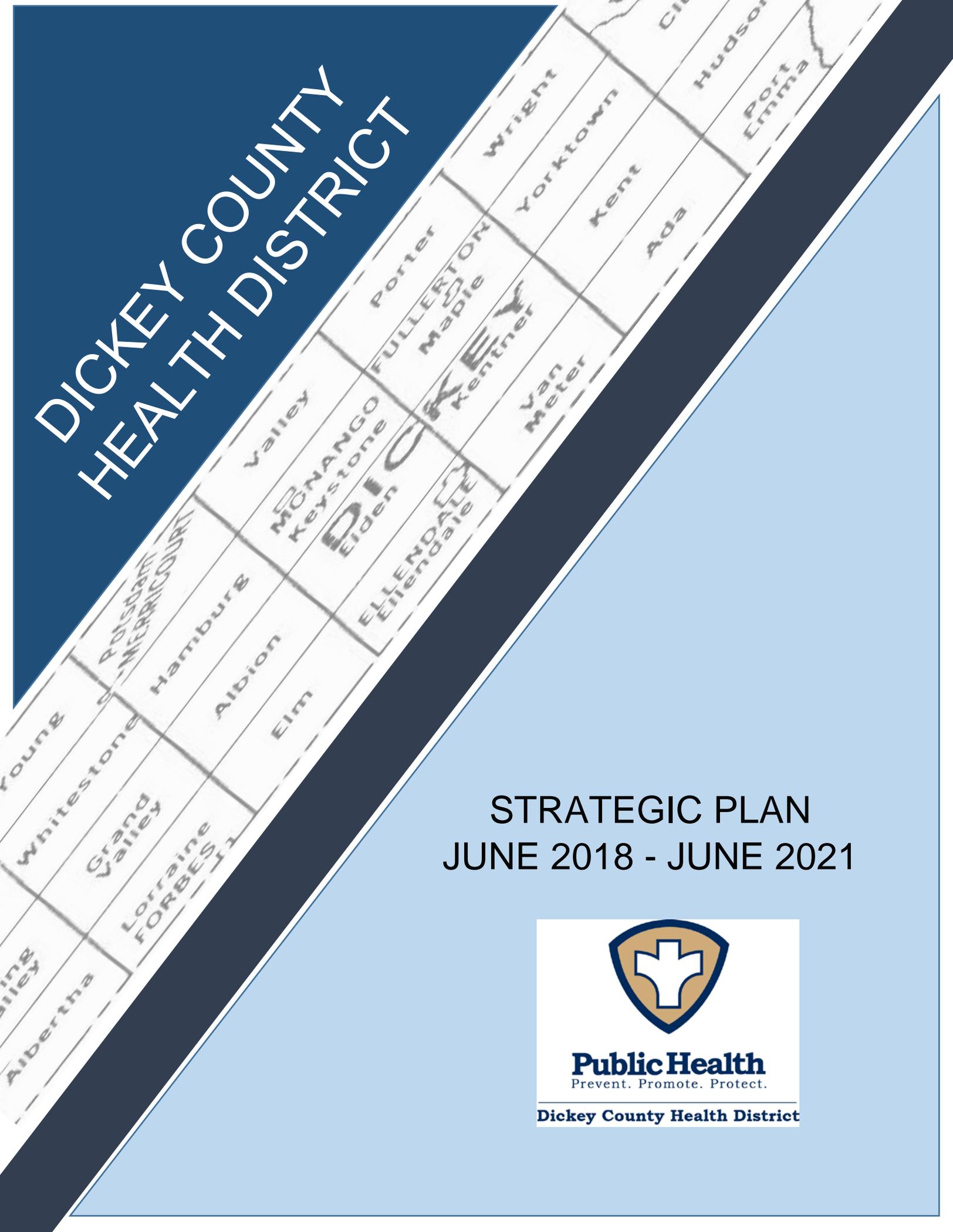


DICKEY COUNTY HEALTH DISTRICT



STRATEGIC PLAN JUNE 2018 - JUNE 2021



Public Health
Prevent. Promote. Protect.

Dickey County Health District

Mission Statement

Building healthy communities by protecting the people and promoting healthy lifestyles.

Vision

Working together to live healthier lives.

Values

Accountability-We hold ourselves accountable and encourage the same of our partners.

Collaboration-We value our partners and recognize our independence and interconnectedness.

Compassion-We treat everyone with dignity and respect.

Competence-We strive for excellence in all that we do.

Integrity-We adhere to high ethical and professional standards.

10 Essential Public Health Services

1. Monitor health status to identify and solve community health problems.
2. Diagnose and investigate health problems and health hazards in the community.
3. Inform, educate, and empower people about health issues.
4. Mobilize community partnerships and action to identify and solve health problems.
5. Develop policies and plans that support individual and community health efforts.
6. Enforce laws and regulations that protect health and ensure safety.
7. Link people to needed personal health services and assure the provision of health care when otherwise unavailable.
8. Assure competent public and personal health care workforce.
9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services.
10. Research for new insights and innovative solutions to health problems.

Key Stakeholders

- Board of Health
- Clients
- Clinics
- Coalition Members
- Community Members
- Elected Officials
- Emergency Management
- Employees
- Hospital
- Long Term Care Facilities
- Media
- ND Public Health Departments
- Parents of Local School-Aged Children
- Pharmacies
- Schools
- Social Services

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Letter from Board of Health Chairman

It is my pleasure to provide you with the Dickey County Health District's Strategic Plan 2018-2020. This in-depth plan outlines the priorities that were determined in the planning process. The two-year plan provides specific goals, objectives and actions that are essential in reaching the desired outcomes for our communities.

It also includes new strategies around collaboration, communication, and community awareness. The strategic planning process helped provide a roadmap of the current issues facing the department and the communities. The plan prioritizes the efforts and aids bringing the vision to life.



Sincerely,

Joel Hamar
5-30-18

Joel Hamar

Dickey County Health District
Board of Health Chairman

The Dickey County Health District Board of Health commits itself, staff and fundamental resources to implement and accomplish the goals in the 2018-2020 Dickey County Health District Strategic Plan.

Board of Health

Joel Hamar
Chairman

Jim Billey
Vice Chairman

John Hokana
County Commissioner

Marke Roberts
County Commissioner

Thor Sand
County Commissioner

Jean Schmaltz
County Representative

Dean Simek
County Commissioner

Dr. Rup Nagala
Medical Director

Strategic Planning Members

Joel Hamar
Board of Health Chairman

Roxanne Holm
Administrator

Laurie Wang
Director of Nursing

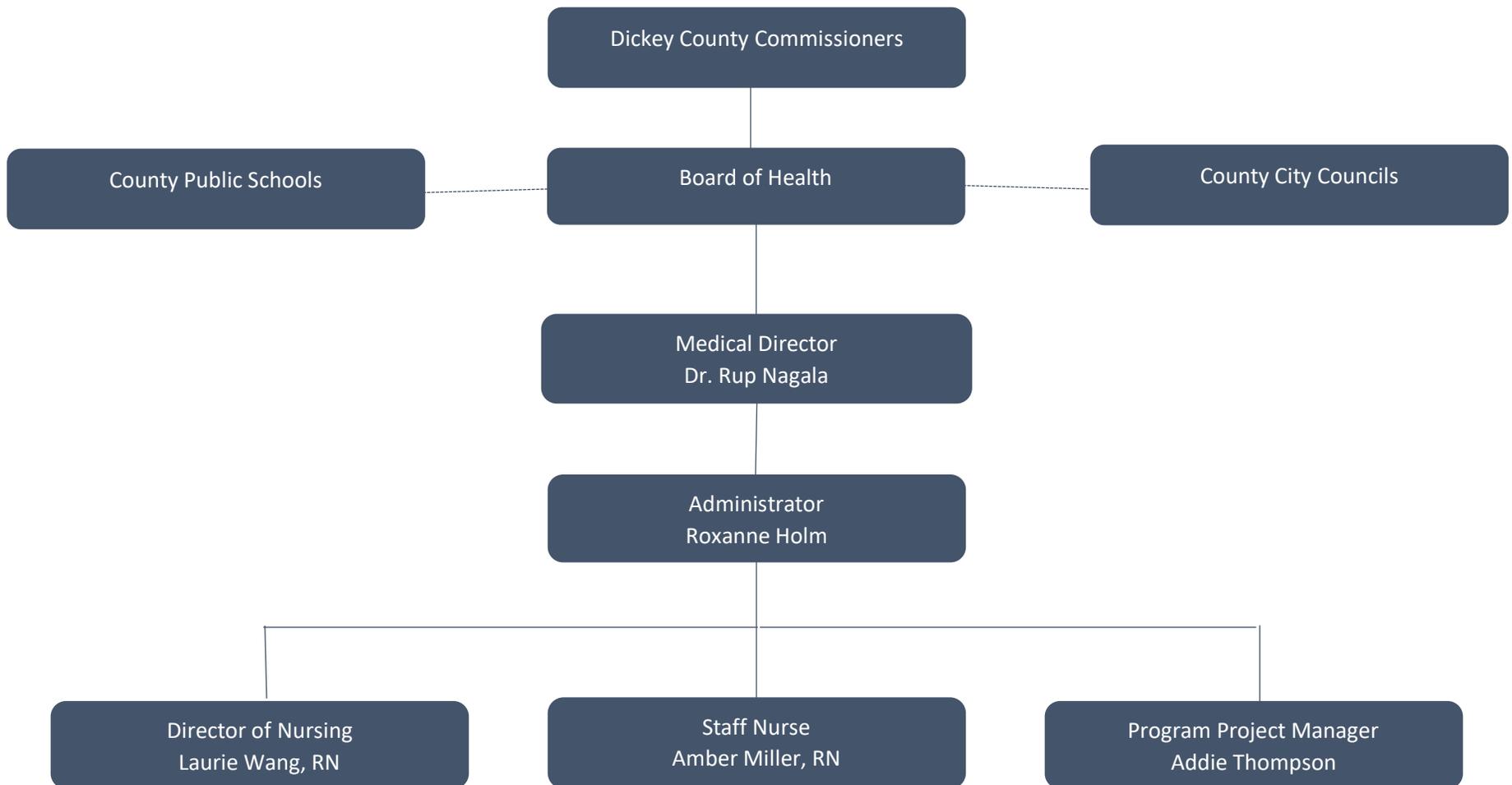
Amber Miller
Staff Nurse

Autum Thompson
Program Project Manager

Logan Wang
2018 Graduate BSN Nursing

Charles Russell
DC Emergency Management Director

Deb Tank
Aging Services Social Worker-Dickey County



————— Indicates direct authority
- - - - - Indicates collaboration

Agency Overview

On September 1, 1999, Dickey County Health District (DCHD) began serving the people of Dickey County. The health unit was complete with a staff of 2, a part-time administrator and a part-time registered nurse. Dickey County was one of the last 4 counties in North Dakota that did not have a public health unit. The ND Legislature mandated that the all counties in North Dakota would have public health by 2001. The county government leaders were very pro-active and formed the health two years prior to the deadline. DCHD is located in Ellendale, North Dakota, the county seat of Dickey County. Situated in rural Southeast North Dakota, Dickey County is the home to 5064 people.

Dickey County Health District currently employs 4 full-time staff. Programs offered by DCHD include:

- Nursing Services
 - Immunizations
 - In-Home visits, medication set-up
 - Foot Care
 - Health Education Presentations
 - Health Tracks
 - Maternal/Child Visits
- School Health
- Tobacco Prevention
- Child Passenger Safety, Car Seat Safety
- Emergency Planning, in conjunction with Dickey County Emergency Management
- Community Services/Outreach (Stepping on, Diabetes Prevention Program, and Teen Impact driving)
- Women Infant & Children (WIC) supplemental nutrition, in partnership with Dickey-LaMoure WIC program
- Environmental Health, in partnership with Central Valley Health District
- Workplace Wellness

Dickey County Health District also has representation on the Dickey County Child Protection Team, Dickey-Sargent Housing Authority Board, Behavioral Health Task Force, and the Patient and Family Advocacy Council.

A Board of Health and a Medical Director govern the Dickey County Health District. The Board of Health meets quarterly and as needed.

Strategic Priorities

Our strategic priorities and goals reinforce our mission and are conducive in providing the best public health services in the Dickey County communities.

Financial Stability: In order to continue doing quality work efficiently, Dickey County Health District needs to be fiscally solvent. We rely on current mill levy, federal funding, and grants. We will capitalize on the services currently provided and on our competent staff. All staff will be aware of our financial status.

Increase Knowledge of Public Health in Our Communities: An educated, well-informed community is essential to a successful health department. We will use our communication outreach efforts and branding strategy to increase the knowledge of public health in our communities.

Practice Collaborative Partnerships: Collaboration allows us to strengthen our involvement in local partnerships and expand our individual and collective knowledge of current issues within our community. We can work together to find solutions to these issues.

Promote Viable Health Programs: By collaboration with key stakeholders, Dickey County Health District will raise awareness of programs offered to address and evaluate the current and future needs of our communities.

The Strategic Planning Process

Laying the Groundwork for Strategic Planning:

A decision to go ahead with the strategic plan was made when Dickey County Health District (DCHD) was notified of the health unit's selection of the ASI award on September 29, 2017. The DCHD administrator and program project manager established an overview of the strategic planning process and a timeline for the project.

A strategic planning committee was formed after careful consideration at an all staff meeting to determine key stakeholders. All staff completed training on MAPP, Strategic Planning and Opportunities for Hospital, and Local Health Department Collaboration for Community Health Assessment and Improvement Planning on the NACCHO website. Leadership also completed Conducting a Local Health Department Strategic Planning Process that was available on the NACCHO website.

The fiscal and administrative management collected available data. Data reviewed included detailed history of budgets, grants, funding, program participation numbers and census data.

A draft timeline was put into place to complete the strategic plan.

Monthly meetings were held over a period of 6 months.

Developing Mission, Vision and Values Statements:

The planning committee met several times to discuss mission, value, and vision statements. The statements were introduced and defined. The work that DCHD does and the programs that exist were analyzed. Extensive discussion was held on the future of the health unit and sustainability.

Compiling Relevant Information:

A SWOT Analysis was conducted and internal strengths and weaknesses were identified. External opportunities and threats were also identified during this process.

Analyzing Results and Selecting Strategic Priorities:

The data collected was reviewed and the top strategic issues were identified. These issues will be included in the strategic plan.

Developing the Strategic Plan:

Plans to address the priorities were developed and the strategies formed. General goals and SMART objectives defined and assigned to appropriate staff.

SWOT Analysis

Below is a detailed SWOT Analysis of the internal and external factors that affect Dickey County Health District.

Strengths	Weaknesses
Immunization practices Dedicated, competent, compassionate, and professional staff Communication efforts Collaborative efforts Community partnerships Partnership with Central Valley Health District Environmental Health Division Strong fiscal and administrative management Continuous quality improvement	Reliance on grant funding Revenue Money not always tied to outcomes Lack of CHA/CHIP Lack of time during peak times of the year Efficiency efforts
Opportunities	Threats
Partnership with local hospital for CHA/CHIP CHA/CHIP process could eliminate multiple providers offering same services Local partnership with key stakeholders to host educational community events: Bike Rodeo, Car Seat Check-up, Teen Impact Driving	Stigma that Public Health services are “free” Stigma that Public Health is “only for welfare” Public awareness of services provided Multiple providers offering same services Federal Funding-Medicaid, MCH

Tracking our Progress

The Strategic Plan will be reviewed annually by the strategic planning team and the Board of Health. All updates will be noted with reasons for any adjustments made.

Date of Review	Goal Change	Objective Changed	Reason for change

Financial Stability: In order to continue doing quality work efficiently, Dickey County Health District needs to be fiscally solvent. We rely on current mill levy, federal funding, and grants. We will capitalize on the services currently being provided and on our competent staff. All staff will be aware of our financial status. (Will link to CHA and QI Plans when complete)

Goal: Maintain and Explore Revenue Sources

Objectives	Measures	Action Steps	Time Frame	Person Responsible	Status
<p>Objective 1: By December 31, 2020, increase Dickey County Health District revenue by 5%.</p>	<p>Baseline: 435,529.00 (2017) Target: 457,306.00 (2020)</p>	<ul style="list-style-type: none"> • Educate staff on billable services • Educate staff on CPT coding • Negotiate individual contracts with insurance companies • Review current services offered to ensure maximum reimbursement • Review and update fees annually 	<p>Start: 7/1/2017 End: 12/31/2020</p>	<p>All staff</p>	

Notes:

<p>Increase Knowledge of Public Health in our communities: An educated, well-informed community is essential to a successful health department. We will use our communication outreach efforts and branding strategy to increase the knowledge of public health in our communities.</p>					
<p>Goal: Increase Health Department Visibility</p>					
Objectives	Measures	Action Steps	Time Frame	Person Responsible	Status
<p>Objective 1: By December 31, 2020, DCHD will consistently post 10-12 times a month to Social Media.</p>	<p>Baseline: 3 posts per month Target: 10-12 posts per month</p>	<ul style="list-style-type: none"> Evaluate # reached Conduct staff education Collaborate with regional partners 	<p>Start: 7/1/2018 End: 12/31/2020</p>	<p>All Staff</p>	
<p>Objective 2: By December 31, 2020, DCHD will develop and distribute quarterly publications to county residents.</p>	<p>Baseline: 0 Target: 1000</p>	<ul style="list-style-type: none"> Develop newsletter template Conduct staff meetings to determine newsletter content Track number of newsletters distributed 	<p>Start: 7/1/2018 End: 12/31/2018</p>	<p>All Staff</p>	

<p>Objective 3: By December 31, 2020, DCHD will create an organizational branding strategy.</p>	<p>Baseline: 0 Target: 1 Branding Strategy</p>	<ul style="list-style-type: none"> • Communicate DCHD brand to specific stakeholders • Review branding strategy annually • Enhance current website, traditional, and social media to include DCHD brand • All DCHD communications will include brand 	<p>Start:7/1/2018 End:12/31/2018</p>	<p>All Staff</p>	
<p>Notes:</p>					

<p>Practice Collaborative Partnerships: Collaboration allows us to strengthen our involvement in local partnerships and expand our individual and collective knowledge of current issues within our community. We can work together to find solutions to these issues.</p>																	
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<p>Objective 2: By December 31, 2020, DCHD will increase collaboration partnerships by 50%.</p>	<p>Baseline: 2 Target: 3</p>	<ul style="list-style-type: none"> • Partner with local hospital to conduct CHA and CHIP • Team with regional partners to sustain an effective septic system installation program • Collaborate with local schools to increase health education & services • Partner with local medical clinics to increase patient referrals & services 	<p>Start: 7/1/2018 End: 12/31/2018</p>	<p>All Staff</p>	
<p>Notes:</p>					

<p>Promote viable public health programs: By collaboration with key stakeholders, DCHD will raise awareness of current programs offered to address the current and future needs of our communities.</p>					
<p>Goal: Increase Public Health Services provided.</p>					
Objectives	Measures	Action Steps	Time Frame	Person Responsible	Status
<p>Objective 1: By December 31, 2020, DCHD will increase communications with medical providers to promote and sustain programs.</p>	<p>Baseline: 10% Target: 100%</p>	<ul style="list-style-type: none"> • Provide materials • Partner with medical providers to increase patient referrals & services • Conduct meetings with appropriate key stakeholders. • Evaluate impact 	<p>Start: 7/1/2018 End: 12/31/2018</p>	<p>All Staff</p>	
<p>Objective 2: By December 31, 2020, DCHD will increase programs within local schools.</p>	<p>Baseline: 4 Target: 6</p>	<ul style="list-style-type: none"> • Provide educational materials • Develop new programs 	<p>Start: 7/1/2018 End: 12/31/2018</p>	<p>All Staff</p>	

<p>Objective 3: By December 31, 2020, DCHD will increase communication with the local business communities to promote programs.</p>	<p>Baseline: 5 Target: 8</p>	<ul style="list-style-type: none"> • Contact businesses • Conduct face-to-face meetings 	<p>Start: 7/1/2018 End: 12/31/2018</p>	<p>All Staff</p>	
<p>Notes:</p>					