

Presentation to the 2013 Health and Human Services  
Joint Appropriation Subcommittee

**DIRECTOR'S OFFICE**

Department of Public Health and Human Services

Reference:

Legislative Fiscal Division Budget Analysis, Section B, Pages B-59 to B-60

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**OVERVIEW**

The mission of the Montana Department of Public Health and Human Services (DPHHS) is to improve and protect the health, well being, and self-reliance of all Montanans. More specifically, DPHHS programs seek to achieve the following goals:

- All children are wanted, safe and living in healthy families.
- All Montanans are healthy and safe from injury and have access to high-quality health care.
- All Montanans, including the elderly and those with disabilities, have the tools they need to be as self-sufficient as possible.
- All Montanans can contribute to these goals through community giving and service.

The DPHHS Director's Office provides leadership, management, and oversight for the Department. This is where hundreds of programs and dozens of agencies work together ensure a cohesive approach to the work of the Department as a whole, and to bring everything together in a seamless way to promote the larger vision.

## **SUMMARY OF MAJOR FUNCTIONS**

The DPHHS Director's Office provides professional support to the agency's three branches and 12 divisions. The three branches are Operations Services, Medicaid and Health Services and Economic Security Services. The Director's Office is made up of the department Director; the Office of Legal Affairs; the Human Resources office; the Office of Governmental Support, the Public Information Office, the Prevention Resource Center; and Intergovernmental Relations.

## **HIGHLIGHTS AND ACCOMPLISHMENTS DURING THE 2011 BIENNIUM**

### **NO KID HUNGRY**

On February 21, 2012, the Montana Department of Public Health and Human Services (DPHHS) announced a partnership with Share Our Strength, a national organization working to end childhood hunger, launched the Montana No Kid Hungry initiative.

The purpose of this initiative is to connect Montana kids with nutritious food where they live, learn and play.

More than 45,700 children (20.9%) in Montana are at risk of hunger. That means that more than one in five children live in families that are struggling to put food on the table.

Studies show that kids who are hungry can have trouble focusing and getting along with others, complain often of headaches, stomachaches and other ailments, and fall behind in school. Hunger decreases their ability to learn, grow, and play.

The initiative aims to end childhood hunger in Montana by making federally-funded nutrition assistance programs accessible. Specifically, Montana No Kid Hungry has chosen three priorities for 2012 which include: CACFP At-Risk Afterschool Meals Program, the Supplemental Nutrition Assistance Program (SNAP), and the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Program. DPHHS oversees administration of all three of these programs.

DPHHS, in partnership with Share Our Strength, is committed to developing a comprehensive plan to reduce childhood hunger in communities across Montana by: bringing more resources to the table, developing strategies to strengthen existing programs, and building on public-private partnerships to sustain this initiative.

The 2012 work plan has been developed for SNAP, WIC, and the Afterschool Meals program. The work plan focuses on maximizing participation, outreach, education, and benefits. In addition, a Montana No Kid Hungry website has been developed.

## **KEEP TALKING MONTANA VIDEO**

The Prevention Resource Center, established in 1997, assists Montana's communities with local prevention efforts and serves as a clearinghouse for community prevention tools and resources. Additionally, the PRC serves as the working arm of the Interagency Coordinating Council for State Prevention Programs. The Council coordinates State resources around reducing youth risk behaviors in Montana. The primary focus of their work has been to reduce underage drinking, binge drinking and drinking and driving.

The PRC, in collaboration with the Interagency Coordinating Council, had a unique opportunity in 2011 to produce a video called 'Keep Talking Montana'. The video encourages parents to talk to their children about underage drinking. It highlights local challenges and successes in preventing underage drinking. Production support was provided through the Substance Abuse and Mental Health Services Administration's (SAMHSA) Center for Substance Abuse Prevention (CSAP).

The video also stresses three main action points that parents can take to reduce the likelihood that their child will consume alcohol before they are of legal age.

The three points are:

- Talk to your kids about alcohol.
- Talk to other parents about underage drinking.
- Get involved in local prevention efforts.

## **NEW AGENCY LOGO**

In spring 2012, DPHHS decided to change its agency logo to a more modern look with the tagline 'Healthy People. Healthy Communities.' The tagline is reflection of our ongoing work with the people and communities of Montana. Our programs help children and families receive health coverage and put food on the table. We work hard to ensure children are safe from abuse and neglect. We also work to make sure children and adults are immunized against disease. The new logo tagline captures our main health and services message.

DPHHS serves the entire state from the west to the east and all locations in between. That idea is represented logo design. The wavy green design on the 'DPHHS' represents the mountains of the west and the plains of the east.

## **DPHHS LAUNCHES INTO SOCIAL MEDIA**

The Department of Public Health and Human Services (DPHHS) launched into Social Media in 2012 with an official agency Facebook page that focuses on public health messages.

Social media are highly accessible, interactive tools for creating, distributing and/or sharing online content. Social media tools generally allow users to generate and exchange content and engage in peer-to-peer conversations.

DPHHS decided to take advantage of this format for communicating with the state of Montana health topics such as educating the public about our programs that help people live healthier lives, educational articles, agency events and public health emergencies that arise.

DPHHS Facebook posts focus on providing Montanans with information about recognizing the signs of stroke, breast cancer awareness, lead poisoning prevention, planning for an evacuation during a

wildfire, getting your well water tested annually, immunizations, stroke prevention, West Nile Virus, seat belt safety and diabetes prevention.

DPHHS also has a YouTube page that is open for the entire agency to post videos such as Public Service Announcements and various agency-related educational materials.

The Facebook page is available at [www.facebook.com/MTDPHHS](http://www.facebook.com/MTDPHHS).

The YouTube page is available at [www.youtube.com/MontanaDPHHS](http://www.youtube.com/MontanaDPHHS).

## 2015 BIENNIUM GOALS AND OBJECTIVES

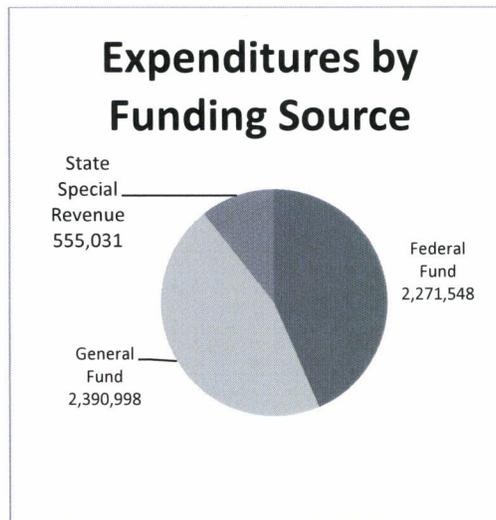
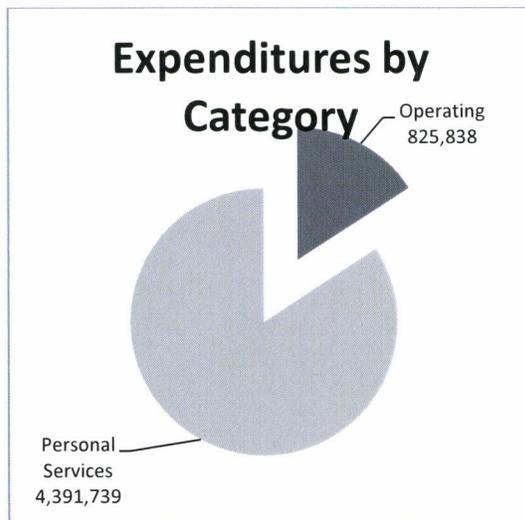
<b>Department of Public Health and Human Services</b>	
<b>Division Name</b>	
<b>Goals and Objectives for the 2015 Biennium</b>	
<b>Submitted September 2012</b>	
<b>Goal:</b> The Office provides leadership and direction for the agency, and oversees overarching goals including communication, research and analysis, human resources and legal services.	
<b>Objective</b>	<b>Measures</b>
<ul style="list-style-type: none"> <li>• Ensure personnel policies and processes are equitable and fair.</li> <li>• Ensure continuity of operations through a qualified and trained workforce.</li> <li>• Provide timely and accurate legal support, advice and consultation.</li> <li>• Ensure the Director's Office is actively involved in shaping future policies for DPHHS.</li> <li>• Assist top management in the analysis and development of policy.</li> </ul>	<p>Through review and analysis, the Director determines whether:</p> <ul style="list-style-type: none"> <li>• Human resource processes strengthen the pool of qualified applicants for positions.</li> <li>• Legal support to the Department in legislative activities is effective in areas including, but not limited to, development, passage and implementation of applicable laws, rules, and regulations.</li> </ul>

<ul style="list-style-type: none"> <li>Ensure a department wide communication strategy.</li> </ul>	
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## FUNDING AND FTE INFORMATION

	2012 Actual Expenditures	FY 2014 Request	FY 2015 Request
<b>Director's Office</b>			
FTE	39.25	39.25	39.25
Personal Services	4,391,739	3,006,721	3,008,527
Operating	825,838	894,005	891,251
Equipment	0	0	0
Grants	0	0	0
Benefits & Claims	0	0	0
Debt Services	0	0	0
<b>Total Request</b>	<b>5,217,577</b>	<b>3,900,726</b>	<b>3,899,778</b>
General Fund	2,390,998	1,773,159	1,772,626
State Special Fund	555,031	406,138	406,095
Federal Fund	2,271,548	1,721,429	1,721,057
<b>Total Request</b>	<b>5,217,577</b>	<b>3,900,726</b>	<b>3,899,778</b>

### THE FOLLOWING FIGURES PROVIDE FUNDING AND EXPENDITURE INFORMATION FOR FY 2012 FOR THE DIRECTOR'S OFFICE



**DECISION PACKAGES (SEE LFD BUDGET ANALYSIS, PAGES B-59 TO B-60)**

The Director's Office does not have any decision packages for legislative consideration.

**LEGISLATION**

The Director's Office has no pending or requested legislation.