe, indirect)
	Redistribution of funds
	Silo funding, improvement not occuring due to funding restrictions
Staff	Adequate performance appraisals
	Aging Workforce
	Lower than market compensation
	Recruitment
	Retention
	Morale
Government	Lack of support
	Government changes (i.e., Macon/Bibb Consolidation)
	Instability
	Mistrust
	Large size
	Guidance/Communication delays
	Politics
Public Health Mission	Need rebranding
	Need staff buy in
	Expanding roles
Chronic Disease	Incidence Increasing
Technology	Cyber Security
	Needs improvement
	Training
	Social media
	Program requirements have limited support
Education	Cost increases
	Rates decreasing
Unknown Threats	Infectious disease
	Funding Loss
	Weather
	Natural Disaster
	Terrorism
Population	Rural vs. Urban
	Urban areas increasing in size
	Rural areas getting smaller
	More diverse population
	Belief system changes and differences
Supply shortages	Pharmaceuticals