

# STRATEGIC PRIORITIES, GOALS, AND OBJECTIVES - ANNUAL 2018 UPDATE

Priority	Goal	Objective	2018 Updates	
<b>Partnerships</b>	Collaborate with partners to drive coordination in strengthening programs, improving service impact, and accomplishing our mission.	Compile comprehensive list of all existing partnerships and assess for alignment with agency priorities by June 2017.	This list was created in August 2017 and updated by supervisors in April 2018 and can be found in s: public: strategic plan:" 2018.	
		Establish new strategic partnerships to effectively leverage community resources to create awareness, promote accessibility, and strengthen service delivery	Hold 4 WCHD meetings annually, which include: <ul style="list-style-type: none"> <li>• 4 CHIP meetings; Review and update CHIP dashboard</li> <li>• 4 obesity taskforce meetings</li> <li>• 4 Emergency communication meetings</li> </ul>	It was determined by partners that it is not necessary to meet 4 times a year, but rather as needed basis. The CHIP 2017 updates are made as partners update us.
		Assess gaps in existing or needed partnerships and establish new partnerships by September 2017.	New partnerships 2017: PHSCO and the Addiction Response Collaborative "ARC" Steering Committee.	
		Take a leadership role in filling identified gaps by December 2017.	EPA grant 2016 & 2017 allow for BGSU partnership for mosquito control & surveillance.	
		Maintain a leadership role within the community and assess partnerships annually in December 2017, 2018, and 2019.	In 2017, became a member of the Public Health Service Council of Ohio "PHSHO" with 6 other counties.	
<b>Community Outreach</b>	Expand health promotion and awareness of public health services through outreach and engagement.	Formulate a plan, including budget for routine community engagement by April 2017.	This goal's schedule has been revised due in part to a change in outreach staff, addition of regional duties and development of new logo.	
		Implement community engagement plan by December 2017	X	
		Evaluate community engagement plan by January 2018	X	
		Revise and update community engagement plan annually	X	
	Increase awareness of the broad range of public health services available to all community members through increased marketing including social media.	Create a comprehensive marketing/branding plan including budget to increase awareness by September 2017.	This goal's schedule has been revised to delay implementation until new logo was developed.	
		Begin implementation of comprehensive marketing/branding plan by January 2018.	Planning has begun to create and implement new agency logo.	
		Evaluate comprehensive marketing/branding plan by January 2019.	X	
		Revise/update comprehensive marketing/branding plan in 2019 based on evaluation.	X	

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Finance	Allocate resources based on priorities and results.	Assess programs within Divisions for cost and alignment with priorities by March 2017, 2018, and 2019.	The Board of Health, Health Commissioner, and the division program Managers and Directors continuing to review the “Quarterly Program Detail” Financial Reports.
	Strive for excellence in financial responsibility and transparency.	Evaluate annually grant funding to assess benefit and impact of applying in 2017, 2018, and 2019.	A clean (“No Findings”) 2017 Financial Audit by the Board of Health, Health Commissioner, and the division program Managers and Directors continuing to review the “Quarterly Program Detail” Financial Reports.
		All fee based programs will be self-sustainable by December 2019.	Continued annual cost methodology for the fee based programs and adjusting the fees accordingly.
Technology	Use technology and data to improve public health awareness, services, and decisions.	Compile a list of data sources by June 2017.	List created in August 2017 and located in s: public: Strategic plan: 2017.
		Evaluate and assess missing data sources by December 2017.	No missing data sources at this time.
		Develop a plan including budget to fill gaps by June 2018.	No gaps identified at this time, therefore no plan or budget needs to be created in 2018.
		Implement plan by December 2018; Begin to use data for CHA, grant applications and decision making by December 2019.	X
		Review and update data sources by 2019.	X
	Expand IT systems to improve efficiency and reduce costs.	Use GIS to report health data on website by June 2017.	GIS mapping implemented through partnership with Wood County Engineers office in August 2016. Maptitude GIS mapping purchased for disease data tracking in 2016.
		Continue to identify and expand ways to use GIS as an informational and decision making tool by December 2018	X
		Use GIS to help inform the 2018 CHA.	X
	Provide high quality data as a resource for community partners and the public.	Make available data accessible on our website to staff and the public by December 2017.	On the WCHD website, under the Reports & Publications tab, are the Annual Report, CHA, CHIP, Audit, Strategic Plan, Performance Management dashboard and other reports.
		Update data available to staff and the public annually.	The reports listed above are updated annually or as they are needed.

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<b>Workforce &amp; Culture of Quality</b>	Foster a culture of continuous quality improvement by strengthening the public health workforce and applying innovative approaches to address current and emerging public health issues.	All staff will complete training in QI by June 2017.	HR email sent out on April 5 <sup>th</sup> to all staff for QI training “Initiating QI” and “QI in Healthcare”. All staff completed by May 5 <sup>th</sup> , 2017.
		All divisions will implement QI projects.	In QI meeting minutes dated 1-23-17, action item to implement every division to have one QI project per year. In 2017, all divisions but ENV had a project. In 2018, ENV has created one in process.
	Promote effective internal communication and collaboration to create a culture of trust and engagement.	Continue to implement the employee satisfaction survey annually each year (next iteration begins February 2017)	November 2017 Employee Satisfaction survey monkey conducted.
		Assess results of employee satisfaction survey and implement changes.	Communication amongst divisions was a concern, so QI staff committee was formed to address all divisions are having monthly, weekly or regular meetings with staff.
	Attract, develop and retain effective performers.	Review and update the Workforce Development Plan by December 2017	The Workforce Development Plan was updated and approved in May 2017.
		Implement updated Workforce Development Plan by January 2018.	The new plan has been implemented and trainings set by WFD committee agreed on for 2018.