

Public Health Strategic Planning Session 3

Held on 10/3/2017 in room EH Conference room

Public Health Strategic Planning Session 3 Agenda
Finalize our strategic priorities/directions
What will we do the first year?
90 day implementation steps: What, why, how, who, and when?

Finalize our strategic priorities/directions

Enhancing quality and delivery of services

- Use of text alerts for internal communication
- Use of text alerts for client communication
- Unified information on website
- Partner with other counties/agencies to explore new technology
- Website improvement task force
- Late/weekend clinics
- Increased community outreach campaigns
- Independent social media accounts
- More prominent social media presence
- Technology – social media – “just do it”
- Real client/community input on service delivery (time, technology, . . .)
- More outreaches
- Challenge restrictive policies
 - Have a plan
 - Use chain of command

Investing in a competent and resilient workforce

- Electronic tracking of training
- On-site tech training (smaller groups)
- Conversations with staff about skills needed to advance
- Involve front line staff in policy development
- Succession planning – standard agenda item – HSLT – ESLT
- Discuss succession planning with all staff (at all levels)
- Leadership training for all levels of staff
- Staff questions – provide resources not answers
- Proactive rather than reactive staffing solutions
- Staff ID area of training and set goals
- Define areas for professional development
- Culture of innovation
- Assistance with tuition for formal education
- Build ‘systems’ that support staff autonomy
- Allowing staff autonomy to make decisions
- Regular, inclusive team building/empowerment
- Staff PRN pools
- More flexibility in work hours/work week (e.g. 4-day week)
- Participate on state level committees, groups, and boards – to influence
- Equip staff to be more self-sufficient
- Evaluate how we spend our time
 - How many meetings we are in?
 - Beneficial?
 - Important enough?
- Creating hierarchy of communication and expectation
- Improved smarter approach to email
- Improving media request response/PSA

- Equip staff on how to manage time/schedules
- Mindfulness of competing roles
- Equip front desk to offer information for walk-ins

What will we do the first year?
90 day implementation steps: What, why, how, who, and when?

Year 1 Accomplishments				
Strategic Direction	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Enhancing Quality and Delivery of Services	Create a useful survey to measure community perception of services (population level)- <i>owners Fletch and Zo</i>	Approval and delivery of survey to measure community perception of services (population level)- <i>owners Fletch and Zo</i>	Embedding the HHS survey into our emails- <i>owners Dr. Posner and Jessica</i>	
Investing in a Competent and Resilient Workforce	Improving media request response/PSA – strengthen plan – <i>owner Christina</i>	Creating internal PH policy on expectations of communication and response *(involving front line staff and review)- <i>owner Ellis</i>		Evaluation of staff development needs. RT – address succession planning – <i>owner Jessica</i>
	Train EH front desk on how to deal with walk-ins (creating a formal process)- <i>owner David & Tracy</i>			
	Internal Program analysis of meetings. Benefits? ROI? Appropriate agendas? – <i>owner Dr. M</i>			

Owners will create their 90 Day Implementation Plans for each Accomplishment and report out progress at the Public Health Leadership Team meetings on a regular basis.