

# Preventive Health and Health Services Block Grant

**Work Plan for Guam**  
**Fiscal Year 2026**

**Last Modified Date:** 2026-05-29

**Work Plan Stage/Status:** Development/Draft

## Recipient Overview Details

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## Certifications and Assurances

<b>Certifications Form Annual Signature</b>	Not Submitted
<b>Certifications &amp; Assurance Statement - Governor's Signature</b>	Not Submitted

## Statutory Information

### Programs

<b>Program Name:</b>	<b>Sexual Assault Prevention and Awareness</b>
<b>Program Summary</b>	
<b>Program Goal:</b>	The PHHS Block Grant, through its Sex Offense Allotments, supports efforts to reduce contact sexual violence in Guam by funding community-based services and

education provided by a local nonprofit, while promoting public awareness, prevention, and collaborative partnerships rooted in cultural sensitivity and inclusive, peer-led approaches.

**Healthy People 2030 Objective:**

IVP-D05 Reduce contact sexual violence

**Health Topic Area:**

Injury and Violence Prevention

**Recipient Health Objective:**

From 09/2026 through 09/2027, PHHS Block Grant program will partner with a local nonprofit volunteer organization that is engaged in providing services to victims and families of domestic violence, sexual assault, abuse, violent crime and traumatic events. Through its services of intervention, education and awareness, it is expected that the need for crisis intervention for future generations will be reduced significantly.

## Program Problem Information

**Program Problem Description:**

In Guam, increasing concerns about domestic and sexual violence—especially against indigenous Chamorro women—have led to a coordinated, culturally sensitive response from local organizations such as Victim Advocates Reaching Out (VARO), the Healing Hearts Rape Crisis Center, and the Guam Coalition Against Sexual Assault and Family Violence. Supported by the PHHS Block Grant, these groups are addressing critical challenges like underreporting, language barriers, transportation, and access to safe housing. Through advocacy, crisis intervention, education, and comprehensive victim services, they are working together to create safer, more supportive communities for survivors across the island.

**Problem was Prioritized by the Following Factor(s)**

Prioritized within a strategic plan

## Program Key Indicator(s)

### Program Key Indicator - KI-01937

**Description of Program Key Indicator**

Individuals availing of secondary prevention services

**Baseline Value for the Program Key Indicator**

20

## Program Strategy

**Program Goal:**

The PHHS Block Grant, through its Sex Offense Allotments, supports efforts to reduce contact sexual violence in Guam by funding community-based services and education provided by a local nonprofit, while promoting public awareness, prevention, and collaborative partnerships rooted in cultural sensitivity and inclusive, peer-led approaches.

**Program Strategy:**

The PHHS Block Grant award consists of two (2) Notice of Funding Opportunity (NOFO) components namely: Base

Allotment and the Sex Offense Allotment. This Work Plan elected the Healthy People 2030 Objective IVP-D05: Reduce Contact Sexual Violence to address the Sexual Violence/Rape Prevention Recipient-Allocated Health Topic Area (HTA) PPHS Block Grant will provide monetary support to a local non-profit volunteer corporation that provides free and confidential services 24/7 to victims and families of domestic violence, sexual assault, abuse, violent crime and traumatic events regardless of sex, color, gender, religion, or age. Victim services include crisis interventions/personal advocacy; emergency shelter with food, clothing, personal hygiene and safety planning; legal advocacy (I.e. accompaniment to police precincts, court hearings, and Pro Se Protection Order assistance); referrals to other community services, programs, and partners; and public transportation assistance. It also serves the community by participating in community outreaches and events, and conducting presentations and training for schools, workplaces, and other establishments on family violence, sexual assault, child abuse, cyber-stalking, teen dating, and more. The World Health Organization (WHO) defines sexual violence as: 'Any act, attempt to obtain a sexual act, attempt to obtain a sexual act, unwanted sexual comments or advances, or acts to traffic or otherwise directed against a person's sexuality using coercion, by any person regardless of their relationship to the victim, in any setting, including but not limited to home and work. Understanding the factors associated with a higher risk of sexual violence against women is complex, given the various forms that sexual violence can take and the numerous contexts within which it occurs. The ecological model, which proposes that violence is a result of factors operating at four levels: individual, relationship, community and societal, is helpful in understanding the interaction between factors and across levels. The aim of Sexual Assault Prevention and Awareness (SAPA) is to raise public awareness about sexual violence and educate communities on how to prevent it. Sexual violence is widespread and impacts every person in the community regardless of age, gender, color, or religion. By promoting safe behaviors, healthy relationships and thoughtful policies, a safe atmosphere is created for all where everyone is treated with respect and equality. SAPA will create and strengthen collaborative partnerships with key stakeholders and maximize resources to address sexual assault, sexual violence and sexual harassment on island. This will be done with peer led leadership and with racial and ethnic representation by those impacted by sexual assault.

**Program Setting(s):**

Rape crisis center

**List of Primary Strategic Partners**

Victim Advocates Reaching Out (VARO)

**Evaluation Methodology**

The evaluation of the sex offense program funded by the PPHS Block Grant will focus on both process and outcome measures to assess its effectiveness in addressing sexual

violence in Guam. Key evaluation components will include tracking the number of victims served, types of services provided (e.g., crisis intervention, shelter, legal advocacy), and outreach activities conducted. Community education and training sessions will be monitored for reach and impact, including participant feedback and pre/post assessments of knowledge gained. Collaborative efforts with stakeholders will be evaluated based on the number and quality of partnerships formed, resource-sharing activities, and alignment with Healthy People 2030 Objective IVP-D05. Additionally, the program will assess improvements in public awareness, community engagement, and culturally appropriate responses to sexual violence through qualitative interviews, survivor testimonials, and staff reflections. Evaluation findings will inform future planning, resource allocation, and efforts to strengthen Guam’s sexual assault prevention and response framework.

**Planned Non-Monetary Support to Local Agencies or Organizations:**

**Program Budget for Block Grant Funds**

**Program Budget**

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

**Total Allocation**

**Program Target Population(s)**

**Program Target Population**

<b>Number of People Served:</b>	20
<b>Race and/or Ethnicity:</b>	American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White
<b>Age:</b>	1 - 4 years;5 - 14 years;15 - 24 years;25 - 34 years;35 - 44 years;45 - 54 years;55 - 64 years;65 - 74 years;75 - 84 years;85 years and older
<b>Sex:</b>	Female;Male
<b>Sexual Orientation:</b>	Straight or heterosexual;LGBTQ
<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Not Defined
<b>Primarily Low Income?</b>	false
<b>Disproportionately Affected by the Problem?</b>	false

## Program SMART Objective

**Title of Program SMART Objective:** Expanding Access to Secondary Prevention Services for Sexual Assault Survivors

## SMART Objective Summary

**SMART Objective Description** By 09/01/2026 to 09/30/2027, the PHHS Block Grant program will maintain the number of individuals receiving secondary prevention services for sexual assault—such as trauma-informed counseling and case management—as measured by VARO.

**Item to be Measured:** Number of persons receiving secondary prevention services.

**Unit to be Measured:** Count (number of individuals)

**Baseline Value for Item to be Measured:** 0

**Interim Target Value to Reach by APR:** 5

**Final Target to Reach by Closeout Report:** 20

## SMART Objective Problem Information

**SMART Objective Problem Description:** Increase the number of individuals receiving secondary prevention services for sexual assault survivors by the end of FY2027.

**SMART Objective Problem Summary:** This objective aims to enhance access to secondary prevention services for sexual assault survivors, including trauma-informed counseling and case management. By expanding these services, the program seeks to provide timely, culturally competent support to more survivors, improving their health outcomes and helping prevent further trauma. Data collected from service providers will track progress.

## SMART Objective Intervention Information:

**Intervention Summary:** Increase the number of individuals receiving secondary prevention services for sexual assault survivors

**Intervention Description:** This intervention expands access to secondary prevention services such as trauma-informed counseling and case management for sexual assault survivors. The program will coordinate with local providers to enhance outreach, remove barriers to care, and ensure culturally sensitive support is available to more survivors across Guam, improving recovery outcomes and reducing further harm.

**Type of Intervention:** Evidence-Based Intervention

**Rationale for Choosing the Intervention:** Secondary prevention helps mitigate the long-term impacts of sexual assault by ensuring survivors receive timely, supportive care tailored to their cultural needs.

## SMART Objective Key Indicator(s)

### Activities

#### Activity - Secondary Prevention Services

**Activity Summary:** Provide Support Services to Victims of Sexual Abuse and Rape Through Contracted Service

**Activity Description:** PHHSBG will partner with VARO to provide secondary prevention services and emotional support to at least 20

sexually abused victims on their issues, guiding the clients to services pertinent to their situation, referring them to other services and empowering them to move forward in life.

## SMART Objective Target Population

Target Population Same as Program's or Subset?

Same as the Program's Target Population

**Program Name:**

**Health Promotion and Disease Prevention: Tuberculosis**

## Program Summary

**Program Goal:**

PHHS Block Grant funds support tuberculosis screening and treatment in Guam by providing free or low-cost services, procuring essential supplies, contracting X-ray services, and enhancing treatment monitoring through video-based Direct Observation Therapy.

**Healthy People 2030 Objective:**

IID-17 Reduce tuberculosis cases

**Health Topic Area:**

Immunization and Infectious Diseases

**Recipient Health Objective:**

Between 09/2026 and 09/2027, increase TB screening to detect active disease.

## Program Problem Information

**Program Problem Description:**

Guam continues to face a high burden of tuberculosis (TB) and Hansen's disease, with TB incidence far exceeding that of any U.S. state despite the island's small population. The disease predominantly affects local Chamorro, Filipino, and Chuukese communities, with a significant proportion of cases found among males aged 25 to over 65 and many presenting with diabetes comorbidity. Between 2019 and 2023, 298 TB cases were confirmed, 120 of which involved diabetes, and 12 related deaths were recorded. From 2014 to 2023, Guam saw 660 TB cases and 42 deaths, with a higher crude fatality rate among men. The COVID-19 pandemic appears to have disrupted timely diagnosis and treatment, contributing to a decline in case detection and an increase in TB-related deaths. Despite being preventable and curable, TB continues to have a devastating social and economic impact on affected individuals and families in Guam.

**Problem was Prioritized by the Following Factor(s)**

Identified via surveillance systems or other data sources

## Program Key Indicator(s)

### Program Key Indicator - KI-01938

**Description of Program Key Indicator**

Number of TB screenings conducted

**Baseline Value for the Program Key Indicator**

402

## Program Strategy

### Program Goal:

PHHS Block Grant funds support tuberculosis screening and treatment in Guam by providing free or low-cost services, procuring essential supplies, contracting X-ray services, and enhancing treatment monitoring through video-based Direct Observation Therapy.

### Program Strategy:

To support TB control efforts, the PHHS Block Grant funds are used to achieve measurable impact and process objectives through evidence-based annual activities. These include providing no-cost or low-cost tuberculosis screening services at the Community Health Center for uninsured or underinsured patients, using tests such as TB skin testing, sputum analysis, chest X-rays, and MTB/RIF assay testing. The program also procures necessary screening supplies and contracts an imaging service provider for chest X-ray interpretation. Additionally, it funds software for Direct Observation Therapy (DOT) via video to ensure treatment adherence and improve patient outcomes.

### Program Setting(s):

Business, corporation or industry; Childcare center; Schools or school district; University or college; Work site

### List of Primary Strategic Partners

Federally Qualified Health Centers (FQHCs) Guam Memorial Hospital Authority (GMHA) Private Radiology Providers Centers for Disease Control and Prevention (CDC) University of Guam (UOG) Guam Department of Education (GDOE) Faith-based and Community Organizations Freely Associated States Consulates and Community Leaders Health Information Technology Vendors

### Evaluation Methodology

The TB program should be evaluated by tracking screening coverage, case detection, treatment adherence through direct observation therapy, and reductions in TB incidence and mortality, particularly among high-risk populations.

### Planned Non-Monetary Support to Local Agencies or Organizations:

## Program Budget for Block Grant Funds

### Program Budget

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

### Total Allocation

## Program Target Population(s)

### Program Target Population

<b>Number of People Served:</b>	300
<b>Race and/or Ethnicity:</b>	American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White
<b>Age:</b>	1 - 4 years;5 - 14 years;15 - 24 years;25 - 34 years;35 - 44 years;45 - 54 years;55 - 64 years;65 - 74 years;75 - 84 years;85 years and older
<b>Sex:</b>	Female;Male
<b>Sexual Orientation:</b>	Straight or heterosexual;LGBTQ
<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Students, Teachers, Health Professionals, Cooks, Waiters
<b>Primarily Low Income?</b>	false
<b>Disproportionately Affected by the Problem?</b>	false

### Program SMART Objective

**Title of Program SMART Objective:** Increase Tuberculosis Screening by 15% by 09/30/2027

### SMART Objective Summary

**SMART Objective Description** By 09/01/2026 to 09/30/2027, increase TB screenings conducted through community health services to detect and manage cases earlier from 402 screenings to 462 screenings.

**Item to be Measured:** Number of TB Screenings Conducted

**Unit to be Measured:** Count

**Baseline Value for Item to be Measured:** 402

**Interim Target Value to Reach by APR:** 115

**Final Target to Reach by Closeout Report:** 462

### SMART Objective Problem Information

**SMART Objective Problem Description:** Late diagnosis of tuberculosis leads to ongoing transmission and worsened health outcomes, particularly among uninsured and vulnerable populations who lack access to regular health screenings. Strengthening early detection through expanded screening is essential for controlling TB spread.

**SMART Objective Problem Summary:** Guam has a high incidence of tuberculosis with many cases detected late due to inadequate screening coverage.

### SMART Objective Intervention Information:

**Intervention Summary:** Increase access to TB screening services among uninsured and high-risk populations to improve early case detection.

**Intervention Description:** This intervention procures TB diagnostic tools and contracts X-ray and laboratory services, enabling wider community access to testing. Outreach targets uninsured and underinsured patients through community health

centers, facilitating earlier diagnosis and treatment to reduce transmission.

**Type of Intervention:**

Evidence-Based Intervention

**Rationale for Choosing the Intervention:**

Early detection and treatment are proven strategies to reduce TB incidence and prevent spread; increasing access to screening aligns with CDC guidelines for effective TB control.

**SMART Objective Key Indicator(s)  
Activities**

**Activity - Procurement of Fuel and Maintenance for Vehicles used to Conduct Investigations**

**Activity Summary:**

PHHS Block Grant funds will be used to procure fuel for vehicles to conduct investigations.

**Activity Description:**

Tuberculosis patients often have limited access to transportation and care. Tuberculosis patients require strict compliance with medication regimen in order to resolve health issues. Patient visitation is a critical component to investigate compliance, as well as contact tracing, to prevent the spread and proliferation of tuberculosis. Fuel costs are a significant barrier to operations.

**Activity - Provision of Directly Observed Therapy (DOT) Services**

**Activity Summary:**

PHHS Block Grant funds will support the procurement of Directly Observed Therapy (DOT) services to ensure treatment adherence among individuals diagnosed with active TB.

**Activity Description:**

To improve treatment outcomes and reduce TB transmission, the PHHS Block Grant will support the procurement of Directly Observed Therapy (DOT) services. Under DOT, healthcare providers or trained personnel observe patients as they take each dose of TB medication, which is a best practice recommended by the CDC and WHO. This intervention is essential for promoting adherence, reducing drug resistance, and ensuring successful completion of treatment regimens. The funding will cover costs associated with service delivery, staff time, and transportation to ensure equitable access across the island.

**Activity - X-ray Imaging and Interpretation Services for TB Program**

**Activity Summary:**

PHHS Block Grant funds will be used to contract an imaging provider for chest X-rays and professional interpretation services to support TB diagnostic and follow-up care.

**Activity Description:**

To strengthen diagnostic capacity for tuberculosis management, the PHHS Block Grant will fund a contract with a licensed imaging provider to conduct chest X-rays and provide radiologic interpretation for patients referred by the TB/Hansen's Disease Program. Chest radiographs are a key component in the clinical assessment of TB, particularly in cases where bacteriologic confirmation is not possible. Contracting an external provider helps fill

existing resource gaps and ensures timely radiological evaluation, critical for accurate diagnosis, ongoing monitoring, and clinical decision-making.

### **Activity - Procurement of TB Health Screening Items and Supplies**

**Activity Summary:**

PHHS Block Grant funds will be used to procure essential TB screening supplies, including test kits and medical consumables, to support timely and accurate diagnosis.

**Activity Description:**

To support the Guam Department of Public Health and Social Services' efforts in tuberculosis prevention and control, PHHS Block Grant funds will be allocated for the procurement of necessary TB screening items and supplies. These include, but are not limited to, tuberculin skin test kits, sputum collection containers, and Xpert MTB/RIF Assay test kits. Medical consumables required for proper specimen collection and processing will also be acquired. Ensuring the availability of these supplies at the Community Health Center and satellite clinics is critical for maintaining uninterrupted TB screening services and enhancing early detection of active TB cases.

### **Activity - Contracting Digital Media Services for Tuberculosis Campaign**

**Activity Summary:**

PHHS Block Grant will fund the creation and dissemination of digital content to increase tuberculosis awareness through social media platforms.

**Activity Description:**

To expand the reach and impact of tuberculosis education efforts, the PHHS Block Grant will contract social media and digital content creation services. These services will produce educational videos, infographics, audio clips, and other visual materials tailored to the local population. Content will be shared across digital platforms such as Facebook, Instagram, and YouTube to reach a wider audience, particularly younger residents and working adults who engage more with online media. This digital campaign will help disseminate accurate, accessible information on tuberculosis, and available services in Guam.

### **SMART Objective Target Population**

**Target Population Same as Program's or Subset?**

Same as the Program's Target Population

**Program Name:**

### **Health Promotion and Disease Prevention: Cervical Cancer**

**Program Summary**

**Program Goal:**

The program aims to increase cervical cancer screening rates among underserved women on Guam by partnering with the Guam Breast and Cervical Cancer Early Detection Program and providing incentives.

**Healthy People 2030 Objective:**

C-09 Increase the proportion of women who get screened for cervical cancer

**Health Topic Area:**

Cancer

**Recipient Health Objective:**

Between 09/2026 and 09/2027, address the cervical cancer situation on island by increasing the proportion of women who get screened through the Guam Breast and Cervical Cancer Early Detection Program’s partner clinics.

**Program Problem Information**

**Program Problem Description:**

Cervical cancer ranks as one of the top cancers affecting women on Guam, with Micronesian women, especially those of Chuukese descent, experiencing disproportionately high incidence rates compared to other ethnic groups and U.S. averages. This disparity is largely attributed to insufficient access to Pap smear screenings, which are essential for early detection and prevention. Although cervical cancer is 100% preventable with timely screening and HPV vaccination, many women in Guam and the broader Micronesian region remain unscreened, increasing their risk of late diagnosis and mortality. Over the past two decades, the Guam Department of Public Health and Social Services has provided nearly 6,000 Pap smears, yet more outreach is needed. Non-profit organizations like Todu Guam Foundation play a critical role by offering free cervical cancer screenings and education to underserved women, striving to reduce these disparities and improve health outcomes across the island.

**Problem was Prioritized by the Following Factor(s)**

Identified via surveillance systems or other data sources

**Program Key Indicator(s)**

**Program Key Indicator - KI-01939**

**Description of Program Key Indicator**

Number of eligible women screened for cervical cancer

**Baseline Value for the Program Key Indicator**

134

**Program Strategy**

**Program Goal:**

The program aims to increase cervical cancer screening rates among underserved women on Guam by partnering with the Guam Breast and Cervical Cancer Early Detection Program and providing incentives.

**Program Strategy:**

To address the high incidence and disparities of cervical cancer on Guam, the PHHS Block Grant collaborates with the Guam Breast and Cervical Cancer Early Detection Program to increase screening rates among low-income, uninsured, and underserved women from September 2026 through September 2027. The program supports outreach efforts by procuring and distributing promotional items to encourage participation in cervical cancer screening. These activities follow evidence-based guidelines and aim to reduce barriers to screening, improve early detection,

and ultimately decrease cervical cancer mortality in vulnerable populations across the island.

**Program Setting(s):**

Community based organization;Medical or clinical site;State health department

**List of Primary Strategic Partners**

Guam Breast and Cervical Cancer Early Detection Program  
Department of Public Health and Social Services (DPHSS)  
Community health clinics Local hospitals and medical centers  
Non-profit health organizations Todu Guam Foundation  
Women’s advocacy groups Faith-based organizations  
Social service agencies Public and private insurance providers  
Local media outlets Village community leaders and organizations

**Evaluation Methodology**

The cervical cancer screening program will be evaluated through a combination of quantitative and qualitative measures, including tracking the number and demographics of women screened, the distribution and utilization of promotional items, and engagement levels in outreach activities. Data will be collected from clinic records and program reports to monitor increases in screening rates among low-income, uninsured, and underserved women. Evaluation will also include assessing barriers to access and participant satisfaction through surveys or interviews to identify areas for improvement. Additionally, longer-term outcomes such as earlier detection rates and follow-up care adherence will be analyzed to determine the program’s effectiveness in reducing cervical cancer disparities and improving health outcomes on Guam.

**Planned Non-Monetary Support to Local Agencies or Organizations:**

**Program Budget for Block Grant Funds**

**Program Budget**

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

**Total Allocation**

**Program Target Population(s)**

**Program Target Population**

**Number of People Served:**

38486

**Race and/or Ethnicity:**

American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White

**Age:**

25 - 34 years;35 - 44 years;45 - 54 years;55 - 64 years;65 - 74 years;75 - 84 years;85 years and older

**Sex:**

Female

**Sexual Orientation:**

Straight or heterosexual;LGBTQ

<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Not specific
<b>Primarily Low Income?</b>	false
<b>Disproportionately Affected by the Problem?</b>	false

## Program SMART Objective

**Title of Program SMART Objective:** Increase Cervical Cancer Screening

## SMART Objective Summary

<b>SMART Objective Description</b>	By 09/01/2026 to 09/30/2027, increase the number of eligible women receiving cervical cancer screening by 10% from 134 to 148 through expanded community outreach and education.
<b>Item to be Measured:</b>	Number of eligible women screened for cervical cancer
<b>Unit to be Measured:</b>	Screenings
<b>Baseline Value for Item to be Measured:</b>	134
<b>Interim Target Value to Reach by APR:</b>	37
<b>Final Target to Reach by Closeout Report:</b>	148

## SMART Objective Problem Information

<b>SMART Objective Problem Description:</b>	Cervical cancer remains a leading cause of death due to late diagnosis and low screening coverage, particularly among underserved ethnic groups facing cultural and access barriers.
<b>SMART Objective Problem Summary:</b>	High incidence of cervical cancer among Micronesian women is driven by low Pap smear screening rates.

## SMART Objective Intervention Information:

<b>Intervention Summary:</b>	Expand access to cervical cancer screening and culturally appropriate education to underserved women.
<b>Intervention Description:</b>	The intervention supports community education, screening outreach, and distribution of promotional items to encourage Pap smear uptake among low-income and uninsured women, aiming to detect and treat cervical precancers early.
<b>Type of Intervention:</b>	Evidence-Based Intervention
<b>Rationale for Choosing the Intervention:</b>	Pap smear screening is highly effective in preventing cervical cancer mortality; targeted outreach addresses disparities in screening rates.

## SMART Objective Key Indicator(s)

### Activities

## Activity - Distribution of Promotional Items to Increase Cervical Cancer Screening Participation

<b>Activity Summary:</b>	PHHS Block Grant will procure and distribute promotional items to promote cervical cancer awareness and education.
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**Activity Description:**

To address financial and logistical barriers that prevent women from accessing cervical cancer screening, the PHS Block Grant program will procure promotional items. These will be distributed in coordination with the Guam Breast and Cervical Cancer Early Detection Program to support low-income, uninsured, and underserved women who participate in cervical cancer screenings. By providing promotional items, this activity encourages greater participation in screening, facilitates early detection of cervical cancer, and promotes equitable access to care for vulnerable populations.

**SMART Objective Target Population****Target Population Same as Program's or Subset?**

Same as the Program's Target Population

**Program Name:****Health Promotion and Disease Prevention: Diabetes****Program Summary****Program Goal:**

The goal of the diabetes program is to reduce the burden of diabetes and related chronic diseases in Guam by increasing community outreach, education, and access to diabetes screening, self-management tools, and culturally appropriate resources in collaboration with local partners.

**Healthy People 2030 Objective:**

D-06 Increase the proportion of people with diabetes who get formal diabetes education

**Health Topic Area:**

Diabetes

**Recipient Health Objective:**

Between 09/2026 and 09/2027, increase participation in formal Diabetes education by providing monthly sessions conducted by a health professional to help manage Diabetes. Complimentary health screenings during Outreach events help identify patients with pre-diabetes or diabetes condition and refer them to attend formal diabetes education classes, disseminate health informational materials to spread awareness, promote a healthy lifestyle, refer to physical activity sessions.

**Program Problem Information****Program Problem Description:**

In 2022, 21.6% of adults in Guam were diagnosed with diabetes—nearly double the U.S. average—and the condition contributes significantly to the island's leading causes of death: heart disease and stroke. Obesity, poor diet rooted in Western-style fast food, and lack of physical activity have led to a surge in non-communicable diseases, which account for nearly 60% of deaths on Guam. With Chamorros and Micronesians most affected, reversing these trends requires a dual approach of prevention and management through health education, increased access to nutritious foods, physical activity promotion, and routine screenings. The Public Health and

Human Services Block Grant (PHHSBG) supports this effort by collaborating with the Guam Diabetes Prevention and Control Program and other local partners to conduct outreach, provide education, and connect communities to clinical services to reduce Type 2 diabetes risk. Identified via surveillance systems or other data sources

**Problem was Prioritized by the Following Factor(s)**

**Program Key Indicator(s)  
Program Key Indicator - KI-01940**

<b>Description of Program Key Indicator</b>	Number of individuals attending diabetes education classes
<b>Baseline Value for the Program Key Indicator</b>	210

**Program Strategy**

**Program Goal:** The goal of the diabetes program is to reduce the burden of diabetes and related chronic diseases in Guam by increasing community outreach, education, and access to diabetes screening, self-management tools, and culturally appropriate resources in collaboration with local partners.

**Program Strategy:** The diabetes program aims to address Guam’s high rates of diabetes and chronic diseases by focusing on both prevention and effective management. In collaboration with the Guam Diabetes Prevention and Control Program and the Guam Diabetes Control Coalition, the program provides community outreach, free health screenings, and formal diabetes education classes. It supports these efforts through the procurement of medical supplies like glucometers and A1C kits, development of culturally relevant educational materials, and engagement through incentive items. By promoting healthy lifestyles, increasing awareness, and improving access to care, the program seeks to reduce diabetes-related health disparities and improve quality of life for Guam’s diverse populations.

**Program Setting(s):** Business, corporation or industry;Home;Local health department;Medical or clinical site;Schools or school district;State health department;University or college

**List of Primary Strategic Partners**  
Guam Diabetes Prevention and Control Program  
Guam Diabetes Control Coalition  
Guam Diabetes Foundation  
Guam Diabetes Association  
District 204 Lions Club  
Non-Communicable Disease (NCD) Consortium  
Community Health Centers  
Public and private schools  
Village mayors' offices  
Local hospitals and clinics  
Health educators  
Translation service providers  
Media partners  
Non-profit organizations promoting healthy lifestyles  
Local fitness and nutrition professionals

**Evaluation Methodology**  
The diabetes program should be evaluated by measuring both process and outcome indicators, including the number of outreach events conducted, the volume and

demographics of participants reached, and the quantity of educational materials distributed. Evaluation should also assess improvements in participants' knowledge of diabetes prevention and self-management through pre- and post-education surveys, as well as track referrals to clinical services, formal diabetes education classes, and participation in physical activity and nutrition counseling sessions. Long-term evaluation should include monitoring changes in community health outcomes such as reductions in new Type 2 diabetes diagnoses, improved A1C levels among participants, and increased engagement in preventive health behaviors.

**Planned Non-Monetary Support to Local Agencies or Organizations:**

**Program Budget for Block Grant Funds**

**Program Budget**

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

**Total Allocation**

**Program Target Population(s)**

**Program Target Population**

<b>Number of People Served:</b>	14731
<b>Race and/or Ethnicity:</b>	American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White
<b>Age:</b>	15 - 24 years;25 - 34 years;35 - 44 years;45 - 54 years;55 - 64 years;65 - 74 years;75 - 84 years;85 years and older
<b>Sex:</b>	Female;Male
<b>Sexual Orientation:</b>	Straight or heterosexual;LGBTQ
<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Not specific
<b>Primarily Low Income?</b>	false
<b>Disproportionately Affected by the Problem?</b>	false

**Program SMART Objective**

**Title of Program SMART Objective:** Increase Attendance at Diabetes Education Classes by 10% by 09/30/2027

**SMART Objective Summary**

**SMART Objective Description** By 09/01/2026 to 09/30/2027, increase the number of individuals attending diabetes education and outreach

programs to improve diabetes management and prevention from 210 to 231.

<b>Item to be Measured:</b>	Number of individuals attending diabetes education classes
<b>Unit to be Measured:</b>	Persons
<b>Baseline Value for Item to be Measured:</b>	210
<b>Interim Target Value to Reach by APR:</b>	50
<b>Final Target to Reach by Closeout Report:</b>	231

## SMART Objective Problem Information

**SMART Objective Problem Description:** Diabetes rates in Guam are nearly double the U.S. average, fueled by unhealthy diets, obesity, and sedentary lifestyles. Many individuals lack knowledge and resources to manage or prevent diabetes effectively, increasing risk for severe health complications.

**SMART Objective Problem Summary:** High prevalence of diabetes and related complications persist due to poor self-management and limited access to education.

## SMART Objective Intervention Information:

**Intervention Summary:** Provide culturally tailored diabetes education and outreach to promote self-management and lifestyle changes.

**Intervention Description:** The program delivers diabetes education classes, distributes screening supplies, and provides nutrition counseling in collaboration with local partners. Educational materials and community events aim to empower individuals with knowledge and skills to manage blood sugar levels, adopt healthy diets, and increase physical activity, thereby reducing diabetes complications.

**Type of Intervention:** Evidence-Based Intervention

**Rationale for Choosing the Intervention:** Education-based interventions have demonstrated success in improving glycemic control and preventing diabetes-related complications, making outreach and self-management support essential components of diabetes care.

## SMART Objective Key Indicator(s)

### Activities

### Activity - Contracting Digital Media Services for Diabetes Awareness Campaign

**Activity Summary:** PHHS Block Grant will fund the creation and dissemination of digital content to increase diabetes awareness through social media platforms.

**Activity Description:** To expand the reach and impact of diabetes education efforts, the PHHS Block Grant will contract social media and digital content creation services. These services will produce educational videos, infographics, audio clips, and other visual materials tailored to the local population. Content will be shared across digital platforms such as Facebook, Instagram, and YouTube to reach a wider audience, particularly younger residents and working

adults who engage more with online media. This digital campaign will help disseminate accurate, accessible information on diabetes prevention, self-management, and available services in Guam.

## **Activity - Procurement of Promotional and Incentive Items for Diabetes Outreach**

### **Activity Summary:**

PHHS Block Grant funds will be used to purchase promotional items to boost engagement in diabetes-related outreach and education activities.

### **Activity Description:**

To encourage participation in diabetes screenings, education sessions, and referral services, the PHHS Block Grant will support the procurement of promotional and incentive items. These may include reusable water bottles, pedometers, meal prep containers, T-shirts, or other health-themed giveaways. Providing promotional items can enhance community turnout and reinforce positive behaviors linked to diabetes prevention and management. Items will be distributed during health fairs, physical activity classes, and educational workshops to maintain motivation and engagement among participants.

## **Activity - Printing and Translation of Diabetes Educational Materials**

### **Activity Summary:**

PHHS Block Grant funds will support the printing and translation of diabetes-related educational materials for distribution in both English and Pacific Islander languages.

### **Activity Description:**

To broaden the reach of diabetes awareness efforts, the PHHS Block Grant will fund the printing of brochures, pamphlets, posters, and other informational materials which will include the acknowledgement of funding statement. These will cover key diabetes topics such as risk factors, symptoms, prevention, and management strategies. In recognition of Guam's diverse population, translation services will also be contracted to provide materials in other Pacific Island languages to ensure linguistic and cultural accessibility. Materials will be distributed to the public through clinics, municipal buildings, schools, and community events to promote informed decision-making and encourage healthy behaviors.

## **Activity - Diabetes Education Classes in Collaboration with Health Educators**

### **Activity Summary:**

PHHS Block Grant will support the delivery of formal diabetes education classes in collaboration with contracted health educators and secured venues.

### **Activity Description:**

To empower individuals living with or at risk for diabetes, PHHS Block Grant funds will support the implementation of formal diabetes education classes. These classes, led by contracted health educators, will be held in accessible venues across the island and will teach practical skills for self-management. Topics will include monitoring blood glucose, following a healthy diet, taking medications as prescribed, increasing physical activity, and making sustainable lifestyle changes. The classes aim to improve

health outcomes, reduce complications, and build community knowledge around diabetes prevention and control.

## Activity - Procurement of Diabetes Screening Devices and Supplies

### Activity Summary:

PHHS Block Grant funds will be used to procure diabetes screening equipment and supplies for use at public outreach events, health fairs, and community-based services.

### Activity Description:

To increase access to diabetes screening and promote early detection, the PHHS Block Grant will fund the procurement of essential health screening devices and consumables. Items will include glucometers, test strips, lancing devices, lancets, hemoglobin A1C kits, continuous glucose monitors (CGMs), and BMI machines. These supplies will be deployed during community health outreach events, health fairs, and other public services to screen individuals at risk of diabetes and provide education about managing and preventing the disease. Expanding access to these tools ensures more equitable health monitoring in underserved communities.

## SMART Objective Target Population

### Target Population Same as Program's or Subset?

Same as the Program's Target Population

## Program Name:

## Public Health Infrastructure: Practice-based Continuing Education

## Program Summary

### Program Goal:

To strengthen Guam's public health workforce, the PHHS Block Grant will fund continuing education opportunities, including procurement, ethics, and other public health trainings.

### Healthy People 2030 Objective:

PHI-R01 Explore and expand practice-based continuing education for public health professionals

### Health Topic Area:

Public Health Infrastructure

### Recipient Health Objective:

Between 09/2026 and 09/2027, PHHS Block Grant will continue to explore, expand and support practice-based continuing education for public health personnel and increase the total number of staff who undergo trainings in professional development by 20% from 40 staff to 48 staff..

## Program Problem Information

### Program Problem Description:

Guam DPHSS recognizes the critical need to expand practice-based continuing education for its public health professionals as part of its broader workforce development efforts. With longstanding challenges including limited staffing, outdated systems, and a shortage of local medical sub-specialists, the department is investing in professional development opportunities that

enhance skills, improve program delivery, and build capacity across in the Department. Initiatives such as the ASTHO-led Business Process Improvement project and the 2023 Quality Improvement and Strategic Planning Training reflect a growing commitment to continuous learning and institutional strengthening. These efforts support the department’s goal of fostering a competent workforce capable of meeting Guam’s evolving public health needs and achieving future PHAB accreditation.

**Problem was Prioritized by the Following Factor(s)**

Prioritized within a strategic plan

## Program Key Indicator(s)

### Program Key Indicator - KI-01941

**Description of Program Key Indicator**

Number of public health personnel trained

**Baseline Value for the Program Key Indicator**

40

## Program Strategy

**Program Goal:**

To strengthen Guam’s public health workforce, the PHHS Block Grant will fund continuing education opportunities, including procurement, ethics, and other public health trainings.

**Program Strategy:**

To address workforce development needs and improve service delivery, the Guam Department of Public Health and Social Services (DPHSS) is prioritizing practice-based continuing education through PHHS Block Grant support. The grant will fund essential training opportunities including procurement modules through Guam Community College, ethics training in collaboration with the Guam Ethics Commission, and other public health-related professional development efforts. These activities build on recent initiatives—such as the Business Process Improvement project and cross-divisional Quality Improvement and Strategic Planning Training—and aim to enhance staff competencies, streamline internal processes, and advance the department’s long-term goal of achieving PHAB accreditation.

**Program Setting(s):**

Business, corporation or industry;Community based organization;State health department

**List of Primary Strategic Partners**

Guam Community College (GCC) Guam Ethics Commission Association of State and Territorial Health Officials (ASTHO) Pacific Island Health Officers’ Association (PIHOA) University of Guam (UOG) Guam Department of Administration Department of Public Works Procurement Office U.S. Centers for Disease Control and Prevention (CDC) Public Health Accreditation Board (PHAB) Government of Guam Training and Development Programs

**Evaluation Methodology**

This program will be evaluated by tracking participation rates in the trainings, collecting feedback from attendees to assess training relevance and effectiveness, and documenting improvements in staff knowledge, compliance, and performance over time. Evaluation metrics will include the number and type of trainings supported, number of staff trained, and post-training assessments or surveys. Additionally, the program will monitor progress toward meeting legal and regulatory training requirements, such as those mandated under P.L. 32-131 and P.L. 36-25, and will use findings to inform future workforce development strategies.

**Planned Non-Monetary Support to Local Agencies or Organizations:****Program Budget for Block Grant Funds****Program Budget**

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

**Total Allocation****Program Target Population(s)****Program Target Population**

<b>Number of People Served:</b>	500
<b>Race and/or Ethnicity:</b>	American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White
<b>Age:</b>	15 - 24 years;25 - 34 years;35 - 44 years;45 - 54 years;55 - 64 years;65 - 74 years;75 - 84 years;85 years and older
<b>Sex:</b>	Female;Male
<b>Sexual Orientation:</b>	Straight or heterosexual;LGBTQ
<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Public Health Employees
<b>Primarily Low Income?</b>	false
<b>Disproportionately Affected by the Problem?</b>	false

**Program SMART Objective**

**Title of Program SMART Objective:** Building Workforce Capacity Through Continuing Education

**SMART Objective Summary**

**SMART Objective Description** By 09/01/2026 to 09/30/2027, increase the number of public health staff who complete training by 20% from 40

staff to 48 staff to improve workforce competency and service quality.

<b>Item to be Measured:</b>	Number of public health professionals who complete practice-based continuing education courses
<b>Unit to be Measured:</b>	Individuals
<b>Baseline Value for Item to be Measured:</b>	40
<b>Interim Target Value to Reach by APR:</b>	12
<b>Final Target to Reach by Closeout Report:</b>	48

## SMART Objective Problem Information

**SMART Objective Problem Description:** In the rapidly evolving field of public health, continued learning is essential to ensure professionals stay current with emerging trends, technologies, and evidence-based practices. However, public health professionals in Guam often face barriers to accessing high-quality, relevant continuing education, especially practice-based formats that emphasize hands-on skill-building. This gap undermines workforce preparedness and limits the ability of practitioners to address complex public health challenges effectively. Strengthening continuing education infrastructure is vital to maintaining a competent and adaptive public health workforce.

**SMART Objective Problem Summary:** Guam's public health workforce lacks sufficient access to structured, practice-based continuing education opportunities.

## SMART Objective Intervention Information:

**Intervention Summary:** The intervention aims to increase number of public health professionals by 25% completing practice-based continuing education courses by 2027.

**Intervention Description:** The Guam DPHSS will partner with accredited academic institutions and national public health organizations to offer accessible, practice-based continuing education opportunities tailored to the local workforce. These will include online modules, hybrid workshops, and in-person training sessions that emphasize applied learning in areas such as epidemiology, health communication, data systems, and community health strategies. The program will also support the development of a centralized learning portal and offer continuing education units (CEUs) to incentivize participation. The goal is to build a culture of lifelong learning and strengthen the capacity of Guam's public health professionals to respond to emerging health issues.

**Type of Intervention:** Innovative/Promising Practice

**Rationale for Choosing the Intervention:** Practice-based continuing education has been shown to significantly improve workforce performance, retention, and job satisfaction. By focusing on applied skills and real-world problem solving, this approach equips the public health workforce with the competencies needed to meet community health needs effectively.

## SMART Objective Key Indicator(s)

## Activities

### Activity - Support for Public Health Professional Development

**Activity Summary:**

The PHHS Block Grant will provide financial assistance for staff to attend additional public health-related trainings to enhance skills and capacity.

**Activity Description:**

To support ongoing professional development and build workforce capacity, the PHHS Block Grant program will allocate funding for staff to attend relevant public health trainings, conferences, and workshops. These may include topics such as epidemiology, health equity, grant management, emergency preparedness, and chronic disease prevention. By investing in the continued education of its workforce, the program ensures its staff remain current with public health trends, evidence-based practices, and emerging challenges, ultimately improving the effectiveness of services delivered to the community.

### SMART Objective Target Population

**Target Population Same as Program's or Subset?**

Same as the Program's Target Population

**Program Name:**

### Health Promotion and Disease Prevention: Tobacco Use

### Program Summary

**Program Goal:**

The program aims to reduce tobacco use and related health disparities in Guam through targeted outreach, educational materials, incentive distribution, and a robust social media campaign in partnership with the Guam Tobacco Prevention and Control Program.

**Healthy People 2030 Objective:**

TU-13 Increase use of smoking cessation counseling and medication in adults who smoke

**Health Topic Area:**

Tobacco Use

**Recipient Health Objective:**

Between 09/2026 and 09/2027, the PHHS Block Grant will engage in activities to conduct Brief Tobacco Intervention (BTI) sessions with individuals dependent on tobacco and assist with cessation of tobacco use; disseminate educational and informational materials on the ill effects of tobacco use.

### Program Problem Information

**Program Problem Description:**

Tobacco use remains a major public health concern on Guam, where adult smoking rates surpass the national average and youth e-cigarette use is alarmingly high, with over one-third of middle and high school students reporting use. Tobacco-related illnesses such as heart disease, cancer, and stroke are the leading causes of death on the island, with 58% of adult cancers being tobacco-related. While Guam has laws prohibiting tobacco sales to those under 21, recent data shows a decline in

retailer compliance, and flavored tobacco products continue to appeal to youth. Proposed legislation aims to ban flavored tobacco sales as part of a broader strategy to prevent addiction and protect public health.

**Problem was Prioritized by the Following Factor(s)**

Identified via surveillance systems or other data sources

**Program Key Indicator(s)**

**Program Key Indicator - KI-01942**

**Description of Program Key Indicator**

Number of tobacco cessation class participants

**Baseline Value for the Program Key Indicator**

15

**Program Key Indicator - KI-01943**

**Description of Program Key Indicator**

Number of calls to the Tobacco Free Quitline

**Baseline Value for the Program Key Indicator**

123

**Program Key Indicator - KI-01944**

**Description of Program Key Indicator**

Tobacco Free Guam Quitline Web Enrollment Page/Site that Guam Received

**Baseline Value for the Program Key Indicator**

288

**Program Strategy**

**Program Goal:**

The program aims to reduce tobacco use and related health disparities in Guam through targeted outreach, educational materials, incentive distribution, and a robust social media campaign in partnership with the Guam Tobacco Prevention and Control Program.

**Program Strategy:**

To combat Guam’s high tobacco use rates and associated health risks, the PHHS Block Grant supports the Guam Tobacco Prevention and Control Program by funding the procurement of printed educational materials, promotional and incentive items, and digital content for social media campaigns. These efforts focus on preventing tobacco initiation, encouraging cessation, and addressing tobacco-related disparities within the community. Through widespread dissemination of brochures, posters, and online messaging—along with incentives for participation in tobacco intervention programs—the initiative seeks to raise public awareness, motivate behavior change, and ultimately reduce the burden of tobacco-related diseases on the island.

**Program Setting(s):**

Business, corporation or industry;Home;Medical or clinical site;Schools or school district;State health department;University or college;Work site

**List of Primary Strategic Partners**

Guam Tobacco Prevention and Control Program Guam Behavioral Health and Wellness Center Guam Department of Public Health and Social Services (DPHSS) Public and private schools Local media outlets Community-based organizations Youth advocacy groups Retailer associations

Social media and digital marketing agencies  
 Faith-based organizations  
 Health care providers and clinics  
 Guam Legislature (for policy support)  
 Guam Coalition Against Smoking and Tobacco Use  
 Law enforcement agencies  
 Local businesses and employers

**Evaluation Methodology**

The tobacco prevention and control program should be evaluated using a mix of process and outcome measures, including tracking the distribution and reach of printed and digital educational materials, the number of participants engaged through outreach events and tobacco cessation programs, and the uptake of promotional and incentive items. Evaluation should also assess changes in public awareness, attitudes, and behaviors related to tobacco use through surveys and feedback from intervention participants. Additionally, monitoring trends in tobacco sales compliance, youth and adult tobacco use rates, and calls to the Tobacco Quitline will help measure the program’s effectiveness in reducing tobacco initiation and promoting cessation. Data collection from partner organizations and digital analytics will provide comprehensive insights to guide program improvements.

**Planned Non-Monetary Support to Local Agencies or Organizations:**

**Program Budget for Block Grant Funds**

**Program Budget**

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

**Total Allocation**

**Program Target Population(s)**

**Program Target Population**

<b>Number of People Served:</b>	34000
<b>Race and/or Ethnicity:</b>	American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White
<b>Age:</b>	15 - 24 years;25 - 34 years;35 - 44 years;45 - 54 years;55 - 64 years;65 - 74 years;75 - 84 years;85 years and older
<b>Sex:</b>	Female;Male
<b>Sexual Orientation:</b>	Straight or heterosexual;LGBTQ
<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Not specific
<b>Primarily Low Income?</b>	false

**Disproportionately Affected by the Problem?** false

## Program SMART Objective

**Title of Program SMART Objective:** Tobacco Cessation Participation

## SMART Objective Summary

**SMART Objective Description** By September 30, 2027, the Guam Department of Public Health and Social Services will increase the number of participants who reach out to tobacco free quit line, website, and cessation classes by 10% from 426 to 469.

**Item to be Measured:** Number of participants who use the quit line, website, or cessation classes

**Unit to be Measured:** Number of individuals reached

**Baseline Value for Item to be Measured:** 426

**Interim Target Value to Reach by APR:** 115

**Final Target to Reach by Closeout Report:** 469

## SMART Objective Problem Information

**SMART Objective Problem Description:** Tobacco use remains a leading cause of preventable death in Guam, contributing to chronic diseases such as cancer, cardiovascular disease, and respiratory illness. Despite the need for cessation support, many smokers do not participate in cessation programs. Promoting the website, quit line, and cessation classes will increase the number of smokers who participate in the cessation programs.

**SMART Objective Problem Summary:** There is a lack of participation by smokers that participate in smoking cessation programs.

## SMART Objective Intervention Information:

**Intervention Summary:** The intervention aims increase the number of participants in tobacco cessation programs by incentivizing participation in the quit line, website use, and cessation classes.

**Intervention Description:** The Guam DPHSS will coordinate with certified tobacco cessation trainers and national public health organizations to deliver comprehensive cessation intervention training sessions for healthcare and public health personnel and advertise the use of the quit line and website. These sessions will include evidence-based counseling approaches, nicotine replacement therapy options, behavioral strategies, and referral systems to ensure a coordinated approach to quitting tobacco. Trainings will be hosted in-person and virtually to ensure broad access and to reach participants across Guam's municipalities. Use of the quit line and website will serve as another means to tobacco cesation.

**Type of Intervention:** Evidence-Based Intervention

**Rationale for Choosing the Intervention:** Providing tobacco cessation services to smokers is an effective way to encourage them to quit smoking

## SMART Objective Key Indicator(s)

## Activities

### Activity - Contracting Digital Media Services for Tobacco Prevention Campaign

**Activity Summary:**

PHHS Block Grant will support the development of a website and digital content to advance tobacco use prevention through engaging social media platforms.

**Activity Description:**

To modernize public health messaging and expand its reach, the PHHS Block Grant will fund digital media services for a comprehensive tobacco prevention and cessation campaign. These services will include the creation of a dedicated DPHSS website section, as well as the development of digital content such as infographics, videos, voice recordings, and social media posts. Content will focus on the dangers of tobacco use, highlight available cessation resources, and encourage healthy behavior changes. By leveraging social media platforms, this campaign seeks to connect with a broader audience, including youth and digitally active populations, to reduce tobacco use in Guam.

### Activity - Printing and Dissemination of Tobacco Use Educational Materials

**Activity Summary:**

PHHS Block Grant will fund the printing of brochures, pamphlets, posters, and related materials to educate the public on the dangers of tobacco use and promote cessation resources.

**Activity Description:**

To support tobacco prevention and cessation efforts, the PHHS Block Grant will fund the design, printing, and dissemination of educational materials focused on tobacco use which will include acknowledgement of funding statement. These materials, brochures, pamphlets, and posters, will address topics such as the health risks of smoking and vaping, secondhand smoke exposure, and the benefits of quitting. They will also include information on local cessation services, including the Guam Tobacco Quitline. Materials will be distributed at community events, clinics, and public institutions, and prominently displayed in high-traffic areas to raise awareness and encourage healthier lifestyle choices.

### Activity - Promotional Item Distribution for Tobacco Cessation Engagement

**Activity Summary:**

PHHS Block Grant will procure and distribute promotional items to promote tobacco cessation and reward participation in intervention programs.

**Activity Description:**

To increase participation in tobacco cessation programs and amplify outreach messages, PHHS Block Grant funds will be used to procure promotional items that feature the Guam Tobacco Quitline and other tobacco prevention messages. They will be offered to participants who complete tobacco intervention classes and to facilitators who support these efforts. These incentives aim to boost

engagement, reward commitment to quitting tobacco, and reinforce positive health behaviors.

## SMART Objective Target Population

**Target Population Same as Program's or Subset?** Same as the Program's Target Population

**Program Name:** **Health Promotion and Disease Prevention: Hypertension**

### Program Summary

**Program Goal:** The program aims to reduce the burden of hypertension on Guam through community outreach, health screenings, formal education, and social media campaigns, supported by evidence-based practices and strategic use of PHHS Block Grant funds.

**Healthy People 2030 Objective:** HDS-05 Increase control of high blood pressure in adults

**Health Topic Area:** Heart Disease and Stroke

**Recipient Health Objective:** Between 09/2026 and 09/2027, increase complimentary health screenings to detect hypertension in adults, conduct public health education sessions/enhancements and disseminate health pamphlets on hypertension and hold classes on hypertension, nutrition and counselling.

### Program Problem Information

**Program Problem Description:** Heart disease is the leading cause of death in the United States and on Guam, where it accounted for approximately 32% of all deaths in 2022. Often linked to high blood pressure, known as the 'silent killer' due to its lack of symptoms, heart disease can lead to severe complications including heart attacks, heart failure, and strokes. Major risk factors include hypertension, high cholesterol, smoking, diabetes, obesity, poor diet, physical inactivity, and excessive alcohol use. These risks are often the result of unhealthy lifestyle choices and underlying medical conditions. While high blood pressure cannot be cured, it can be managed effectively through consistent lifestyle changes and medication, underscoring the importance of prevention and early intervention.

**Problem was Prioritized by the Following Factor(s)** Identified via surveillance systems or other data sources

### Program Key Indicator(s)

#### Program Key Indicator - KI-01945

**Description of Program Key Indicator** Number of hypertension screenings conducted

**Baseline Value for the Program Key Indicator** 749

## Program Strategy

### Program Goal:

The program aims to reduce the burden of hypertension on Guam through community outreach, health screenings, formal education, and social media campaigns, supported by evidence-based practices and strategic use of PHHS Block Grant funds.

### Program Strategy:

To address the high burden of heart disease and hypertension on Guam, this program uses PHHS Block Grant funds to implement evidence-based strategies focused on community outreach, education, and prevention. Activities include procuring health screening equipment (e.g., blood pressure monitors, cholesterol meters), supporting formal hypertension education classes that address nutrition, medication, and lifestyle changes, and printing multilingual educational materials for broad public dissemination. The program also uses incentive items to boost community engagement and contracts digital media services to deliver impactful messages through social media. Together, these efforts support the objective of increasing awareness and promoting self-management of hypertension to reduce related health risks across the island.

### Program Setting(s):

Home; Medical or clinical site; State health department; University or college; Work site

### List of Primary Strategic Partners

Guam Hypertension Prevention and Control Program  
Guam Non-Communicable Disease Consortium  
Guam Department of Education  
Mayors' Council of Guam  
University of Guam  
Guam Community College  
Guam Memorial Hospital Authority  
Guam Regional Medical City  
Private and community health clinics  
Faith-based organizations  
Village-based community centers  
Local media outlets  
Social media and digital marketing firms  
Public and private schools  
Worksite wellness programs  
Fitness centers and gyms  
Dietitians and nutritionists in private practice

### Evaluation Methodology

The hypertension prevention and control program should be evaluated through a combination of process and outcome measures. Process evaluation will assess the implementation of activities such as the number of outreach events conducted, quantity of health screening supplies distributed, educational classes held, materials printed and disseminated, and engagement on social media platforms. Outcome evaluation will focus on measuring changes in community awareness, knowledge of hypertension and self-management practices, participation in physical activity and nutrition programs, and referrals to medical or lifestyle counseling services. Data should be collected through participant surveys, health screenings, attendance records, and digital engagement analytics to determine the program's reach, effectiveness, and areas for improvement.

**Planned Non-Monetary Support to Local Agencies or Organizations:**

**Program Budget for Block Grant Funds**

**Program Budget**

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

**Total Allocation**

**Program Target Population(s)**

**Program Target Population**

<b>Number of People Served:</b>	34217
<b>Race and/or Ethnicity:</b>	American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White
<b>Age:</b>	15 - 24 years;25 - 34 years;35 - 44 years;45 - 54 years;55 - 64 years;65 - 74 years;75 - 84 years;85 years and older
<b>Sex:</b>	Female;Male
<b>Sexual Orientation:</b>	Straight or heterosexual;LGBTQ
<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Not specific
<b>Primarily Low Income?</b>	false
<b>Disproportionately Affected by the Problem?</b>	false

**Program SMART Objective**

**Title of Program SMART Objective:** Community Blood Pressure Screening

**SMART Objective Summary**

<b>SMART Objective Description</b>	By 09/01/2026 to 09/30/2027, increase community hypertension screenings and education to promote early detection and management by 10% from 749 to 824.
<b>Item to be Measured:</b>	Number of hypertension screenings conducted
<b>Unit to be Measured:</b>	Screenings
<b>Baseline Value for Item to be Measured:</b>	749
<b>Interim Target Value to Reach by APR:</b>	205
<b>Final Target to Reach by Closeout Report:</b>	824

**SMART Objective Problem Information**

**SMART Objective Problem Description:** Hypertension is a silent killer with few symptoms but is a major driver of cardiovascular disease in Guam. Limited screening and awareness prevent timely diagnosis and

intervention, leading to preventable morbidity and mortality.

**SMART Objective Problem Summary:**

High blood pressure often goes undiagnosed, contributing significantly to heart disease and stroke.

**SMART Objective Intervention Information:**

**Intervention Summary:**

Expand access to hypertension screening and educational programs on lifestyle and medication management.

**Intervention Description:**

This intervention provides blood pressure monitoring devices and supports formal educational sessions to inform the community about hypertension risks and management strategies. By increasing screenings at community events and health centers, more individuals can receive early diagnosis and intervention to reduce cardiovascular disease burden.

**Type of Intervention:**

Evidence-Based Intervention

**Rationale for Choosing the Intervention:**

Regular blood pressure screening combined with education and lifestyle counseling has proven efficacy in reducing hypertension-related complications.

**SMART Objective Key Indicator(s)  
Activities**

**Activity - Social Media Campaign on Hypertension Awareness**

**Activity Summary:**

PHHS Block Grant will contract digital services to produce and share social media content that educates the public on hypertension.

**Activity Description:**

Recognizing the growing role of digital platforms in public health outreach, the PHHS Block Grant will contract social media service providers to develop compelling digital content focused on hypertension. This includes infographics, videos, audio messages, and visual stories tailored to local audiences. The campaign will leverage social media to educate residents on the risks, prevention, and management of high blood pressure, reaching individuals who may not attend in-person events. Content will be shared through government and partner channels to maximize reach and engagement.

**Activity - Procurement of Promotional Items**

**Activity Summary:**

PHHS Block Grant will provide health-related promotional items and incentives to encourage public participation in hypertension outreach activities.

**Activity Description:**

To boost attendance and engagement in hypertension outreach efforts, the PHHS Block Grant will procure and distribute promotional such as reusable water bottles, pedometers, tote bags, and other wellness-themed giveaways. These items will be distributed during health fairs, educational sessions, and community screenings as tokens of participation and encouragement for continued healthy behavior. Incentives serve as motivational tools that not only increase turnout but also reinforce messages on lifestyle changes and chronic disease prevention.

**Activity - Hypertension Education Material Printing and Translation**

**Activity Summary:**

The PHHS Block Grant will print and translate educational materials on hypertension for broad public distribution, including in Pacific Islander languages.

**Activity Description:**

To increase public awareness and promote health equity, the PHHS Block Grant program will develop, print, and translate culturally appropriate hypertension education materials. These materials—including brochures, posters, and pamphlets—will highlight key information on prevention, symptoms, risk factors, and self-management strategies. They will be translated into languages commonly spoken by neighboring Pacific Islander communities to ensure accessibility. Dissemination will occur at clinics, schools, municipal offices, community health centers, and hospitals throughout Guam, reaching individuals in both urban and rural settings.

**Activity - Hypertension Education Classes**

**Activity Summary:**

PHHS Block Grant will contract health educators to provide formal classes on hypertension management and healthy lifestyle changes.

**Activity Description:**

Recognizing the importance of education in managing chronic conditions, the PHHS Block Grant will collaborate with certified health educators to deliver structured Hypertension Education Classes. These sessions will cover core topics such as nutrition, physical activity, medication adherence, and stress reduction techniques. Participants will also work to identify personal behavior change goals and address barriers to improving their health. Classes aim to empower individuals with practical knowledge and tools to self-manage their hypertension and prevent related complications.

**Activity - Procurement of Health Screening Items**

**Activity Summary:**

PHHS Block Grant will purchase medical devices and supplies for use during hypertension outreach events and health fairs.

**Activity Description:**

To support community-based outreach efforts on hypertension awareness and early detection, the PHHS Block Grant program will procure essential health screening tools. These include blood pressure monitors, blood cholesterol meters, BMI machines with scales, lancing devices, test strips, and lancets. The equipment will be utilized during health fairs, village outreach events, and community service days, allowing trained staff to conduct free screenings and connect residents to further care. This investment supports the early identification of hypertension and promotes preventative care across Guam’s diverse communities.

**SMART Objective Target Population**

**Target Population Same as Program's or Subset?**

Same as the Program’s Target Population

**Program Name:****Health Promotion and Disease Prevention: Breast Cancer****Program Summary****Program Goal:**

The program aims to increase breast cancer screening rates among underserved women on Guam by partnering with the Guam Breast and Cervical Cancer Early Detection Program and providing incentives.

**Healthy People 2030 Objective:**

C-05 Increase the proportion of women who get screened for breast cancer

**Health Topic Area:**

Cancer

**Recipient Health Objective:**

Between 09/2026 and 09/2027, address the breast cancer situation on island by increasing the proportion of women who get screened through the Guam Breast and Cervical Cancer Early Detection Program's partner clinics.

**Program Problem Information****Program Problem Description:**

Breast cancer is a significant health concern on Guam, where disparities in healthcare access have led to higher incidence rates among Micronesian patients and other ethnic groups, with many cases diagnosed at late stages. Challenges such as limited access to care, transportation barriers, and insurance issues contribute to these disparities. In response, the Department of Public Health and Social Services (DPHSS) has extended the Guam Breast and Cervical Cancer Early Detection Program to village-level outreach, providing underserved and uninsured populations with access to lifesaving mammograms, breast health education, breast self-exams, and patient navigation services. This proactive approach aims to improve early detection and reduce breast cancer mortality across the island.

**Problem was Prioritized by the Following Factor(s)**

Identified via surveillance systems or other data sources

**Program Key Indicator(s)****Program Key Indicator - KI-01946****Description of Program Key Indicator**

Proportion of eligible women screened for breast cancer (%)

**Baseline Value for the Program Key Indicator**

319

**Program Strategy****Program Goal:**

The program aims to increase breast cancer screening rates among underserved women on Guam by partnering with the Guam Breast and Cervical Cancer Early Detection Program and providing incentives.

**Program Strategy:**

To address disparities in breast cancer detection on Guam, the PHHS Block Grant collaborates with the Guam

Breast and Cervical Cancer Early Detection Program to increase screening rates among low-income, uninsured, and underserved women. Between September 2026 and September 2027, the program will support outreach efforts by procuring and distributing promotional items to encourage women to participate in breast cancer screenings. These evidence-based activities are designed to reduce barriers to access, promote early diagnosis, and ultimately improve breast cancer outcomes across the island’s vulnerable populations.

**Program Setting(s):**

Community based organization;Home;Medical or clinical site;State health department

**List of Primary Strategic Partners**

Guam Breast and Cervical Cancer Early Detection Program  
 Department of Public Health and Social Services (DPHSS)  
 Community health clinics Local hospitals and medical centers  
 Non-profit health organizations Women’s advocacy groups  
 Faith-based organizations Social service agencies Public and private insurance providers  
 Local media outlets Village community leaders and organizations

**Evaluation Methodology**

The breast cancer screening program will be evaluated through both process and outcome measures, including tracking the number of women screened, the distribution and utilization of gas and food gift certificates, and outreach activities conducted in collaboration with partner organizations. Evaluation will also assess changes in screening rates among low-income, uninsured, and underserved women, with data collected through clinic records and program reports. Participant feedback and barriers to screening will be monitored to identify challenges and improve service delivery. Additionally, the program will measure long-term outcomes such as earlier stage diagnosis rates and increased follow-up care to determine its effectiveness in reducing breast cancer disparities on Guam.

**Planned Non-Monetary Support to Local Agencies or Organizations:**

**Program Budget for Block Grant Funds**

**Program Budget**

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

**Total Allocation**

**Program Target Population(s)**

**Program Target Population**

Number of People Served: 28319

<b>Race and/or Ethnicity:</b>	American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White
<b>Age:</b>	35 - 44 years;45 - 54 years;55 - 64 years;65 - 74 years;75 - 84 years;85 years and older
<b>Sex:</b>	Female
<b>Sexual Orientation:</b>	Straight or heterosexual;LGBTQ
<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Not specific
<b>Primarily Low Income?</b>	false
<b>Disproportionately Affected by the Problem?</b>	false

## Program SMART Objective

**Title of Program SMART Objective:** Increase Breast Cancer Screening

## SMART Objective Summary

**SMART Objective Description** By 09/01/2026 to 09/30/2027, increase the number of eligible women receiving breast cancer screening by 10% from 319 to 350 through expanded outreach and patient support services.

**Item to be Measured:** Number of eligible women screened for breast cancer

**Unit to be Measured:** Screenings

**Baseline Value for Item to be Measured:** 319

**Interim Target Value to Reach by APR:** 85

**Final Target to Reach by Closeout Report:** 350

## SMART Objective Problem Information

**SMART Objective Problem Description:** Disparities in screening access and utilization contribute to poor breast cancer outcomes, especially among Micronesian and uninsured women. Barriers include transportation, insurance, and lack of awareness.

**SMART Objective Problem Summary:** Late-stage breast cancer diagnosis is common due to low screening rates among underserved women.

## SMART Objective Intervention Information:

**Intervention Summary:** Enhance access and reduce barriers to breast cancer screening through community outreach and incentives.

**Intervention Description:** The program partners with breast cancer screening services to distribute promotional items, provide education, and conduct outreach targeting low-income and uninsured women. Patient navigation supports follow-up care to improve early detection.

**Type of Intervention:** Evidence-Based Intervention

**Rationale for Choosing the Intervention:** Reducing logistical and financial barriers increases screening uptake and early detection, improving breast cancer survival rates.

## SMART Objective Key Indicator(s)

## Activities

### Activity - Breast Cancer Screening Promotional Items

**Activity Summary:**

PHHS Block Grant will procure and distribute promotional items to promote breast cancer awareness and education.

**Activity Description:**

Breast cancer promotional items provide visible reminders that raise awareness, encourage education and screening, build community support, boost event engagement, support fundraising, extend organizational visibility, and promote wellness, all of which strengthen outreach efforts.

### Activity - Contracting Digital Media Services for Breast Cancer Campaign

**Activity Summary:**

PHHS Block Grant will support the development of a website and digital content to advance breast cancer awareness through engaging social media platforms.

**Activity Description:**

To modernize public health messaging and expand its reach, the PHHS Block Grant will fund digital media services for a comprehensive breast cancer campaign. These services will include the creation of a dedicated DPHSS website section, as well as the development of digital content such as infographics, videos, voice recordings, and social media posts.

## SMART Objective Target Population

**Target Population Same as Program's or Subset?**

Same as the Program's Target Population

**Program Name:**

### Health Promotion and Disease Prevention: Oral Health

### Program Summary

**Program Goal:**

The program aims to improve children's oral health on Guam by increasing access to preventive dental services through community outreach, supply provision, and educational materials.

**Healthy People 2030 Objective:**

OH-01 Reduce the proportion of children and adolescents with lifetime tooth decay

**Health Topic Area:**

Oral Health

**Recipient Health Objective:**

Between 09/2026 and 09/2027, address the oral healthcare situation on island by reducing the proportion of children from the Guam Head Start Program with lifetime tooth decay.

## Program Problem Information

**Program Problem Description:**

Tooth decay profoundly impacts children's health and quality of life on Guam, where oral health indicators reveal excessively high rates of dental caries and unmet treatment needs compared to neighboring Pacific regions. The lack of community water fluoridation—limited only to military installations—and a shortage of dental health

professionals exacerbate these challenges, alongside barriers such as low oral health literacy, cost, and fear of treatment. Following the retirement of public health dental staff in 2022, Guam’s Maternal and Child Health program partnered with national dental organizations to develop an oral health plan that integrates preventive care into well-baby, immunization, and WIC clinics through training and fluoride varnish application by non-dental staff. Ongoing efforts focus on supply inventories, data review, recruitment of dental professionals, collaboration with other health programs, and pursuing federal grant opportunities to address this pressing public health need. Identified via surveillance systems or other data sources

**Problem was Prioritized by the Following Factor(s)**

**Program Key Indicator(s)**

**Program Key Indicator - KI-01947**

<b>Description of Program Key Indicator</b>	Number of children receiving preventive oral health services
<b>Baseline Value for the Program Key Indicator</b>	0

**Program Strategy**

**Program Goal:** The program aims to improve children’s oral health on Guam by increasing access to preventive dental services through community outreach, supply provision, and educational materials.

**Program Strategy:** To address the high prevalence of dental caries and limited access to oral healthcare on Guam, the program focuses on expanding preventive dental services through partnerships with community health clinics and outreach events. The PHHS Block Grant supports these efforts by procuring essential supplies such as fluoride varnishes, toothpastes, and toothbrushes, which are distributed to partners who work directly with children and caregivers. Additionally, the program collaborates with stakeholders to develop and disseminate educational materials promoting oral hygiene and preventive care. These activities, grounded in evidence-based best practices, seek to reduce oral health disparities and improve overall dental health outcomes among Guam’s youth.

**Program Setting(s):** Childcare center;Home;Medical or clinical site;Schools or school district;State health department

**List of Primary Strategic Partners**  
 Guam Department of Public Health and Social Services (DPHSS) Community Health Clinics Maternal and Child Health Program Women, Infants, and Children (WIC) Program Guam Dental Association Schools and Early Childhood Centers Non-profit health organizations Local pediatricians and family physicians Community-based organizations Faith-based organizations Public and private childcare providers Local media outlets

**Evaluation Methodology**

The oral health program should be evaluated using a combination of process and outcome measures, including tracking the number and reach of outreach events conducted, quantities of preventive dental supplies distributed, and the volume of educational materials printed and disseminated. Evaluation should also assess improvements in oral health knowledge and behaviors among participating children and caregivers through pre- and post-event surveys or interviews. Additionally, monitoring changes in key oral health indicators—such as the prevalence of dental caries and rates of preventive care utilization—over time will help measure the program’s impact. Collaboration with partner organizations to collect and analyze data will be essential for continuous improvement and to guide future program planning.

**Planned Non-Monetary Support to Local Agencies or Organizations:****Program Budget for Block Grant Funds****Program Budget**

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

**Total Allocation****Program Target Population(s)****Program Target Population**

<b>Number of People Served:</b>	600
<b>Race and/or Ethnicity:</b>	American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White
<b>Age:</b>	1 - 4 years;5 - 14 years
<b>Sex:</b>	Female;Male
<b>Sexual Orientation:</b>	Straight or heterosexual;LGBTQ
<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Students
<b>Primarily Low Income?</b>	false
<b>Disproportionately Affected by the Problem?</b>	false

**Program SMART Objective**

**Title of Program SMART Objective:** Bringing Preventive Oral Health Services to Children

**SMART Objective Summary**

## SMART Objective Description

By September 30, 2027, provide preventative dental screenings and fluoride varnish applications to at least 500 children under age 12 through school-based and community outreach clinics, as documented in program records.

**Item to be Measured:** Number of visits for enrolled head start children

**Unit to be Measured:** Visits

**Baseline Value for Item to be Measured:** 0

**Interim Target Value to Reach by APR:** 0

**Final Target to Reach by Closeout Report:** 500

## SMART Objective Problem Information

**SMART Objective Problem Description:** Oral health is a key indicator of overall health in children but is often neglected due to a lack of resources, such as insurance, or a misunderstanding by parents that baby teeth are not vital due to the eventual growth of permanent teeth. The lack of a current dental program at DPHSS leads to a further lack of resources for children and families to avail of and learn of services.

**SMART Objective Problem Summary:** Oral health is an often-neglected area of child health due to lack of resources and misunderstanding.

## SMART Objective Intervention Information:

**Intervention Summary:** Offer dental services to children in the Head Start Program as they are typically underserved populations.

**Intervention Description:** This intervention will reach out to Guam Head Start to visit each of the classrooms with students that are currently enrolled in the program. DPHSS will bring with them the staff, equipment, and supplies necessary to carry out services for this age group. The DPHSS staff will additionally provide instruction and toothbrushes to the students, and possibly parents, to ensure that they receive proper dental advice.

**Type of Intervention:** Evidence-Based Intervention

**Rationale for Choosing the Intervention:** Head Start children are at significantly higher risk for early childhood caries (ECC), the most common chronic disease among young children, which disproportionately affects low-income families. Many children in Head Start lack consistent access to dental care, have limited exposure to fluoride, and may face barriers such as transportation, insurance gaps, or parental work schedules. Preventive dental services—including fluoride varnish, oral health screenings, cleanings, and early referrals—are proven to reduce tooth decay, prevent future pain and infection, support proper nutrition, and improve school readiness by reducing missed school days. Delivering these services in Head Start settings ensures early intervention during the most critical developmental years, aligns with federal Head Start performance standards requiring comprehensive health services, and addresses oral health disparities before problems become more severe and costly to treat.

## SMART Objective Key Indicator(s)

### Activities

#### Activity - Printing and Dissemination of Oral Health Education Materials

**Activity Summary:**

PHHS Block Grant will support the printing of brochures, pamphlets, and other materials to promote preventive oral care and increase awareness of good dental hygiene practices.

**Activity Description:**

To complement direct service interventions, the PHHS Block Grant will support the development and printing of educational materials focused on oral health which will include the acknowledgement of funding statement. These pamphlets and brochures will provide information on topics such as brushing and flossing techniques, the importance of fluoride, healthy nutrition for teeth, and the benefits of regular dental checkups. Materials will be made available at schools, clinics, and community health centers, and shared during outreach events. This activity aims to empower families and caregivers with the knowledge needed to maintain oral health and prevent dental issues before they arise.

#### Activity - Procurement and Distribution of Preventive Dental Supplies

**Activity Summary:**

PHHS Block Grant will fund the procurement of preventive dental care supplies for distribution to partners who provide services to children and apply fluoride-based treatments.

**Activity Description:**

To promote good oral health and reduce the incidence of dental disease among children, the PHHS Block Grant will fund the purchase of preventive dental supplies, including fluoride varnishes, fluoride toothpaste, toothbrushes, and other related items. These supplies will be distributed to healthcare partners, schools, and community-based organizations that have direct access to children and the capacity to apply or distribute these products. This activity supports early intervention and ongoing prevention, particularly in underserved areas, and encourages healthy oral hygiene habits starting at a young age.

#### Activity - Contracting Digital Media Services for Oral Health Campaign

**Activity Summary:**

PHHS Block Grant will support the development of a website and digital content for oral health through engaging social media platforms.

**Activity Description:**

To modernize public health messaging and expand its reach, the PHHS Block Grant will fund digital media services for a comprehensive oral health campaign. These services will include the creation of a dedicated DPHSS website section, as well as the development of digital content such as infographics, videos, voice recordings, and social media posts.

## SMART Objective Target Population

**Target Population Same as Program's or Subset?**

Same as the Program's Target Population

**Program Name:** **Health Promotion and Disease Prevention: Lead Exposure**

**Program Summary**

**Program Goal:** The program aims to establish a coordinated blood lead surveillance and case management system for children aged 1-5 in Guam by providing test kits to community health centers and distributing educational materials on lead exposure prevention.

**Healthy People 2030 Objective:** EH-04 Reduce blood lead levels in children aged 1 to 5 years

**Health Topic Area:** Environmental Health

**Recipient Health Objective:** Between 09/2026 and 09/2027, reduce the incidence of elevated blood lead levels among children aged 1-5 on Guam by developing and implementing a surveillance system and conducting targeted outreach, screening, and education efforts in high-risk communities.

**Program Problem Information**

**Program Problem Description:** Lead poisoning significantly threatens children’s development, causing cognitive and behavioral issues even at low exposure levels, with those in older homes or poverty being most vulnerable. Guam faces particular challenges due to many buildings predating the 1978 federal lead paint ban, unsafe renovation practices, and environmental sources of lead. In 2023, two childhood lead poisoning cases prompted the creation of a Childhood Lead Poisoning Prevention (CLPP) workgroup, supported by the CDC and ASTHO, to develop surveillance and response infrastructure. Despite these efforts, gaps remain in mandatory screening, data systems, staffing for environmental investigations, culturally relevant public education, and inter-agency coordination. Guam is now focused on building program capacity by training healthcare providers and integrating lead screening into routine child health services like well-child visits, WIC, and immunizations.

**Problem was Prioritized by the Following Factor(s)** Governor (or other political leader) established as a priority

**Program Key Indicator(s)**

<b>Program Key Indicator - KI-01948</b>	
<b>Description of Program Key Indicator</b>	Number of children screened for lead exposure
<b>Baseline Value for the Program Key Indicator</b>	178

**Program Strategy**

**Program Goal:**

The program aims to establish a coordinated blood lead surveillance and case management system for children aged 1-5 in Guam by providing test kits to community health centers and distributing educational materials on lead exposure prevention.

**Program Strategy:**

To address childhood lead poisoning risks in Guam, the program focuses on creating a coordinated blood lead surveillance and case management system targeting children aged 1 to 5 years. This effort includes procuring and distributing lead test kits across community health centers island-wide to improve early detection and monitoring. Complementing these clinical measures, the program develops and disseminates culturally relevant educational materials, such as brochures, flyers, and multimedia content, to raise public awareness about common lead sources and promote safe renovation, hygiene, and nutritional practices. These activities follow evidence-based guidelines to reduce lead exposure and improve long-term child health outcomes in Guam.

**Program Setting(s):**

Childcare center; Medical or clinical site; Schools or school district; State health department

**List of Primary Strategic Partners**

Guam Department of Public Health and Social Services (DPHSS) Community Health Centers on Guam Centers for Disease Control and Prevention (CDC) Association of State and Territorial Health Officials (ASTHO) Guam Environmental Protection Agency (Guam EPA) Local healthcare providers and pediatricians WIC (Women, Infants, and Children) Program Guam Early Intervention Program Public and private schools and childcare centers Local media outlets (radio, TV) Community-based organizations focused on child health and safety

**Evaluation Methodology**

This program will be evaluated by tracking the number and geographic distribution of blood lead tests conducted among children aged 1-5 across community health centers, monitoring case management outcomes for children with elevated lead levels, and assessing the reach and effectiveness of educational materials through surveys and community feedback. Data on test kit usage, follow-up rates, and reductions in lead exposure incidents will be analyzed to measure progress toward establishing a comprehensive surveillance system. Additionally, evaluation will include reviewing the level of inter-agency coordination and public awareness improvements, ensuring that program activities align with evidence-based guidelines and lead to measurable reductions in childhood lead poisoning in Guam.

**Planned Non-Monetary Support to Local Agencies or Organizations:**

**Program Budget for Block Grant Funds**

**Program Budget**

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

## Total Allocation

### Program Target Population(s)

#### Program Target Population

<b>Number of People Served:</b>	600
<b>Race and/or Ethnicity:</b>	American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White
<b>Age:</b>	1 - 4 years;5 - 14 years
<b>Sex:</b>	Female;Male
<b>Sexual Orientation:</b>	Straight or heterosexual;LGBTQ
<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Students
<b>Primarily Low Income?</b>	true
<b>Disproportionately Affected by the Problem?</b>	false

### Program SMART Objective

**Title of Program SMART Objective:** Increase Childhood Lead Screening

#### SMART Objective Summary

<b>SMART Objective Description</b>	By 09/01/2026 to 09/30/2027, increase lead screening among children aged 1-5 by 10% from 178 to 200 through coordinated surveillance and education efforts.
<b>Item to be Measured:</b>	Number of children screened for lead exposure
<b>Unit to be Measured:</b>	Tests
<b>Baseline Value for Item to be Measured:</b>	178
<b>Interim Target Value to Reach by APR:</b>	50
<b>Final Target to Reach by Closeout Report:</b>	200

#### SMART Objective Problem Information

<b>SMART Objective Problem Description:</b>	Guam's aging infrastructure and environmental factors increase lead exposure risks. Lack of mandatory screening, data systems, and public awareness hinder timely identification and prevention of lead poisoning in children.
<b>SMART Objective Problem Summary:</b>	Lead exposure in young children causes developmental harm but is under detected due to limited screening and awareness.

#### SMART Objective Intervention Information:

**Intervention Summary:** Establish coordinated lead screening and case management coupled with public education on lead hazards and prevention.

**Intervention Description:** The program procures test kits for widespread screening, develops educational materials about lead sources and safe practices, and fosters inter-agency collaboration to build a comprehensive lead poisoning prevention system.

**Type of Intervention:** Evidence-Based Intervention

**Rationale for Choosing the Intervention:** Early screening and public education have proven effective in reducing childhood lead poisoning and its harmful effects.

## **SMART Objective Key Indicator(s)**

### **Activities**

#### **Activity - Lead Testing Surveillance and Case Follow-Up**

**Activity Summary:** DPHSS staff will manage a lead surveillance system by compiling lab data and coordinating follow-up for confirmed elevated blood lead cases.

**Activity Description:** To ensure timely response and effective case management, DPHSS will assign staff to compile blood lead testing data from the DPHSS Laboratory and Diagnostic Laboratory Services (DLS). This data will be used to develop a surveillance system that tracks trends, identifies high-risk areas, and triggers follow-up actions such as environmental assessments, medical referrals, and educational outreach. The activity strengthens Guam's capacity to respond to childhood lead exposure by improving data quality and enhancing coordination between public health and clinical services.

#### **Activity - Development and Dissemination of Lead Education Materials**

**Activity Summary:** PHHS Block Grant will create and share educational resources on lead hazards and prevention strategies to raise community awareness.

**Activity Description:** To support public education and empower families with prevention strategies, the PHHS Block Grant will develop and distribute culturally appropriate brochures, flyers, and radio/TV content highlighting common sources of lead exposure and safe practices for renovation, hygiene, and nutrition which will include the acknowledgement of funding statement. These materials will be disseminated at schools, clinics, health fairs, and public events, and made available in multiple languages. By raising awareness and promoting preventative behaviors, this activity aims to reduce lead exposure risks and improve community health outcomes.

#### **Activity - Procurement and Distribution of Lead Test Kits**

**Activity Summary:** The PHHS Block Grant will procure and distribute lead test kits to community health centers across Guam.

**Activity Description:** To expand access to lead screening for children and at-risk populations, the PHHS Block Grant will purchase blood lead test kits and distribute them to Community Health Centers (CHCs) throughout the island. These test kits

enable timely identification of elevated blood lead levels, which is critical for early intervention and prevention of long-term health effects. Ensuring that health facilities have an adequate supply of testing materials helps close the service gap, especially in underserved areas, and supports Guam's ongoing lead exposure surveillance and response efforts.

## **Activity - Contracting Digital Media Services for Lead Poisoning Campaign**

### **Activity Summary:**

PHHS Block Grant will support the development of a website and digital content for lead poisoning through engaging social media platforms.

### **Activity Description:**

To modernize public health messaging and expand its reach, the PHHS Block Grant will fund digital media services for a lead poisoning campaign. These services will include the creation of a dedicated DPHSS website section, as well as the development of digital content such as infographics, videos, voice recordings, and social media posts.

## **SMART Objective Target Population**

### **Target Population Same as Program's or Subset?**

Same as the Program's Target Population

## **Program Name:**

## **Health Promotion and Disease Prevention: Fall Prevention**

## **Program Summary**

### **Program Goal:**

The fall prevention program will engage the community through an annual conference, distribute culturally tailored educational materials, and provide practical fall prevention items to reduce injury risks among older adults on Guam.

### **Healthy People 2030 Objective:**

IVP-08 Reduce fall-related deaths among older adults

### **Health Topic Area:**

Injury and Violence Prevention

### **Recipient Health Objective:**

Between 09/2026 and 09/2027, reduce the risk of fall-related deaths among older adults on Guam.

## **Program Problem Information**

### **Program Problem Description:**

Falls represent the foremost cause of both fatal and nonfatal injuries among adults aged 65 and older across the United States, with one in four experiencing a fall annually. On Guam, this risk is heightened due to a growing older adult population that often lives alone or with limited mobility assistance, particularly in rural and northern villages lacking specialized prevention programs. Key contributors to falls on the island include poor home lighting, uneven floors, lack of mobility aids or home modifications, medication side effects, untreated vision issues, and chronic diseases such as arthritis, diabetes,

<b>Problem was Prioritized by the Following Factor(s)</b>	and stroke, all of which compound the danger of falls and related injuries among Guam’s seniors. Prioritized within a strategic plan
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<b>Program Key Indicator(s)</b>	
<b>Program Key Indicator - KI-01949</b>	
<b>Description of Program Key Indicator</b>	Number of older adults receiving fall prevention materials or services
<b>Baseline Value for the Program Key Indicator</b>	0

<b>Program Strategy</b>	
<b>Program Goal:</b>	The fall prevention program will engage the community through an annual conference, distribute culturally tailored educational materials, and provide practical fall prevention items to reduce injury risks among older adults on Guam.
<b>Program Strategy:</b>	The Department of Public Health and Social Services (DPHSS), in partnership with community and healthcare organizations, will lead an annual fall prevention conference aimed at healthcare providers, caregivers, and senior advocates to share knowledge and foster collaboration on effective fall reduction strategies. Complementing the conference, DPHSS will design and disseminate culturally and linguistically appropriate educational materials, including home safety checklists, exercise guidance, and medication management tips, to older adults and caregivers throughout Guam. Additionally, the program will distribute practical fall prevention items such as non-slip mats to further mitigate risk factors within home environments, thereby supporting older adults in maintaining safer and more independent lives.

<b>Program Setting(s):</b>	Community based organization;Home;Senior residence or center;State health department
<b>List of Primary Strategic Partners</b>	Department of Public Health and Social Services (DPHSS) Local healthcare providers Physical therapists Senior centers Village mayors and local government offices Elder care service organizations Community health centers Caregiver support groups Public safety and housing authorities Nonprofit organizations focused on aging and elder support

<b>Evaluation Methodology</b>	The fall prevention program will be evaluated through both process and outcome measures to determine its effectiveness in reaching older adults and reducing fall risks. Evaluation will include tracking the number of participants attending the Annual Fall Prevention Conference, the quantity and distribution points of educational materials and fall prevention items, and feedback from attendees and partners to assess
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knowledge gained and intended behavior changes. Pre- and post-surveys may be conducted to measure increased awareness of fall risks and prevention strategies. Additionally, collaboration levels among strategic partners and any observed changes in fall-related injury rates among older adults will be monitored to gauge long-term impact.

**Planned Non-Monetary Support to Local Agencies or Organizations:**

**Program Budget for Block Grant Funds**

**Program Budget**

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

**Total Allocation**

**Program Target Population(s)**

**Program Target Population**

<b>Number of People Served:</b>	17900
<b>Race and/or Ethnicity:</b>	American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White
<b>Age:</b>	55 - 64 years;65 - 74 years;75 - 84 years;85 years and older
<b>Sex:</b>	Female;Male
<b>Sexual Orientation:</b>	Straight or heterosexual;LGBTQ
<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Retirees and non specific
<b>Primarily Low Income?</b>	false
<b>Disproportionately Affected by the Problem?</b>	true
<b>All or Part Disproportionately Affected?</b>	All

**Program SMART Objective**

**Title of Program SMART Objective:** Increase Distribution of Fall Prevention Materials and Services to Older Adults

**SMART Objective Summary**

**SMART Objective Description** By FY 2027, increase the number of older adults receiving fall prevention education and safety resources to reduce injury risk.

**Item to be Measured:** Number of older adults receiving fall prevention materials or services

**Unit to be Measured:** Elders

**Baseline Value for Item to be Measured:** 0

**Interim Target Value to Reach by APR:** 0

**Final Target to Reach by Closeout Report:** 200

## **SMART Objective Problem Information**

**SMART Objective Problem Description:** Older adults in Guam face increased fall risk due to environmental hazards, multiple medications, and chronic diseases. The lack of tailored prevention programs, especially in rural areas, contributes to high rates of fall-related injuries.

**SMART Objective Problem Summary:** Falls are the leading cause of injury among older adults, exacerbated by unsafe home environments and limited preventive programs.

## **SMART Objective Intervention Information:**

**Intervention Summary:** Provide culturally appropriate fall prevention education and safety items to older adults and caregivers.

**Intervention Description:** The program hosts annual fall prevention conferences, distributes educational materials, and provides safety equipment such as non-slip mats. Partnerships with healthcare providers and community organizations support awareness and risk reduction strategies to protect older adults.

**Type of Intervention:** Evidence-Based Intervention

**Rationale for Choosing the Intervention:** Education combined with environmental modifications effectively reduces falls and related injuries among older adults.

## **SMART Objective Key Indicator(s) Activities**

### **Activity - Distribution of Fall Prevention Items to Older Adults**

**Activity Summary:** DPHSS will partner with the Division of Senior Citizens to distribute fall prevention items to older adults through senior centers across Guam.

**Activity Description:** To complement educational outreach, DPHSS will collaborate with the Division of Senior Citizens and Guam's senior centers to identify and distribute practical fall prevention tools to older adults at risk. These items may include non-slip socks, night lights, grab bars, canes, or other mobility aids that help reduce hazards in the home environment. Distribution will be prioritized for low-income seniors and individuals identified as high-risk through community outreach. By providing tangible resources alongside education, this initiative strengthens fall prevention efforts and promotes safer, more independent living for Guam's elderly population.

### **Activity - Development and Distribution of Fall Prevention Educational Materials**

**Activity Summary:**

DPHSS will produce and distribute culturally relevant fall prevention materials to older adults and their caregivers throughout Guam.

**Activity Description:**

To support safe aging and empower caregivers, DPHSS will design, print, and distribute user-friendly fall prevention materials tailored to Guam’s diverse communities. These educational resources will include home safety checklists, balance and mobility exercises, medication management tips, and information on how to access senior services. Materials will be translated into commonly spoken languages and disseminated through health clinics, senior centers, mayor’s offices, outreach programs, and public events. This effort aims to increase awareness, encourage preventive behaviors, and reduce the incidence of falls among elderly residents.

**Activity - Annual Fall Prevention Conference**

**Activity Summary:**

DPHSS will host an annual Fall Prevention Conference to educate and mobilize healthcare providers, caregivers, and community stakeholders to reduce fall risks among older adults.

**Activity Description:**

To address the growing concern of fall-related injuries among Guam’s older population, the Department of Public Health and Social Services (DPHSS) will organize an annual Fall Prevention Conference in collaboration with community partners, village mayors, elder care providers, and healthcare professionals. The conference will feature presentations from public health experts, physical therapists, and geriatric specialists covering topics such as home safety modifications, physical activity strategies, and medication management. This event will serve as a platform for training, professional development, and inter-agency collaboration to strengthen fall prevention initiatives and improve the well-being of older adults across the island.

**SMART Objective Target Population**

**Target Population Same as Program's or Subset?**

Same as the Program’s Target Population

**Program Name:**

**Health Promotion and Disease Prevention: Childhood Immunization**

**Program Summary**

**Program Goal:**

The PHHS Block Grant will help to maintain, and prevent the reduction, of children that get no recommended vaccines, by providing the necessary medical ancillaries and supplies to the vaccination program.

**Healthy People 2030 Objective:**

IID-02 Reduce the proportion of children who get no recommended vaccines by age 2 years

**Health Topic Area:**

Immunization and Infectious Diseases

**Recipient Health Objective:**

Between 09/2026 and 09/2027, provide vaccinations for children up to 2 years of age by purchasing supplies for vaccination services.

**Program Problem Information**

**Program Problem Description:**

This program aims to purchase medical ancillaries and supplies necessary to administer vaccines to children who are uninsured or underinsured. The goal is to prevent a decrease in the proportion of children who get no recommended vaccines by age 2 years due to the lack of supplies. The program will work with Guam's immunization program who has the staff and vaccines necessary but lack the medical ancillaries and supplies. The expected outcome is to maintain and prevent the reduction in vaccinations for children. Goals, methods, expected outcomes

**Problem was Prioritized by the Following Factor(s)**

Other\_Prioritization

**Problem Prioritized - Other:**

Reduction in federal funding necessary to maintain normal vaccine operations.

**Program Key Indicator(s)**

**Program Key Indicator - KI-01950**

**Description of Program Key Indicator**

Number of children aged 0-2 ears of age vaccinated

**Baseline Value for the Program Key Indicator**

64

**Program Strategy**

**Program Goal:**

The PHHS Block Grant will help to maintain, and prevent the reduction, of children that get no recommended vaccines, by providing the necessary medical ancillaries and supplies to the vaccination program.

**SDOH Addressed by the Program:**

Health and Health Care (e.g. poor access to healthcare, low health insurance coverage, low health literacy)

**Program Strategy:**

Guam's immunization program currently has the staff and vaccinations necessary to carry out their immunization program but lack the necessary medical ancillaries and supplies. The PHHS Block Grant will provide funding for medical ancillaries, namely needles, and supplies, namely vaccination records, consent form, and vaccine information sheets. This will allow the immunization program to accomplish their goal of immunizing those children uninsured or underinsured.

**Program Setting(s):**

Business, corporation or industry;Local health department;Schools or school district;State health department

**List of Primary Strategic Partners**

Guam Department of Education, Village Mayors, Community Centers, Shopping Mall Managers

**Evaluation Methodology**

The evaluation of this program will be the number of vaccinations that are carried out by this program, compared against previous years vaccinations. Success will be defined as a maintenance or increase in the number of children who get vaccinated.

**Planned Non-Monetary Support to Local Agencies or Organizations:****Program Budget for Block Grant Funds****Program Budget**

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

**Total Allocation****Program Target Population(s)****Program Target Population**

<b>Number of People Served:</b>	64
<b>Race and/or Ethnicity:</b>	American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White
<b>Age:</b>	Under 1 year;1 - 4 years
<b>Sex:</b>	Female;Male
<b>Sexual Orientation:</b>	Straight or heterosexual;LGBTQ
<b>Geography:</b>	Rural and Urban
<b>Location:</b>	Guam
<b>Occupation:</b>	Children
<b>Primarily Low Income?</b>	true
<b>Disproportionately Affected by the Problem?</b>	true
<b>All or Part Disproportionately Affected?</b>	All

**Program SMART Objective**

**Title of Program SMART Objective:** Maintaining Guam's Vaccination Rate for Children aged 0-2 years

**SMART Objective Summary**

<b>SMART Objective Description</b>	From 09/2026 to 09/2027, Guam's immunization program will vaccinate the same number of children aged 0-2 years of age at 64 children.
<b>Item to be Measured:</b>	Number of children aged 0-2 years of age vaccinated
<b>Unit to be Measured:</b>	Number of Children
<b>Baseline Value for Item to be Measured:</b>	64

**Interim Target Value to Reach by APR:** 16

**Final Target to Reach by Closeout Report:** 64

## **SMART Objective Problem Information**

**SMART Objective Problem Description:** In FY 2026, the Guam Immunization Program received a reduction in total federal funding. While the program has vaccines and staff necessary to carry out the program, they do not have the medical ancillaries and supplies necessary to carry out the program. In order to maintain the number of children aged 0-2 years that received vaccinations, PHHS Block Grant will provide funding for medical ancillaries and supplies necessary.

**SMART Objective Problem Summary:** A reduction in funding has resulted in the lack of supplies and medical ancillaries for vaccinations.

## **SMART Objective Intervention Information:**

**Intervention Summary:** Provide funding for medical ancillaries and supplies necessary to administer vaccines

**Intervention Description:** The program will procure medical ancillaries and supplies necessary for the administration of vaccines. The Guam Immunization Program will provide the vaccines and staff necessary to administer the vaccines. Doing so will help us to maintain and avoid a reduction in the number of children aged 0-2 years who received no vaccines.

**Type of Intervention:** Evidence-Based Intervention

**Rationale for Choosing the Intervention:** Reduction in other sources of funding

## **SMART Objective Key Indicator(s) Activities**

### **Activity - Procurement of Medical Ancillaries and Supplies**

**Activity Summary:** The PHHS BG will procure medical ancillaries and supplies necessary to administer vaccines.

**Activity Description:** The PHHS BG will work with the Guam Immunization Program to identify needs and procure the necessary medical ancillaries and supplies to administer vaccines to children aged 0-2 years. The Guam Immunization Program will be using these supplies to carry out vaccination activities in order to maintain the number of children aged 0-2 years that receive vaccinations and avoid a reduction in vaccinations.

### **Activity - Contracting Digital Media Services for Vaccination Campaign**

**Activity Summary:** PHHS Block Grant will support the development of a website and digital content for vaccination through engaging social media platforms.

**Activity Description:** To modernize public health messaging and expand its reach, the PHHS Block Grant will fund digital media services for a vaccination campaign. These services will include the creation of a dedicated DPHSS website section, as well as the development of digital content such as infographics, videos, voice recordings, and social media posts.

## **SMART Objective Target Population**

**Target Population Same as Program's or Subset?** Same as the Program's Target Population

**Program Name:** **Public Health Infrastructure: Public Health Workforce**

**Program Summary**

**Program Goal:** The goal of the program is to better understand public health workforce trends in order to address gaps.

**Healthy People 2030 Objective:** PHI-R04 Monitor and understand the public health workforce

**Health Topic Area:** Public Health Infrastructure

**Recipient Health Objective:** Between 09/2026 and 09/2027, develop and understand public health workforce trends, gaps, and develop possible solutions.

**Program Problem Information**

**Program Problem Description:** The goal of this program is to monitor trends in public health workforce, including, but not limited to, recruitment and retention rates, gaps in the workforce development process, and other workforce development needs. The goal of the program is to collect and collate data with regards to public health workforce development in order to find gaps in the process and address these gaps with the appropriate staff. The expected outcome is to better understand the public health workforce and streamline workforce development processes.

**Problem was Prioritized by the Following Factor(s)** Prioritized within a strategic plan

**Program Key Indicator(s)**

**Program Key Indicator - KI-01951**

**Description of Program Key Indicator** Development of data sources indicating public health workforce trends, including, but not limited to, 1) time to hire, 2) retention rates, 3) commonly vacant but critical positions, 4) length of vacancies, 5) demographic data,

**Baseline Value for the Program Key Indicator** 0

**Program Strategy**

**Program Goal:** The goal of the program is to better understand public health workforce trends in order to address gaps.

**Program Strategy:** The program will hire a staff person to conduct the work necessary. Activities include overseeing the public health workforce needs, including recruiting and retention, as well as the collection and collation of data including, but not limited to, time to hire, length of vacancy of positions,

and demographics. Strategies to address any identified gaps will be developed and implemented based on data trends.

**Program Setting(s):**

Local health department;State health department

**List of Primary Strategic Partners**

Department of Administration, Bureau of Budget Management and Research

**Evaluation Methodology**

The program will be evaluated by the time necessary to conduct critical public health workforce processes such as recruitment and retention. Success will be measured by a decrease in processing times, length in vacancy, and other workforce measures. A decrease in processing time will result in staff being able to be recruited more swiftly and into the public health workforce.

**Planned Non-Monetary Support to Local Agencies or Organizations:**

## Program Budget for Block Grant Funds

### Program Budget

FY2025 Basic Allocation

FY2025 Sex Offense Allocation

### Total Allocation

## Program Target Population(s)

### Program Target Population

**Number of People Served:**

250

**Race and/or Ethnicity:**

American Indian or Alaskan Native;Asian;Black or African American;Hispanic or Latino;Middle Eastern or North African;Native Hawaiian or Pacific Islander;White

**Age:**

15 - 24 years;25 - 34 years;35 - 44 years;45 - 54 years;55 - 64 years;65 - 74 years;75 - 84 years;85 years and older

**Sex:**

Female;Male

**Sexual Orientation:**

Straight or heterosexual;LGBTQ

**Geography:**

Rural and Urban

**Location:**

Guam

**Occupation:**

Public Health Workforce

**Primarily Low Income?**

false

**Disproportionately Affected by the Problem?**

false

## Program SMART Objective

**Title of Program SMART Objective:**

Understanding the Public Health Workforce

### SMART Objective Summary

**SMART Objective Description**

Between 09/2026 and 09/2027, the program will be able to develop 5 key trends necessary to understand the public health workforce.

**Item to be Measured:**

Data trends developed

**Unit to be Measured:**

Datasets

**Baseline Value for Item to be Measured:**

0

**Interim Target Value to Reach by APR:**

1

**Final Target to Reach by Closeout Report:**

5

**SMART Objective Problem Information****SMART Objective Problem Description:**

The number of public health employees necessary to carry out public health programs is insufficient. In order to address the problem, it is important that we understand what the trends are so we can identify possible gaps in the problem. In order to accomplish this, a staff person will be tasked with undertaking the monitoring of public health human resource processes and be tasked with developing data as it pertains to workforce development trends.

**SMART Objective Problem Summary:**

There is currently an insufficient number of employees working in public health to meet public health needs and a lack of understanding of current trends.

**SMART Objective Intervention Information:****Intervention Summary:**

The program will hire a staff person to monitor and understand the public health workforce by developing data sets that monitor workforce trends.

**Intervention Description:**

There exists an observed lack of necessary personnel to carry out public health programs, however, key data providing insight into the problem has never been compiled. The staff member will work to move along workforce needs for the division while also compiling the data necessary to explain some of the trends as observed. Key trends such as time to hire and lengths of vacancies will inform key gaps and provide insight into possible solutions such as better advertising for positions or reorganization of staffing requirements.

**Type of Intervention:**

Innovative/Promising Practice

**Rationale for Choosing the Intervention:**

In order to better understand what gaps exist in having a sufficient number of staff, clear trends must first be identified.

**SMART Objective Key Indicator(s)****Activities****Activity - Tracking and Understanding Public Health Workforce****Activity Summary:**

The program will hire a staff person to assist with public health workforce needs in order to monitor and develop data sets to understand public health workforce trends.

**Activity Description:**

The program will hire a staff person who will help to understand public health workforce needs through the processing and tracking of workforce data trends. The staff person will develop informational tools necessary to

understand these trends with the intention of developing interventions to meet these gaps. This will result in the fast processing and filling of critical positions necessary to carry out public health work.

## **SMART Objective Target Population**

**Target Population Same as Program's or Subset?**

Same as the Program's Target Population