

Jones County Health Department : Sample Strategic Plan

Mission and Vision	Strategic Objective	Organization Goals	Performance Measures and Targets	Department Goals	Performance Measures and Targets	Team Member Goals	Performance Measures and Targets	Team Member Action Items				
<p>Mission Statement</p> <p>To provide quality healthcare, promote a safe environment, and partner with the citizens of Jones County to improve healthy lifestyles. The Mission encompasses four basic core functions:</p> <ul style="list-style-type: none"> ▪ Assessment ▪ Policy Development ▪ Assurance ▪ Health Promotion <p>Vision Statement</p> <p>Jones County Health Department's objective is to prevent illness, disease, injury, promote healthy living, and to keep the environment clean, healthy and safe.</p> <p>Values</p> <p>Communication: Exchange of information and ideas to create mutual understanding.</p> <p>Flexibility: Maintain an understanding that things change our daily direction and we commit to meeting those changes with a positive attitude while keeping the forward direction! Integrity: Commitment to the highest ethical and professional standards.</p> <p>Accountability: Be responsible and attentive to key assignments</p> <p>Professionalism: Conduct oneself responsibly upholding a moral standard of behavior</p>	<p>1 Increase community well-being through the reduction of individual and environmental risk factors.</p>	<p>1.1 Improve Maternal, Infant and Child health in the community. (12/31/12)</p>	<p>M: % complete T: 100%</p>	<p>1.1.1 Increase Healthy Pregnancy Outcomes by initiating a diet and exercise program via the Health/OB clinics. (Agency Medical Director, Maternal and Fetal Health Division) (Maternal and Fetal Health Division) (12/31/12)</p>	<p>M: Increase positive delivery outcomes by 5% T: 5%</p>							
				<p>1.1.2 Increase consumption of folic acid among women of child bearing age. (Maternal and Fetal Health Division)</p>	<p>M: % complete T: 100%</p>	<p>1.1.2.1 Utilize a variety of media resources to increase awareness of women of childbearing age and health care providers on the benefits of taking folic acid to reduce the risk of birth defects. (Akisha Jones) (07/26/12)</p>	<p>M: # Media resources T: 12</p>					
						<p>1.1.2.2 Train educators and health providers in using research based curriculum resources to teach the benefits of taking folic acid. (Akisha Jones) (12/31/12)</p>	<p>M: 6 training sessions per year T: 6</p>					
				<p>1.1.3 Reduce the percentage of smoking during pregnancy among women to reduce low birth rate by 2.5%. (Maternal and Fetal Health Division)</p>	<p>M: % reduction in low birth rate T: 2.50%</p>	<p>1.1.3.1 Assist women enrolled in the Home Visiting Programs on how to quit smoking during pregnancy. (Total enrolled: 18,000) (Suzie Siller) (12/31/12)</p>	<p>M: Total # of women trained through HVP T: 18,000</p>					
						<p>1.1.3.2 Promote the use of literature available from health department to educate women about the importance of not smoking during pregnancy. (Akisha) (Suzie Siller) (12/31/12)</p>	<p>M: Percentage complete T: 100%</p>					
				<p>1.1.4 Decrease infant mortality in high risk (African-American) populations by 3%. (Maternal and Fetal Health Division)</p>	<p>M: % decrease in infant mortality rate T: 3%</p>	<p>1.1.4.1 Reduce the number of infant deaths by 5% due to unsafe sleep practices through education of parents in the Home Visiting Programs. (Dr. Howard Johnson) (12/31/12)</p>	<p>M: Total # of deaths compared to previous years T: 5%</p>					
						<p>1.1.4.2 Create and distribute a safe sleep and shaken baby DVD. (Cruz Miller) (04/30/12)</p>	<p>M: Percentage completion T: 100%</p>					
						<p>1.2 To reduce teen pregnancy 2%,</p>	<p>M: Teen Pregnancy Rate T: 2%</p>	<p>1.2.1 Increase literature and workshops on abstinence awareness in all county high schools. (Akisha Jones) (Primary Clinic) (12/31/12)</p>	<p>M: # high schools T: 8</p>	<p>1.2.1.1 Increase attendance to health week events at local high schools by PHN to 12 per year. (Akisha Jones)</p>	<p>M: # PHN per year T: 12</p>	
										<p>1.2.1.2 Increase awareness for "planned" pregnancy program to include birth control at 16 years and above. (Cruz Miller)</p>	<p>M: T:</p>	
								<p>1.2.2 Increase education in Home Visiting programs to household teens to no less than 95% of high risk households. (Primary Clinic) (06/30/12)</p>	<p>M: % high risk households T: 95%</p>	<p>1.2.2.1 Develop education literature and display for Home Visit program. (Akisha Jones) (Cruz Miller)</p>	<p>M: T:</p>	

	1.3 Improve immunization rates and listed in Immunization Register to continue comprehensive immunization program. (12/31/12)	M: Increased # of immunizations over 2012 T: 25%	1.3.1 Increase immunization rates of children to 74% in lower economic "target" neighborhoods. (Current CASA rate is 64%- Still below state average) (Communicable Diseases) (10/31/12)	M: Immunization Rates T: 74%	1.3.1.1 Immunization van to visit each school no less than once per month. (Tom Cruker) (11/30/12)	M: # of immunization van visits to school each month T: 320	1.3.1.1.1 Coordinate, develop and distribute school immunization calendar to school PHN. (Tom Cruker)
	1.4 Provide a coordinated response to a Public Health event or communicable disease outbreak.	M: T:	1.4.1 Develop a communicable disease surveillance and reporting system that will allow for timely reporting and intervention as required by State Communicable Disease Laws, increase communicable disease reporting from outside medical facilities. (Cindy Jeffries) (Communicable Diseases) (07/01/12)	M: % complete T: 100%	1.4.1.1 Meet with Task Force to develop system procedures and policies. (Cindy Jeffries) (03/01/12)	M: Percentage completed T: 100%	
			1.4.2 Maintain a current All Hazard Plan and a coordinated response to a bioterrorism event or communicable disease outbreak, to be positioned for the competent management of hazardous materials, a bioterrorism event, or a communicable disease outbreak. (Environmental Health)	M: T:	1.4.2.1 Meet with Task Force to develop and complete program by end of 1st quarter. (Dr. Kathy Katter)	M: T:	
	1.5 Ensure environmental health and safety through reduced exposure to unsafe food and an unsanitary environment. (12/31/13)	M: Total % decrease T: 10%	1.5.1 Maintain current monitoring system of food, food handlers, and lodging facilities and environmental safety issues. (Environmental Health) (12/31/13)	M: % complete T: 100%	1.5.1.1 Increase spot inspections at local facilities by 3.5% (Dr. Kathy Katter)	M: % increase in spot inspections T: 3.50%	
					1.5.1.2 Provide 5 workshops throughout the year to teach environmental health and safety. (Elena Gonzales) (11/30/12)	M: # workshops held T: 5	1.5.1.2.1 Review and evaluate educational materials and handouts used for public media and community dissemination. (Elena Gonzales)
					1.5.1.3 Reduce the "safety issue" alerts at establishments/ places of business by 5%. (Dr. Kathy Katter)	M: % reduction in safety issues T: 5%	1.5.1.2.2 Develop, broadcast and maintain calendar via website. (Akisha Jones)
					1.5.2 Maintain at least a 95% achievement rate by improving our turnaround time for restaurant and facility plan reviews. (required by state law to 10 working days) (Environmental Health)	M: % achievement rate maintained T: 95%	1.5.2.1 Add a new Environmental Health Program Specialist position to conduct plan reviews for new facilities/renovations by Dec 2012. (Sandy Smith)
	1.6 Improve the integrity of the drinking water, lakes and other accessible water supplies (12/31/13)	M: Improvement in water quality ratios T: 2%					
2 Excel in our People.	2.1 Maintain a competent public health workforce that has had training on HIPAA, OSHA, Public Health Law, and any necessary training to perform job description.	M: T:	2.1.1 Recruit and retain competent staff and reduce turnover rate by 5.5%. (Administration)	M: % reduction in turnover rate T: 5.50%			
			2.1.2 Maintain vacancy rate not to exceed 10%. (Administration)	M: Vacancy Rate Not To Exceed T: 10%			
	2.2 Improve Leadership/Workforce development	M: T:	2.2.1 Enhance job-specific core competencies in each member of the organizations. (Administration)	M: % complete T: 100%			

				2.2.2 Commit to leadership development training for all members of the organization. (Administration)	M: T:			
				2.2.3 Educate staff on the principles and practice of quality improvement. (Administration)	M: T:			
				2.2.4 Identify Core Competencies for the Public Health Nurse position as they relate to key initiatives. (Administration)	M: T:			
3 Excel in our Performance.	3.1 Increase public awareness of public health programs for Cholesterol Control/Heart Health and Diabetes	M: T:	3.1.1 Increase educational programs in the community on how to decrease the fat in your diets. (Primary Clinic)		M: % increase in educational programs T: 25%	3.1.1.1 Develop educational programs to be given once a quarter throughout the County on the Health Dangers of Obesity. (Cruz Miller)	M: # of new educational programs T: 4	
						3.1.1.2 Develop educational programs on Heart Disease awareness that can be taught by lay persons at churches and other places where the community gathers by December 2013. (Cruz Miller) (12/31/13)	M: T:	
						3.1.1.3 Provide free cholesterol screenings once a quarter. (Cruz Miller)	M: T:	
						3.1.2 Hold special free clinics in the county that will screen for diabetes. (Cruz Miller) (Social Services)	M: T:	3.1.2.1 Participate in two free screening clinics in the county each year. (Cruz Miller)
	3.2 Be more "Green".	M: T:	3.2.1 Create "community tool box" (technical assistance and consultation) to promote healthy lifestyles for online access. (Administration)		M: Community tool box completion T: 100%	3.2.1.1 Research to determine community tool box needs and create the best distribution method for the "tool box" (i.e.: brochures, kits, material on the website, etc.). (Sandy Smith)	M: T:	
						3.2.2 Complete the Community Health Assessment survey to a Web-Based survey. (Administration)	M: T:	3.2.2.1 Acquire a limited subscription to a web-based application for conducting the survey on-line by January 2013. (Sandy Smith) (01/01/13)
	4 Sustain the funding for our Public Health services	4.1 Achieve Federal grants for public health clinical services of \$2.4M in 2012 (Administration) (12/31/12)	M: Total Fed Grants received T: \$2,500,000					
		4.2 Achieve the "Clean Water" Federal Grant for \$1.5 M by June 2013 (Administration) (06/01/13)	M: Total Grants received for "Clean Water" T: \$1,500,000					
5 Establish the governance for programs and services								