

Chouteau County Public Health Department Strategic Plan

2015-2016

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Chouteau County Public Health Department

Chouteau County Public Health Department Strategic Plan

Mission

Chouteau County Public Health Department shall promote healthy living through community-wide collaboration and communication

Vision

Improve the quality of life and health of Chouteau County

CHOUTEAU COUNTY PUBLIC HEALTH DEPARTMENT CORE VALUES

Respect

Integrity

Compassion

Teamwork

Partnering

Caring

Welcoming

Accountability

Prevention

Honesty

Helpful

Health Management

Productive

Dedicated

CHOUTEAU COUNTY PUBLIC HEALTH DEPARTMENT GUIDING PRINCIPLES

Sustain a dedicated and competent workforce.

Engage & strengthen community partnerships.

Sustain a high quality of life for the community.



Address access to health care in Chouteau County.

Practice the three core competencies & ten Essential Services of Public Health.

OVERVIEW

Strategic planning serves as a management tool to identify key public health issues that will dictate the development of policies, programs and services, and resource allocation over the next few years. Strategic plans prioritize department efforts to ensure that activities, services, and policies are effective and conducted in accordance with core values. The Chouteau County Public Health Department (CCPHD) strategic plan is directed at both the operations and its efforts to improve the health of the community. Internal factors that impact service, quality and effectiveness as well as external factors that impact public health service delivery will be prioritized and addressed in the CCPHD strategic plan.

Strategic planning is a step by step process with specific objectives and end products that can be implemented and continually evaluated. The process starts with a focus on CCPHD's mission, vision, and values. Three overarching goals were discussed and developed to promote the mission and vision of CCPHD. Several brainstorming sessions were held to develop action steps for each of the goal areas. The CCPHD strategic plan serves as a roadmap for the next three years. The plan will be reviewed and progress tracked on a yearly basis by the CCPHD health nurse. Progress made on the strategic plan action steps will be shared with the Board of Health and Community Coalition yearly and feedback will be collected.



STRATEGIC PLANNING PRIORITY AREAS

Increase community awareness of the role and value of public health in Chouteau County.

Develop and implement strategies to obtain sustainable and adequate public health funding.

Commit to continuous quality improvement.



PRIORITY AREA NUMBER ONE

Increase awareness of the role and value of public health in Chouteau County

No single community agency can address all the social, economic, and behavioral issues that affect a community's health and well-being. CCPHD will implement a coordinated strategic plan that includes the community needs and resources, prioritization of identified needs, and implementation of community initiatives that are consistent with department priorities. CCPHD will work to ensure that the public health core functions (assessment, policy development, and assurance) and the 10 Essential Public Health Services are carried out to fulfill the mission and vision.

When informed, policymakers are more likely to ensure adequate resources and appropriate mandates; potential partners are more likely to share information; communities are more likely to communicate their public health needs; and the public is more likely to utilize public health services, trust public health messages and support public health practice. The concept, breadth, and scope of public health practice are often misunderstood by the general community. There has been a lack of awareness about the mission and activities of CCPHD among stakeholders and the community. Most successful public health efforts do not make headlines because the results mean that death, illness or injury was prevented. It is difficult to communicate the value of public health to the community on an ongoing basis. CCPHD will focus activities and resources on increasing awareness of the role and value of public health in Chouteau County as a priority over the next three years.



Increase awareness and participation in WIC and Healthy Montana Kids programs.

Action Step	Activity	Lead Person	Completion Date
HMK Grant activities			
Identify families eligible for WIC in Chouteau County			
Disseminate information about WIC program to eligible families (articles, posters, daycare mailers)			

Strengthen Regional Partnerships (resources, information, questions).

Action Step	Activity	Lead Person	Completion Date
Attend regional public health meetings			
Identify regional partners, resources needed, etc.			
Obtain MOU agreements with regional partners			

Conduct regular meetings with Chouteau County Commissioners.

Action Step	Activity	Lead Person	Completion Date
Conduct quarterly meetings with Chouteau County Commissioners to inform them			

about departmental activities			
Complete yearly grant reports			
Emergency Preparedness Deliverable Summary Reports			

PRIORITY AREA NUMBER TWO

Commit to continuous quality improvement

The delivery of quality services and programs that reflects CCCPD’s mission, vision, and core values is important to assure effective services and accountability to community members. Providing services in accordance with established guidelines and standards ensures quality of services will be available. CCPHD will conduct business according to core values to facilitate trust, respect, and support among the community.

Encouraging staff development and leadership ensures a strong foundation to conduct consistent leadership and expertise over time. Recruiting a competent workforce and providing training opportunities that develop leadership skills and enhance core job competencies is a key aspect of continuous quality improvement.

Identify Core Job Competencies for Public Health Nurse

Action Step	Activity	Lead Person	Completion Date
Identify Core Competencies for Chouteau County Public Health Nurse Job			
Create job description for Chouteau County Public Health Nurse using identified core competencies			

Education of Departmental Staff

Action Step	Activity	Lead Person	Completion Date
Educate staff on the principles and practice of quality improvement			
Enhance job-specific core competencies (Continuous Education)			
Commit to leadership development training			
Research evidence-based practices related to core competencies			

PRIORITY AREA NUMBER THREE

Develop and implement strategies to obtain sustainable and adequate public health funding

A decrease in funding is always a potential barrier to the delivery of quality services and providing programs that meet the needs of community members. Chouteau County Commissioners are stakeholders that directly influence the funding policies of CCPHD. As the body that approves the CCPHD budget, it is crucial that the County Commissioners have confidence in CCPHD as a responsive, effective, and credible organization. The Montana Department of Public Health and Human Safety influences CCPHD by providing state and federal funding and administering legislatively mandated and other statewide programs. It is imperative that CCPHD adopt a long-term budget planning process, prioritize the use of existing resources based on departmental goals, utilize innovative approaches for maximizing resources, and explore alternate funding sources. CCPHD will identify and acquire new funding sources based on priority needs as identified by strategic planning goals.

Funding Sources			
Action Step	Activity	Lead Person	Completion Date
Identify funding sources			
Stay current about funding at the local, state, and national level			

Promote long-term funding planning		
Expand the number of services that are billable		
Grants		
Action Step	Activity	Lead Person
Identify and apply for applicable grants		
Grant training (webinars, classes, websites)		