

Prairie County Public Health Department Strategic Plan

2011 - 2013

Compiled by Megan Olson, AmeriCorps VISTA, Prairie County Public Health Department

Prairie County Public Health Department Strategic Plan

Mission

Prairie County Public Health Department shall protect and promote the health and well-being of all people in Prairie County.

Vision

“Staying Healthy on the Prairie



PRAIRIE COUNTY PUBLIC HEALTH DEPARTMENT CORE VALUES

Respect

Integrity

Compassion

Teamwork

Partnering

Caring

Welcoming

Accountability

Prevention

Honesty

Helpful

Health Management

Productive

Dedicated

PRAIRIE 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 Prairie County.



Practice the three core competencies and the 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 Prairie County Public Health Department (PCPHD) 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 PCPHD 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 PCPHD's mission, vision, and values. Three overarching goals were discussed and developed to promote the mission and vision of PCPHD. Several brainstorming sessions were held to develop action steps for each of the goal areas. The PCPHD 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 PCPHD health nurse. Progress made on the strategic plan action steps will be shared with the Board of Health yearly and feedback will be collected.



STRATEGIC PLANNING PRIORITY AREAS

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

No single community agency can address all the social, economic, and behavioral issues that affect a community's health and well-being. Prairie County Public Health Department (PCPHD) 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. PCPHD 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 PCPHD 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. Prairie County Public Health Department will focus activities and resources on increasing awareness of the role and value of public health in Prairie County 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 Prairie County			
Disseminate information about WIC program to eligible families (articles, posters, school mailers)			

Strengthen Regional Partnerships (resources, information, questions).

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

Conduct regular meetings with Prairie County Commissioners.

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

about departmental activities.			
Complete customer Tracking Forms, Yearly Reports			
Emergency Preparedness Deliverable Summary Reports			

PRIORITY AREA NUMBER TWO

Commit to continuous quality improvement

The delivery of quality services and programs that reflects Prairie County Public Health Department's (PCPHD) 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. PCPHD 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 Prairie County Public Health Nurse Job			
Create job description for Prairie 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. Prairie County Commissioners are stakeholders that directly influence the funding policies of PCPHD. As the body that approves the PCPHD budget, it is crucial that the County Commissioners have confidence in PCPHD as a responsive, effective, and credible organization. The Montana Department of Public Health and Human Safety influences PCPHD by providing state and federal funding and administering legislatively mandated and other statewide programs. It is imperative that PCPHD 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. PCPHD 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	Completion Date
Identify and apply for applicable grants.			
Grant training (webinars, classes, websites)			