



**Strategic Planning Team Meeting Minutes  
 February 4, 2013**

**MEMBERS PRESENT:**

Pamela Godby, Human Resources Manager  
 Jasie Logsdon, Senior Epidemiologist and Preparedness Program Director  
 Janae Tucker, LHN Specialist  
 Amy Tomlinson, Public Health Services Coordinator  
 Peggy Tiller, Director of Nursing  
 Shawn Crabtree, Executive Director

**MEMBERS ABSENT:**

Tracy Aaron, Health Education Director  
 Leah Jasper, Director of Administrative Services  
 Stuart Spillman, Environmental Health Director

TOPIC	DISCUSSION	FOLLOW-UP
	<b>Meeting called to order at 1:06 PM EST</b>	
<b>Meeting Minutes</b>	Minutes were reviewed. Motion to accept minutes made by Pam Godby. Second made by Janae Tucker. All approved. Motion carried.	
<b>Old Business</b>	Discussed changing strategic plan initiative chart to version B which would eliminate “action steps” and rename them “objectives.” Objectives would have to be SMART. After discussion, group decided to keep version A (original) which includes “action steps.”	
<b>New Business</b>	<p>Began work to make objectives SMART. Reworded objectives where necessary. <b>See attachment.</b></p> <p>Committee again discussed reviewing the draft plan with LCDHD Executive Staff at an upcoming meeting, when the plan is at the appropriate stage. Program managers will be responsible for helping develop SMART objectives and action steps for their programs.</p>	<p>Tracy, Stuart and Leah will be asked to consider SMART objectives and action steps for Strategic Initiative 5. (Highlighted in red on attachment). Please meet prior to the next committee meeting and bring your</p>

		suggestions to the next full committee meeting.
<b>Next Meeting and Assignments</b>	A doodle poll will be initiated to determine the next meeting time and date. Please respond asap to the link.	Committee members will respond to doodle poll.
	<b>Meeting adjourned at 3:10 PM EST</b> <i>*Time for this and future strategic planning committee meetings should be coded to the employee's administrative cost center.</i>	

## Strategic Initiative 1:

**Develop, maintain and enhance collaboration with partners, stakeholders and the community to identify and respond to health problems and threats.**

Goals	Objectives	Action Steps
Support relationship with district and/or local Boards of Health.	LCDHD will provide access to current orientation material to all new Board of Health members within a month of appointment.	Executive Director will: <ul style="list-style-type: none"> <li>• Provide link to BOH resources/orientation materials on website</li> <li>• Provide face-to-face orientation, if requested.</li> </ul>
	LCDHD will maintain regular communication with the Boards of Health on an ongoing basis.	Executive Director will: <ul style="list-style-type: none"> <li>• Provide various financial and programmatic updates during regular BOH meetings.</li> <li>• Email BOH members financial and program updates as needed along with breaking news, professional newsletters and correspondence.</li> </ul>
	LCDHD will conduct an annual survey with the Board of Health (re: relationship with director, agency enhancement, etc).	The QI Department will: <ul style="list-style-type: none"> <li>• Develop a Board of Health survey to be administered annually.</li> </ul>
Support collaboration with community partners.	LCDHD will continuously develop and maintain relationships by networking with community stakeholders.	<ul style="list-style-type: none"> <li>• Attend and participate in various committee and council meetings, workshops, conferences (ie, Chamber, Interagency, Wellness Councils, etc)</li> </ul> *Need input from departments
	LCDHD will conduct outreach and educate potential community resources regarding health problems and threats on an ongoing basis.	<ul style="list-style-type: none"> <li>• Community presentations, media communications, share program information, school presentations, grant projects</li> </ul>

		*Need input from departments
Conduct assessments.	LCDHD will conduct community public health assessments on an ongoing basis.	Health Education will: <ul style="list-style-type: none"> <li>• Conduct MAPP process every five years</li> </ul> Epidemiologist will: <ul style="list-style-type: none"> <li>• Generate annual Report Card</li> </ul>
Disseminate assessments.	LCDHD will disseminate results of assessments upon completion of each assessment.	<ul style="list-style-type: none"> <li>• Website, Facebook, BOH meetings, newspapers, mass mailings</li> </ul>

### Strategic Initiative 2:

#### Build and maintain a competent LHD public health workforce.

Goals	Objectives	Action Steps
Recruit.	LCDHD will recruit qualified individuals to job vacancies on an as needed basis.	Human Resources will: <ul style="list-style-type: none"> <li>• Advertise internally/externally in accordance with personnel regulations. (In-house, outside agency, college fairs, expos, internships, etc)</li> </ul>
Train.	LCDHD will continually provide LHD specific and job specific training to staff.	Human Resources will: <ul style="list-style-type: none"> <li>• Track CEU's, online trainings, conferences, face-to-face trainings, webinars</li> </ul>
	LCDHD will continually educate/update staff on new and/or revised agency policies.	Human Resources, Department Heads, Executive Staff will:
Retain.	LCDHD will continually promote employment benefits and positive work environment.	Human Resources will: <ul style="list-style-type: none"> <li>• Benefits info/fact sheets on website and available to staff</li> </ul>
		Human Resources will: <ul style="list-style-type: none"> <li>• Flexible schedule, open door policy, employee awards</li> </ul>
		Human Resources will: <ul style="list-style-type: none"> <li>• Opportunities for advancement</li> </ul>
Evaluate.	LCDHD will evaluate performance and employee satisfaction annually.	Supervisors will: <ul style="list-style-type: none"> <li>• Conduct regularly</li> </ul>

		<p>scheduled performance evaluations at designated intervals (6 month, annual and special as needed), using merit system forms</p>
		<p>The QI Department will:</p> <ul style="list-style-type: none"> <li>• Conduct Employee Satisfaction Survey annually</li> </ul>

### Strategic Initiative 3:

**Continually develop stakeholder awareness/support of health initiatives and policies.**

Goals	Objectives	Action Steps
Gain support for health initiatives/policies from Boards of Health	LCDHD will educate and make recommendations to BOH members regarding health initiatives/policies as needed.	<p>Executive Director and Department Heads will:</p> <ul style="list-style-type: none"> <li>• Make presentations to Boards of Health during regular board meetings</li> </ul> <p>Executive Director will:</p> <ul style="list-style-type: none"> <li>• Email Board of Health members as needed regarding relevant topics</li> </ul>
Gain support for health initiatives/policies from community	LCDHD will educate and make recommendations to community stakeholders regarding health initiatives/policies as needed.	<ul style="list-style-type: none"> <li>• Community presentations, media</li> </ul> <p>*Need input from departments</p>
Gain support for health initiatives/policies from staff	LCDHD will continually educate staff regarding health initiatives/policies.	<p>Department Heads will:</p> <ul style="list-style-type: none"> <li>• Educate by newsletters, Facebook, access to shared folders (wiki), staff meetings, webpage, email</li> </ul> <p>Executive Staff will:</p> <ul style="list-style-type: none"> <li>• Educate by newsletters, Facebook, access to shared folders (wiki), staff meetings, webpage, email</li> </ul>

### Strategic Initiative 4:

Identify and respond to current public health threats and prevent emerging public health threats.

Goals	Objectives	Action Steps
Prevent recurring/emerging PH issues	LCDHD will continually use <i>evidence</i> based practices to prevent recurring/emerging PH issues	<ul style="list-style-type: none"> <li>Disease surveillance and investigations, clinical and chronic disease services, environmental health inspections, education services, preventive services</li> </ul> <p>*Need input from departments</p>
Identify current/emerging PH issues	LCDHD will conduct continuous surveillance to identify current/emerging PH issues	<ul style="list-style-type: none"> <li>NEDSS, EPIP 200, environmental inspections, outreach to doctors/hospitals</li> </ul> <p>*Need input from departments</p>
Respond to current/emerging PH issues	LCDHD will execute response plans to respond to current/emerging PH issues as needed	<ul style="list-style-type: none"> <li>Exercise, evaluate, train, implement</li> </ul> <p>*Need input from departments</p>

### Strategic Initiative 5:

Improve the health status of the community through provision of, or assurance through linkages to needed public health services.

Goals	Objectives	Action Steps
Identify needed PH services.	Conduct statistical Analysis of community health status	Health Report Card, CHIP
	Conduct Community Assessment of community health status	CHA
Identify and implement strategies to improve access to health services.	Increase participation in HD programs	Advertise, eliminate barriers when possible
	Assure access through linkages to other health providers	Referrals, contracts, MOAs/MOUs

## Strategic Initiative 6:

**LCDHD will continuously evaluate and improve programs and services to ensure internal and external excellence.**

Goals	Objectives	Action Steps
Establish optimal standards for LCDHD	LCDHD will develop a QI program by July 1, 2014.	The QI Department will: <ul style="list-style-type: none"> <li>• Develop QI/QA plan</li> </ul>
		The QI Department will: <ul style="list-style-type: none"> <li>• Develop QI team.</li> </ul>
	LCDHD will implement QI program by January 1, 2015.	The QI Department will: <ul style="list-style-type: none"> <li>• Conduct QI team meetings.</li> </ul>
		The QI Department will: <ul style="list-style-type: none"> <li>• Educate staff/promote program.</li> </ul>
Maintain optimal standards for LCDHD	LCDHD will conduct internal QA reviews at regular intervals.	<p>QA Reviews will be conducted:</p> <p>Clinic peer review – quarterly</p> <p>Clinic district review – annually</p> <p>School peer review – quarterly</p> <p>School district review – annually</p> <p>HANDS – annually</p> <p>Environmental – Quarterly</p> <p>Preparedness/Epi – Quarterly</p> <p>HR – annually</p> <p>Employee Satisfaction – annually</p> <p>Patient Satisfaction – annually</p>
Utilize feedback from internal QA reviews to improve LCDHD programs	LCDHD will collect and analyze data from QI/QA reviews as it is available.	The QI Department will: <ul style="list-style-type: none"> <li>• Review data from external audits/reviews as it is available</li> </ul>
		The QI Department (or appropriate department) will: <ul style="list-style-type: none"> <li>• Develop Improvement Plans</li> </ul>

		<p>The QI Department (or appropriate department) will:</p> <ul style="list-style-type: none"> <li>• Communicate feedback (exit reviews, etc)</li> </ul>
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### Strategic Initiative 7:

**LCDHD will continuously seek to acquire new funds and utilize existing funds to be proactive and innovative in improving the communities' health.**

Goals	Objectives	Action Steps
Actively seek new funding sources.	LCDHD will continually identify funding sources for grants.	<p><b>Who??</b></p> <ul style="list-style-type: none"> <li>• Monitor grant websites.</li> </ul>
	LCDHD will apply for grants as appropriate.	
	LCDHD will educate policy makers to promote public health funding as needed.	<p><b>Who??</b></p> <ul style="list-style-type: none"> <li>• Phone calls</li> <li>• Emails</li> <li>• Visits</li> </ul>
Seek creative new ways to utilize existing funds.	LCDHD will perform annual staff brainstorming sessions.	<ul style="list-style-type: none"> <li>• Surveys</li> <li>• Meetings</li> </ul>
	LCDHD will conduct best practice reviews annually.	<p><b>Who??</b></p> <ul style="list-style-type: none"> <li>• Monitor NACCHO website/tool kits.</li> </ul>
		<p><b>Who??</b></p> <ul style="list-style-type: none"> <li>• Share information with other health departments regarding programs and policies and seek information in return.</li> </ul>



		<p><b>Who??</b></p> <ul style="list-style-type: none"><li>• Network with professional organizations across the state and nation, attend conferences, share practices.</li></ul>
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