



Strategic Planning Committee Meeting July 30th, 2014

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.

Goals	Objectives	Action Steps	Links to LCDHD Plans
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 <ul style="list-style-type: none"> • Provide link to BOH resources/orientation materials on website • Provide face-to-face orientation, if requested 	
	Maintain regular communication with the Boards of Health on an ongoing basis	Executive Director <ul style="list-style-type: none"> • Provide various financial and programmatic updates during regular <u>quarterly</u> BOH meetings • Email BOH members financial and program updates as needed along with breaking news, professional newsletters and correspondence 	Annual Plan & Budget CHA/CHIPs QI Plan Workforce Development Plan Preparedness Plan
	Conduct an annual survey with the Board of Health (re: performance of director, agency enhancement, etc)	QI <ul style="list-style-type: none"> • Develop a<u>Administer</u> Board of Health survey to be administered annually <u>in January</u> 	QI Plan
Support collaboration with community partners.	Continuously develop and maintain relationships by networking with community stakeholders	All Divisions <ul style="list-style-type: none"> • Attend and participate in various committee and council meetings, workshops, conferences (i.e., Chamber, Interagency, Wellness Councils, etc.) <u>as scheduled</u> Environmental <ul style="list-style-type: none"> • LCADD Regional Water Council <u>quarterly</u> • GAP (Good Agricultural Practices) • <u>City Utilities as needed</u> • <u>Local veterinarians annually and as needed</u> • <u>Septic installers annually</u> Clinic <ul style="list-style-type: none"> • Head Start Health Advisory Board-biannually and as needed • Cancer Screening Program coordinates with Kentucky Cancer Program 	Annual Plan & Budget

			<p>and physicians</p> <ul style="list-style-type: none"> • <u>Support</u> Humana Vitality <u>–for</u> employers/employees that <u>utilize Humanawho participate in KEHP</u> insurance <u>– on an ongoing basis as contacts are made</u> • Participate in Reach Out & Read Program • <u>WIC-farmer’s market annually, stores continually, physicians office continuously</u> • <u>Breastfeeding – hospitals and physician offices</u> <p>Epidemiology</p> <ul style="list-style-type: none"> • <u>Annually education and support</u> Infection Control staff at region’s hospitals <p>Health Policy and Promotion</p> <ul style="list-style-type: none"> • MAPP/Health Coalitions-monthly • Interagency-monthly <u>meetings</u> • Chambers-bi-monthly <u>meetings</u> • 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-<u>as needed</u>quarterly • Tobacco Coalitions/ASAP-bimonthly • DPH Prevention Health Block Grant-annually • Unbridle Kentucky Chronic Disease Team-bi-yearly • KPHA Board Meeting-bi-monthly <p>Diabetes</p>	<p><u>Communicable Disease</u> <u>Plan</u></p> <p><u>CHA/CHIPs</u></p>
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			<ul style="list-style-type: none"> • 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 <u>monthly</u> • 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.) <p>School Health</p> <ul style="list-style-type: none"> • RIAC meeting for ADANTA • Wellness Committees within several school • Collaborates with Kentucky Asthma Partnership to increase asthma awareness in schools <p><u>HANDS</u> <u>Preparedness</u></p>	<p><u>Preparedness Plan</u></p>
	<p>Conduct outreach and educate potential community resources regarding health problems and threats on an ongoing basis</p>		<p>All Divisions</p> <ul style="list-style-type: none"> • Community presentations, media communications, share program information, school presentations, grant projects <p>Environmental</p> <ul style="list-style-type: none"> • Food Management/Handler Classes – <u>biannually</u> • Septic System Installer Classes-<u>annually</u> • Food Protection for schools-<u>training provided when requested</u> • Rabies Education <u>provided through/at annual rabies vaccination clinics</u> • Senior Citizen Food Safety-<u>as requested by participants</u> • West Nile Education • Bed Bug Education <p>Clinic</p> <ul style="list-style-type: none"> • <u>TB Outreach for hospitals nursing homes, jails, adult daycares – annually and as needed</u> • <u>WIC/Breastfeeding Promotions occur continually</u> <p>School Health</p> <ul style="list-style-type: none"> • Asthma presentations to schools • <u>Attend asthma coalitions</u> • <u>Health fairs in community and schools</u> 	<p><u>Annual Plan & Budget</u></p>

		<p>Health Policy and Promotion</p> <ul style="list-style-type: none"> Community Health Improvement Plan presentation to ALL sectors of the community Presentations driven by agency/DPH approved community plan and budget Media (radio, TV, Facebook, Twitter, Website) Health fairs <p>Diabetes</p> <ul style="list-style-type: none"> Submit diabetes related articles to newspapers Diabetes Day at the state capitol-annually Diabetes expo-annually Website materials Supply community partners with statistics annually Paycheck information inserts for various industries in District Radio spots <p>Epidemiology</p> <p>School Health</p> <ul style="list-style-type: none"> Asthma education Health fairs in community and schools 	<p><u>CHA/CHIPs</u> <u>Community Plan</u> <u>District Health Report</u> <u>Card</u></p>
Conduct assessments	Conduct community public health assessments on an ongoing basis	<p>Health Policy and Promotion</p> <ul style="list-style-type: none"> Community Health Improvement Plans-every 5 years Community Health Assessment-ongoing basis Assist other agencies/ community partners with health assessments as requested (school wellness, KY-ASAP/Drug Free Coalitions) Conduct grants project assessments as required <p>Epidemiology</p> <ul style="list-style-type: none"> <u>Annual-District Health Report Card – web-based and updated continuously with annual reports presented/give at BOH meeting</u> 	<p><u>CHA/CHIPs</u></p> <p><u>Communicable Disease</u> <u>Plan</u></p>
Disseminate assessments	Disseminate results of assessments upon completion of each assessment	<p>Health Policy and Promotion</p> <ul style="list-style-type: none"> Community Health Improvement Plan (Website, Facebook, BOH Meetings, newspapers, interagency, fiscal courts, city council, school boards, health boards/councils) <u>Community Health Assessment (Website, Facebook, BOH Meetings, newspapers, interagency, fiscal courts, city council, school boards, health boards/councils)</u> <u>District Health Report Card web-based and updated continuously with</u> 	<p><u>CHA/CHIPs</u></p> <p><u>Communicable Disease</u></p>

[annual reports presented/give at BOH meeting](#)

[Plan](#)

Strategic Initiative 2:

Build and maintain a competent LHD public health workforce.

Goals	Objectives	Action Steps	Links to LCDHD Plans
Recruit	Recruit qualified individuals to job vacancies on an as needed basis	Human Resources <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Track CEU's, online trainings, conferences, face-to-face trainings, webinars All Divisions <ul style="list-style-type: none"> QA, emails, staff meetings and one-on-one training 	Workforce Development Plan QI/QA Plan
	Continually educate/update staff on new and/or revised agency policies	All Divisions <ul style="list-style-type: none"> 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
Retain	Continually promote employment benefits and positive work environment	Human Resources <ul style="list-style-type: none"> 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
Evaluate	Evaluate performance and employee satisfaction annually	Supervisors <ul style="list-style-type: none"> Conduct regularly scheduled performance evaluations (6 month, annual and special as needed) using merit system forms QI <ul style="list-style-type: none"> Conduct Employee Satisfaction Survey annually 	Workforce Development Plan QI/QA Plan

Strategic Initiative 3:

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

Goals	Objectives	Action Steps	Links to LCDHD Plans
Prevent recurring/emerging PH issues	Continually use evidence based practices to prevent recurring/emerging PH issues	<p>Epidemiology</p> <ul style="list-style-type: none"> • Disease surveillance and investigations • Clinical and chronic disease services <p>Environmental</p> <ul style="list-style-type: none"> • All inspections (food services, hotel/motel, public pools, etc.) • Current sanitizing methods proper hand washing for restaurants • Water treatment/Boil water advisories • Advanced sewage systems 	Communicable Disease Plan
Identify current/emerging PH issues	Conduct continuous surveillance to identify current/emerging PH issues	<p>Clinic/Environmental/Epidemiology</p> <ul style="list-style-type: none"> • NEDSS (National Electronic Disease Surveillance System) • EPID 200 (Kentucky Reportable Disease Form) • Environmental inspections • Educate/Outreach to doctors/hospitals <p>School Health</p> <ul style="list-style-type: none"> • Conduct disease surveillance at beginning of each school year to share/review with school staff and school health program 	Communicable Disease Plan
Respond to current/emerging PH issues	Execute response plans to respond to current/emerging PH issues as needed	<p>Preparedness</p> <ul style="list-style-type: none"> • Exercise, evaluate, train staff on, and implement all preparedness plans as needed <p>Environmental</p> <ul style="list-style-type: none"> • Water outage/boil water plan • Disaster Guidebook/Plan • Bird roosts • Major rodent infestations 	Preparedness Plan

Strategic Initiative 4:

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

Goals	Objectives	Action Steps	Links to LCDHD Plans
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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 <ul style="list-style-type: none"> • Make presentations to Boards of Health during regular board meetings Executive Director <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Community presentations • Multi-media Environmental <ul style="list-style-type: none"> • Fee Increases • Meet local politicians with elected officials or community partners as needed re: birds, sewer, lot sizes, complaints, disaster planning, <u>etc.</u> Health Policy and Promotion <ul style="list-style-type: none"> • 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 	CHA/CHIPs Annual Plan & Budget
Gain support for health initiatives/policies from staff	Continually educate staff regarding health initiatives/policies	All Divisions (as appropriate) <ul style="list-style-type: none"> • Newsletters • Facebook • LCDHD server • Wiki • Staff meetings • Webpage • Email 	

<i>Strategic Initiative 5:</i>			
Improve the health status of the community through provision of, or assurance through linkages to needed public health services.			
Goals	Objectives	Action Steps	Links to LCDHD Plans
Identify needed PH services.	Conduct statistical analysis of community health status	Health Policy and Promotion <ul style="list-style-type: none"> • Community Health Assessments-ongoing basis • Community Health Improvement Plan-review action plans monthly Epidemiology <ul style="list-style-type: none"> • <u>District</u> Health Report Card <u>web-based, updated continuously</u> 	CHA/CHIPs Communicable Disease Plan

			<p><u>physicians MD's</u>-as needed</p> <ul style="list-style-type: none"> • Be a referral source to and/or for local providers via MOAs/MOUs, contracts • <u>Promote available community services/resources through media outlets</u> 	
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Strategic Initiative 6:
LCDHD will continuously evaluate and improve programs and services to ensure internal and external excellence.

Goals	Objectives	Action Steps	Links to LCDHD Plans
Establish optimal standards for LCDHD	Implement QI program	QI <ul style="list-style-type: none"> • Participate in <u>monthly</u> QI team meetings • Educate staff/promote program <u>as needed</u> • Review and analyze Improvement Projects <u>monthly</u> 	QI Plan
Maintain optimal standards for LCDHD	Conduct internal QA reviews at designated intervals	QI <ul style="list-style-type: none"> • Facilitate QA activities (refer to the QI Plan for details), for example: <ul style="list-style-type: none"> ○ Clinic peer review-quarterly ○ Clinic district review-annually ○ School peer review-quarterly ○ School district review-annually ○ HANDS <u>review</u>-quarterly ○ Environmental-quarterly ○ Preparedness/Epi-quarterly ○ Health Policy and Promotion-monthly <ul style="list-style-type: none"> ▪ 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 <ul style="list-style-type: none"> • Develop improvement plans <u>as needed</u> • Communicate feedback (exit reviews, etc.) <u>as specified in the QI Plan</u> • Follow-up on improvement efforts <u>continuously</u> 	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.

Goals	Objectives	Action Steps	
Actively seek new funding sources.	Continually identify <u>potential funding</u> sources for grants <u>funding</u>	Health Promotion and Policy/Clinic Leadership <ul style="list-style-type: none"> • Monitor grant websites 	
	Apply for grants as appropriate	All Divisions <ul style="list-style-type: none"> • Assist in grant writing and follow-up as needed Health Policy and Promotion <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Continually create and maintain relationships with policy makers via telephone, emails, at meetings and by personal visits All Division <ul style="list-style-type: none"> • 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 <u>Seek staff feedback</u> periodically <u>staff brainstorming sessions</u>	All Divisions (as needed) <ul style="list-style-type: none"> • Surveys <u>as needed</u> • Meetings <u>as schedules</u> 	
	Conduct best practice reviews annually	All Divisions <ul style="list-style-type: none"> • 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 	

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

