MEMBERS PRESENT:
Pamela Godby, Human Resources Manager
Amy Tomlinson, Preparedness Program Director
Janae Tucker, LHN Specialist
Laura Woodrum, Clinical Nurse Administrator
Shawn Crabtree, Executive Director
Leah Jasper, Director of Administrative Services
Stuart Spillman, Environmental Health Director

MEMBERS ABSENT:
Tracy Aaron, Health Education Director

Meeting called to order 9:05 A.M.
Peggy Tiller will no longer be serving on the committee due to retirement. Welcome new member – Laura Woodrum

Review of letter for overall introduction to all the LCDHD plans and how performance management was used in each area – final draft was completed with a few minor changes to wording/formatting. Review of all strategic initiatives, goals and action steps was completed to make sure that all goals were measurable and had a time frame for completion if needed (see following chart, modifications were tracked), and changes were made based on progress and time frames.

Time was also taken to link some of the initiatives to the appropriate LCDHD plans for further information if needed during our accreditation process.

It was also proposed that we expand our introduction to the plan to include a brief summary to address the areas that PHAB will be looking for in the strategic plan. A draft of the introduction will be completed and sent to members for input/editing.

CHA’s are completed and posted on our website now. CHIPs are nearing completion and should be ready by September 2014.

A time line was started to help guide efforts in accordance with our goal of achieving accreditation – proposed that we will submit our application in December 2014. Approximately 50% of our documentation should be gathered by then, with 100% of documentation ready to submit to ePHAB by May 2014.

Objectives and action steps will need to be reviewed with School, Diabetes and Health Promotion & Policy before complete (highlighted areas on the chart). Also need to add some of the HANDS/WIC/Breastfeeding community programs/outreach to the corresponding goals. Follow-up will be completed with leadership from these programs and revisions made to the action steps where necessary.

Complete final draft will be sent to all committee members for review and then to executive team for final approval. Meeting adjourned at 11:17 PM EST
# LCDHD: Strategic Plan Initiatives

## Strategic Initiative 1:

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

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Action Steps</th>
<th>Links to LCDHD Plans</th>
</tr>
</thead>
</table>
| Support relationship with district and/or local Boards of Health. | Provide access to current orientation material to all new Board of Health members within a month of appointment | Executive Director  
- Provide link to BOH resources/orientation materials on website  
- Provide face-to-face orientation, if requested | Annual Plan & Budget  
CHA/CHIPs  
QI Plan  
Workforce Development Plan  
Preparedness Plan |
| | Maintain regular communication with the Boards of Health on an ongoing basis | Executive Director  
- Provide various financial and programmatic updates during regular quarterly BOH meetings  
- Email BOH members financial and program updates as needed along with breaking news, professional newsletters and correspondence | QI Plan |
| | Conduct an annual survey with the Board of Health (re: performance of director, agency enhancement, etc) | QI  
- **Develop and Administer** Board of Health survey **to be administered annually in January** | |
| Support collaboration with community partners. | Continuously develop and maintain relationships by networking with community stakeholders | All Divisions  
- Attend and participate in various committee and council meetings, workshops, conferences (i.e., Chamber, Interagency, Wellness Councils, etc.) **as scheduled**  
Environmental  
- LCADD Regional Water Council **quarterly**  
- GAP (Good Agricultural Practices)  
- City Utilities **as needed**  
- Local veterinarians annually and as needed  
- Septic installers annually  
Clinic  
- Head Start Health Advisory Board-biannually and as needed  
- Cancer Screening Program coordinates with Kentucky Cancer Program | Annual Plan & Budget |
and physicians

- **Support** Humana Vitality — for employers/employees that utilize Humana who participate in KEHP insurance — on an ongoing basis as contacts are made
- Participate in Reach Out & Read Program
  - WIC-farmer’s market annually, stores continually, physicians office continually
  - Breastfeeding – hospitals and physician offices

**Epidemiology**
- **Annually education and support** Infection Control staff at region’s hospitals

**Health Policy and Promotion**
- MAPP/Health Coalitions-monthly
- Interagency-monthly meetings
- Chambers-bi-monthly meetings
- School Wellness Council/CSH-as needed
- FRYSC Advisory Councils-bimonthly
- School Board Meetings-quarterly
- Fiscal Court-quarterly
- City Council Meeting- quarterly
- Childcare Coalitions- bimonthly
- Senior Aging Council-bimonthly
- Grandparent Support Group- as needed
- Head Start Parent meetings-as requested
- CCHC-quarterly
- Site Based Decision Council-as needed
- PTO/PTA-as needed
- 21st Century Afterschool Council- as needed
- Hospital Council-as needed
- Local Health Department Board meetings-yearly
- District Board of Health meetings-as needed-quarterly
- Tobacco Coalitions/ASAP-bimonthly
- DPH Prevention Health Block Grant-annually
- Unbridle Kentucky Chronic Disease Team-bi-yearly
- KPHA Board Meeting-bi-monthly

**Communicable Disease Prevention Plan**

**Healthcare**

**Diabetes**
- Distributes Class Schedules and Community Calendars to health care providers throughout District
- Participates in Diabetes Coalitions in Adair, Casey, Clinton, Green, McCreary, Russell, and Wayne Counties
- Attends Interagency Meetings to promote Diabetes activities monthly
- Provide Diabetes CEUs for nurses in the community-annually
- Networks with community partners when recruiting participants for EXPO
- Participates in health fairs
- Joint presentations in community (partners with Extension Office, etc.)

**School Health**
- RIAC meeting for ADANTAs
- Wellness Committees within several school
- Collaborates with Kentucky Asthma Partnership to increase asthma awareness in schools

**HANDS Preparedness**

**Conduct outreach and educate potential community resources regarding health problems and threats on an ongoing basis**

<table>
<thead>
<tr>
<th>All Divisions</th>
<th>Environmental</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community presentations, media communications, share program information, school presentations, grant projects</td>
<td>Food Management/Handler Classes - biannually</td>
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<tr>
<td>Septic System Installer Classes - annually</td>
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<tr>
<td>Food Protection for schools - training provided when requested</td>
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<tr>
<td>Rabies Education provided through/at annual rabies vaccination clinics</td>
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</tr>
<tr>
<td>Senior Citizen Food Safety - as requested by participants</td>
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</tr>
<tr>
<td>West Nile Education</td>
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<tr>
<td>Bed Bug Education</td>
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</tbody>
</table>

**Clinic**
- TB Outreach for hospitals nursing homes, jails, adult daycares - annually and as needed
- WIC/Breastfeeding Promotions occur continually

**School Health**
- Asthma presentations to schools
- Attend asthma coalitions
- Health fairs in community and schools

**Preparedness Plan**

**Annual Plan & Budget**
<table>
<thead>
<tr>
<th>Conduct assessments</th>
<th>Health Policy and Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Community Health Improvement Plan presentation to ALL sectors of the community</td>
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<tr>
<td></td>
<td>• Presentations driven by agency/DPH approved community plan and budget</td>
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<tr>
<td></td>
<td>• Media (radio, TV, Facebook, Twitter, Website)</td>
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<tr>
<td></td>
<td>• Health fairs</td>
</tr>
<tr>
<td>Diabetes</td>
<td>Submit diabetes related articles to newspapers</td>
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<td></td>
<td>Diabetes Day at the state capitol–annually</td>
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<td></td>
<td>Diabetes expo–annually</td>
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<td></td>
<td>Website materials</td>
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<tr>
<td></td>
<td>Supply community partners with statistics annually</td>
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<td></td>
<td>Paycheck information inserts for various industries in District</td>
</tr>
<tr>
<td></td>
<td>Radio spots</td>
</tr>
<tr>
<td>Epidemiology</td>
<td>Conduct community public health assessments on an ongoing basis</td>
</tr>
<tr>
<td>School Health</td>
<td>Health Policy and Promotion</td>
</tr>
<tr>
<td></td>
<td>• Community Health Improvement Plans–every 5 years</td>
</tr>
<tr>
<td></td>
<td>• Community Health Assessment–ongoing basis</td>
</tr>
<tr>
<td></td>
<td>• Assist other agencies/ community partners with health assessments as requested (school wellness, KY-ASAP/Drug Free Coalitions)</td>
</tr>
<tr>
<td></td>
<td>• Conduct grants project assessments as required</td>
</tr>
<tr>
<td></td>
<td>Epidemiology</td>
</tr>
<tr>
<td></td>
<td>• <strong>Annual District Health Report Card</strong> – web-based and updated continuously with annual reports presented/give at BOH meeting</td>
</tr>
<tr>
<td>Disseminate assessment</td>
<td>Health Policy and Promotion</td>
</tr>
<tr>
<td></td>
<td>• Community Health Improvement Plan (Website, Facebook, BOH Meetings, newspapers, interagency, fiscal courts, city council, school boards, health boards/councils)</td>
</tr>
<tr>
<td></td>
<td>• Community Health Assessment (Website, Facebook, BOH Meetings, newspapers, interagency, fiscal courts, city council, school boards, health boards/councils)</td>
</tr>
<tr>
<td></td>
<td>• <strong>District Health Report Card</strong> web-based and updated continuously with</td>
</tr>
</tbody>
</table>
**Strategic Initiative 2:**

Build and maintain a competent LHD public health workforce.

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Action Steps</th>
<th>Links to LCDHD Plans</th>
</tr>
</thead>
</table>
| Recruit | Recruit qualified individuals to job vacancies on an as needed basis | Human Resources  
- Advertise internally/externally in accordance with personnel regulations. (in-house, within agency, outside agency, college fairs, expos, internships, etc.) | Workforce Development Plan  
Annual Plan & Budget |
| Train   | Continually provide LHD specific and job specific training to staff | Human Resources  
- Track CEU’s, online trainings, conferences, face-to-face trainings, webinars  
All Divisions  
- QA, emails, staff meetings and one-on-one training | Workforce Development Plan  
QI/QA Plan |
| Retain  | Continually promote employment benefits and positive work environment | All Divisions  
- Develop new and/or review and revise policies annually in accordance with our Policy on Policies  
- Email new and revised policies to staff in accordance with our Policy on Policies | Workforce Development Plan |
| Evaluate| Evaluate performance and employee satisfaction annually | Human Resources  
- Provide benefits information/fact sheets on website and to staff  
- Promote employee recognition (Employee of the Month/Year; agency newsletter)  
- Inform staff when there are opportunities for advancement | Workforce Development Plan  
QI/QA Plan |

annual reports presented/give at BOH meeting

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## Strategic Initiative 3:
Identify and respond to current public health threats and prevent emerging public health threats.

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Action Steps</th>
<th>Links to LCDHD Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent recurring/emerging PH issues</td>
<td>Continually use evidence based practices to prevent recurring/emerging PH issues</td>
<td>Epidemiology&lt;br&gt;• Disease surveillance and investigations&lt;br&gt;• Clinical and chronic disease services&lt;br&gt;Environmental&lt;br&gt;• All inspections (food services, hotel/motel, public pools, etc.)&lt;br&gt;• Current sanitizing methods proper hand washing for restaurants&lt;br&gt;• Water treatment/Boil water advisories&lt;br&gt;• Advanced sewage systems</td>
<td>Communicable Disease Plan</td>
</tr>
<tr>
<td>Identify current/emerging PH issues</td>
<td>Conduct continuous surveillance to identify current/emerging PH issues</td>
<td>Clinic/Environmental/Epidemiology&lt;br&gt;• NEDSS (National Electronic Disease Surveillance System)&lt;br&gt;• EPID 200 (Kentucky Reportable Disease Form)&lt;br&gt;• Environmental inspections&lt;br&gt;• Educate/Outreach to doctors/hospitals&lt;br&gt;School Health&lt;br&gt;• Conduct disease surveillance at beginning of each school year to share/review with school staff and school health program</td>
<td>Communicable Disease Plan</td>
</tr>
<tr>
<td>Respond to current/emerging PH issues</td>
<td>Execute response plans to respond to current/emerging PH issues as needed</td>
<td>Preparedness&lt;br&gt;• Exercise, evaluate, train staff on, and implement all preparedness plans as needed&lt;br&gt;Environmental&lt;br&gt;• Water outage/boil water plan&lt;br&gt;• Disaster Guidebook/Plan&lt;br&gt;• Bird roosts&lt;br&gt;• Major rodent infestations</td>
<td>Preparedness Plan</td>
</tr>
</tbody>
</table>

## Strategic Initiative 4:
Continually develop stakeholder awareness/support of health initiatives and policies.

<table>
<thead>
<tr>
<th>Goals</th>
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<th>Action Steps</th>
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</tr>
</thead>
</table>

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| Gain support for health initiatives/policies from Boards of Health | Educate and make recommendations to BOH members regarding health initiatives/policies as needed | Executive Director and Department Heads  
- Make presentations to Boards of Health during regular board meetings  
Executive Director  
- Email Board of Health members as needed regarding relevant topics |
|---|---|---|
| Gain support for health initiatives/policies from community | Educate and make recommendations to community stakeholders regarding health initiatives/policies as needed | All Divisions  
- Community presentations  
- Multi-media  
Environmental  
- Fee Increases  
- Meet local politicians with elected officials or community partners as needed re: birds, sewer, lot sizes, complaints, disaster planning, etc.  
Health Policy and Promotion  
- Assist in creation of community health improvement plan every 5 years  
- Other health initiatives will be driven by Board/DPH Approved Plan and Budget yearly |
| Gain support for health initiatives/policies from staff | Continually educate staff regarding health initiatives/policies | All Divisions (as appropriate)  
- Newsletters  
- Facebook  
- LCDHD server  
- Wiki  
- Staff meetings  
- Webpage  
- Email |

**Strategic Initiative 5:**

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

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Action Steps</th>
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</table>
| Identify needed PH services. | Conduct statistical analysis of community health status | Health Policy and Promotion  
- Community Health Assessments-ongoing basis  
- Community Health Improvement Plan-review action plans monthly  
Epidemiology  
- District Health Report Card [web-based, updated continuously](#) | CHA/CHIPs |

[CHA/CHIPs Annual Plan & Budget](#)  
[Communicable Disease Plan](#)
| Conduct community assessment of community health status | Health Policy and Promotion  
- Review community health assessment-ongoing  
- Community Health Improvement Plan-every 5 years | CHA/CHIPS |
|---|---|---|
| Increase participation in HD programs | Health Policy and Promotion  
- Use social marketing techniques via Facebook, Twitter, radio, newspaper, fliers, worksites, etc. in conjunction with evidence based programs as identified by the State DPH insofar as funds allow  
**Diabetes**  
- Provide evidence based, comprehensive diabetes self-management education in the community  
- Provide non-comprehensive diabetes prevention and diabetes management education in various community settings (i.e. community activity centers, churches, schools, worksites, extension offices, etc.)  
**Environmental**  
- Advocate for mandatory food training (keep fees for food manager/handler low)-as needed  
- Advertise low cost rabies vaccination clinics that occur annually  
**School Health**  
- Provide health education specific to school needs and at the request of individual schools  
- Continue asthma education per classroom or health fairs to increase asthma awareness and decrease asthma education barriers to school children/community  
**Worksite Wellness**  
- Develop and promote a low cost Worksite Wellness program with local industries | CHA/CHIPS |
| **Continually assure access through linkages to other health providers** | Environmental  
- PRIDE, USDA, EPA, Attorney General, local veterinarians, County Attorney, police, Inspector General, etc.  
**Clinic/Diabetes/School Health**  
- Refer patients to local-contracted providers, FQHCs, or private | Annual Plan & Budget |
| QI Plan |

**HANDS**  
**Kynector Project to assist individuals in obtaining health care coverage**
**Strategic Initiative 6:**
LCDHD will continuously evaluate and improve programs and services to ensure internal and external excellence.

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
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</table>
| Establish optimal standards for LCDHD | Implement QI program | QI  
- Participate in monthly QI team meetings  
- Educate staff/promote program as needed  
- Review and analyze Improvement Projects monthly | QI Plan |
| Maintain optimal standards for LCDHD | Conduct internal QA reviews at designated intervals | QI  
- Facilitate QA activities (refer to the QI Plan for details), for example:  
  - Clinic peer review-quarterly  
  - Clinic district review-annually  
  - School peer review-quarterly  
  - School district review-annually  
  - HANDS review-quarterly  
  - Environmental-quarterly  
  - Preparedness/Epi-quarterly  
  - Health Policy and Promotion-monthly  
    - Community Health Plan - review reports monthly  
    - Review class and program evaluations as available  
  - Employee Satisfaction-annually  
  - Patient Satisfaction-annually | QI Plan (appendix A) |
| Utilize feedback from internal and external QA reviews to improve LCDHD programs | Collect and analyze data from QA reviews as it is available | QI  
- Develop improvement plans as needed  
- Communicate feedback (exit reviews, etc.) as specified in the QI Plan  
- Follow-up on improvement efforts continuously | QI Plan (appendix A) |
### 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.

<table>
<thead>
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<th>Action Steps</th>
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</table>
| Actively seek new funding sources. | Continually identify potential funding sources for grants | Health Promotion and Policy/Clinic Leadership  
- Monitor grant websites  
All Divisions  
- Assist in grant writing and follow-up as needed  
Health Policy and Promotion  
- Seek appropriate funds deemed necessary for PH issues as documented in the CHIP |
| | Apply for grants as appropriate | All Divisions  
- Seek appropriate funds deemed necessary for PH issues as documented in the CHIP |
| | Educate policy makers to promote public health funding as needed | Health Policy and Promotion  
- Continually create and maintain relationships with policy makers via telephone, emails, at meetings and by personal visits  
All Division  
- Contact legislators as needed regarding funding threats or opportunities via telephone, emails, at meetings and by personal visits |
| Seek creative new ways to utilize existing funds. | Perform periodically staff brainstorming sessions | All Divisions (as needed)  
- Surveys as needed  
- Meetings as schedules |
| | Conduct best practice reviews annually | All Divisions  
- Monitor Professional Public Health websites (i.e. NACCHO, APHA etc.) for emerging best practices.  
- Share information with other health departments regarding programs and policies and seek information in return.  
- Network with professional organizations across the state and nation, attend conferences, share practices.  
- Attend professional conferences (i.e. KSNA, KPHA, APHA, NACCHO etc. when possible) to network with other state organizations and HDs |

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Appendix A:
Strategic Planning Committee Members 2013

Shawn Crabtree……………………………………………………………Executive Director
Pam Godby……………………………………………………………Human Resources Manager
Leah Jasper……………………………………………………………Director of Administrative Services
Tracy Aaron……………………………………………………………Director of Health Education
Stuart Spillman………………………………………………………Director of Environmental Services

Peggy Tiller……………………………………………………………Director of Nursing
Laura Woodrum……………………………………………………Clinical Nurse Administrator
Amy Tomlinson……………………………..Public Health Preparedness Manager
Janae Tucker…………………………………………………………Quality Improvement Director