



HILL COUNTY HEALTH DEPARTMENT

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Public Health
Prevent. Promote. Protect.

Strategic Plan

2011-2014

Purpose

Our purpose is your good health. Together we:

- *Prevent* disease and injury
- *Promote* healthier choices
- *Protect* food, water, and air
- *Prepare* for emergencies.

We're always working for a safer and healthier community.

Values

We value:

- **Prevention and promotion.** Strategies that prevent disease and promote healthy living in healthy environments lead to long term benefits for everyone.
- **Customer service and accountability.** We provide services that are responsive and accountable to the community's needs.
- **Skilled and innovative employees.** A well-trained, dedicated and creative workforce is the foundation of our ability to assess and address the health of the community.
- **Collaboration.** Community partnerships produce well-supported and cost-effective health outcomes by bringing people, resources, and organizations together.
- **Data-driven, science-based services.** Effective public health interventions depend on the best and most up-to-date research and information available.
- **Social justice and diversity.** A healthy community recognizes that everyone's health matters equally, and that services and solutions must be accessible, affordable, and appropriate for all.

Mission

Our mission is that through collaborative efforts, we at the Hill County Health Department (HCHD) promote physical and emotional health, foster personal responsibility; prevent disease, injury, and disabilities; and protect the environment.

Vision

Our vision is to promote a vibrant community through physical, mental, and environmental wellness.

Through partnerships we will Influence the conditions that promote good health for everyone

because good health occurs when family and community environments provide all of us the opportunity for a healthy start and healthy choices where we live, learn, work, play, and worship.

Initiative 1 – Ensure public safety and increase community resilience

Strengthen the community's ability to prepare for, respond to, and recover from public health hazards.

In three years we will:

- Establish/maintain volunteer registry for Hill County
- Optimize surveillance systems
- Ensure that Hill County Emergency Preparation meets requirements and guidelines

Initiative 2 – Increase opportunities for healthy living

Prevent chronic disease by increasing access to health foods, increasing opportunities for physical activity and by empowering individuals to make the best possible health decisions.

In three years we will:

- Increase availability for healthy foods and opportunities for physical activity
- Promote a health focus in public policy and planning
- Increase health promotion, disease and injury prevention activities

Initiative 3 – Increase opportunities for every child to have a healthy start

Give children the best possible start by supporting healthy pregnancies, child safety and well-being.

In three years we will:

- Increase the number of Hill County businesses implementing policies that support breastfeeding
- Enhance network of peer mentors and health advocates that support women accessing prenatal care
- Maintain/support local collaborations that foster healthy/safe environments for children

Initiative 4 – Link public health, primary care, behavioral health, oral health, and community resources

Ensure quality, accessible health care by implementing preventive services and integrated health care.

In three years we will:

- Collaborate with health care organizations in their community needs assessment and benefits requirements
- Maximize prevention and wellness opportunities as funded by health care reform
- Actively participate in health care planning process to support integrated prevention services in our community

Initiative 5 – Demonstrate excellence in local public health practice and management

Support educational growth for our workforce, explore new and emerging technologies to share information with the community, and continue our performance management work.

In three years we will:

- Implement a quality improvement project
- Ensure that all programs will be tracking performance measures and reporting results to the Board of Health and the community
- Increase our staff knowledge, skills, and abilities in community collaboration and mobilization

