

# **DISTRICT HEALTH DEPARTMENT # 10 STRATEGIC PLAN**

## **Goal #1      Maintain excellence as a public health agency**

1. Objective – Monitor progress of Healthy People 2010
  1. Strategy –
    1. Review and analyze health status of District Health Department #10 and compare to state and national levels
    2. Develop programs to attempt to lower rates that are found to be higher than state and/or national levels
2. Objective – Evaluation of programs internally and externally
  1. Strategy –
    3. Maintain full accreditation
    4. Seek additional certification programs to evaluate the effectiveness of programs
    5. Annual review and revisions of program, policies and procedures
    6. Expand client satisfaction methods for a broader response
3. Objective – Maintain a qualified staff
  1. Strategy –
    7. Meet core competencies for public health professions
    8. Use of technology for efficient pro-active deliveries of services

## **Goal #2    Improve the health of our communities**

1. Objective – Maintain an adequate financial base; seeking appropriate funding levels
  1. Strategy –
    9. Education of community and state leaders on funding levels and needs
    10. Explore available grants and other funding sources
2. Objective – Ensure that the services of District Health Department #10 support the Mission Statement
  1. Strategy –
    11. Annual review of programs for need and their relevance to the Mission Statement
    12. Explore potential services that support the Mission Statement

## **Goal #3    Communicate with community partners and leaders to increase awareness of public health services, issues and concerns**

1. Objective – Marketing the services of the agency
  1. Strategy –
    13. Enhance and maintain website
    14. Active participation in community events
    15. Partnerships with community organizations
2. Objective – Involvement of Board of Health in promoting services of agency
  1. Strategy –
    16. Education of Board of Health on services and programs
    17. Encourage sharing of information at county level

**Goal #4 Maintaining a working environment that is driven by the Agency's core values**

3. Objective – Improve and expand communications within agency
  1. Strategy –
    18. Encourage staff input
    19. Better access to technology
    20. Improve communications within divisions to foster utilization of agency's services
    21. Train employees on effective communication techniques
4. Objective – Create an environment which fosters a positive attitude
  - a. Strategy –
    1. Empower staff to contribute and be a part of the outcome of their programs and services
    2. Recognition of the importance and value of our staff
    3. A working environment that provides opportunities for a healthy lifestyle