

Yolo County Health Department Strategic Plan 2012-2015

Vision, Mission, Core Values and Strategic Priorities

Vision

- To enhance the quality of life for all of Yolo County.

Mission

- The Yolo County Health Department promotes health & wellness, prevents disease & injury, and protects people & the environment.

Tag Line

- *Enhancing the quality of life for all of Yolo County.*

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Core Values

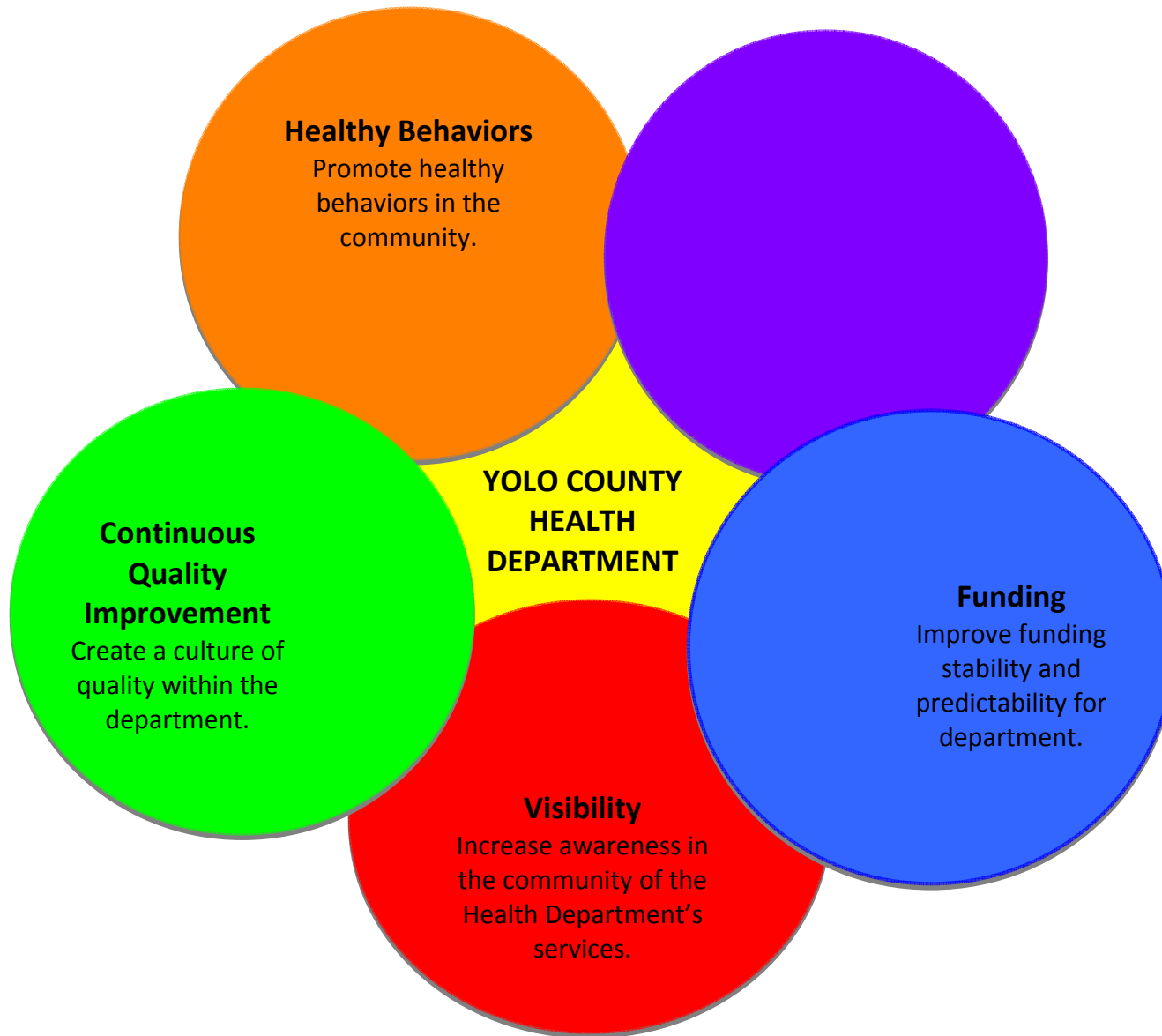
- We value a Culture of Quality in which we:
 - Value and promote the mission of public health
 - Serve the entire community with compassion
 - Contribute to the economic vitality and health equity in the community
 - Foster partnerships throughout the community to integrate and enhance health services
 - Engage our community as Ambassadors of the County and Department
 - Provide service that is evidence based and innovative, responsive and proactive
 - Make fiscally responsible and accountable decisions
 - Work in a professional, productive and positive environment; proud of the difference we make each day.

- We adhere to the three Core Public Health Functions
 - Assurance
 - Policy Development
 - Assessment.

- We implement the ten Essential Public Health Services
 1. Monitor health status to identify 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 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 a competent public health and personal healthcare 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.

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Priority Areas and Strategic Priorities



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Strategic Plan 2012-2015: Summary

Priority Area	Strategic Priority	Major Activities
Healthy Behaviors	Promote healthy behaviors in the community.	<ol style="list-style-type: none"> 1. Assess top priority health risks in Yolo County. 2. Develop evidence-based interventions to address high priority areas. 3. Develop annual performance measures by Branch/Division. 4. Incorporate healthy behaviors and prevention in all programs. 5. Educate leaders to encourage policy development that promotes healthy behaviors in the community. 6. Mobilize community stakeholders to incorporate prevention and health behaviors into their activities. 7. Secure funding for key issues through coordination with grant team.
Visibility	Increase awareness in the community of the Health Department's services.	<ol style="list-style-type: none"> 1. Conduct current coalition survey. 2. Create annual calendar to promote department activities to the public. 3. Utilize electronic staff communications and public and social media to promote department services to include mission and vision. 4. Review, update and distribute Health Department brochure. 5. Electronic reporting of communicable diseases and illnesses on website. 6. Record and track public inquiries. 7. Develop and conduct staff training, including new employee orientation. 8. Utilize media to promote Health Department activities. 9. Develop and distribute an annual report.
Continuous Quality Improvement	Create a culture of quality within the Department	<ol style="list-style-type: none"> 1. Develop and enhance QUEST role. 2. Create a Quality Improvement Plan 3. Develop data collection and reporting tools including a customer satisfaction survey. 4. Create Continuous Quality Improvement Project Teams in 3 programs within the department. 5. Provide high value services quickly and efficiently. 6. Develop a plan to obtain national public health accreditation.
Funding	Improve funding stability and predictability for the department.	<ol style="list-style-type: none"> 1. Obtain additional targeted revenues, grants, fees and other sources of new revenue. 2. Increase staff awareness and involvement in our funding stability, with everyone looking for savings throughout department. 3. Analyze/improve fiscal efficiency of systems and seek out returns on our existing investments. 4. Analyze county changes that are based on efficiency and department utilization and request accountability for changes in charges. 5. Minimize financial risks to the department. 6. Identify and implement opportunities for consolidation resulting in cost savings.
Work Environment	Support a strong and positive social and physical work environment.	<ol style="list-style-type: none"> 1. Treat all employees with respect, monitoring through a baseline and follow-up survey after 6 months showing improvement. 2. Show recognition of employee accomplishments and good performance, with immediate recognition by certificate or email. 3. Create safe avenues of communication without retaliation, to ameliorate fear based on history. 4. Value employees as an asset to Yolo County. 5. Provide tools and technology needed for effective, efficient work. 6. Create and implement a plan for staff and leadership development to emphasize importance of opportunities for career advancement.

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PRIORITY AREA:	HEALTHY BEHAVIORS		
STRATEGIC PRIORITY:	Promote healthy behaviors in the community.		
OUTCOMES:	<ul style="list-style-type: none"> • Identify top health priorities based on health issue. • Develop key policies to impact healthy behaviors' strategies. • Measure and report progress annually. • Annually assess to assure meeting goal. 		
Major Activities		Champions	Timeline
1. Assess top priority health risks in Yolo County.		T. Wilson C. Sandrock	7/1/2012 and annually there after
2. Develop evidence-based interventions to address high priority areas.		C. Sandrock	9/30/2012
3. Develop annual performance measures by Branch/Division.		J.Babb L. Lindbo D. Gilliam J. Buzolich	3/1/2012 and annually thereafter
4. Incorporate healthy behaviors and prevention in all programs.		C. Sandrock	1/1/2013
5. Implement community strategies designed to educate leaders to encourage policy development that promotes healthy behaviors in the community.		C. Sandrock	6/30/2013
6. Mobilize community stakeholders to incorporate prevention and health behaviors into their activities.		J. Cook C. Sandrock	12/31/2013
7. Secure funding for key issues through coordination with grant team.		J. Cook J. Babb J. Buzolich T. Wilson	7/1/2012 and ongoing

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PRIORITY AREA:	VISIBILITY		
STRATEGIC PRIORITY:	To increase awareness in the community of the Health Department's services.		
OUTCOMES:	<ul style="list-style-type: none"> • Identification of opportunities to increase partnerships. • Addition of Facebook, Twitter to outgoing emails. • Maintenance and updating of website. • Board of Supervisors updates. • Develop FAQs • New employee orientation. • Program updates for all staff • Employee Spotlight. • Annual Report. 		
Major Activities	Champions	Timeline	
1. Conduct current coalition survey.	T. Lucchesi	1/31/2012	
2. Create annual calendar to promote department activities to the public.	J. Pinnow	2/29/2012	
3. Utilize electronic staff communications and public and social media to promote department services.	D. Carey B. Gabor	4/30/12	
4. Review, update and distribute Health Department brochure.	J. Cook A. Meneghetti	6/30/2012	
5. Electronic reporting of communicable diseases and illnesses on website.	T. Wilson	12/31/2012	
6. Record and track public inquiries.	T. Lucchesi H. Tan	12/31/2012	
7. Develop and conduct staff training, including new employee orientation.	D. Gilliam J. Cook L. Lindbo	Every six months All staff meetings 4/2012 start	
8. Utilize media to promote Health Department programs, services and activities.	J. Cook B. Gabor	1/1/2013	
9. Develop and distribute a department wide annual report.	J. Cook C. Sandrock T. Wilson	12/31/12 & annually	

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PRIORITY AREA:	CONTINUOUS QUALITY IMPROVEMENT		
STRATEGIC PRIORITY:	Create a culture of quality within the department.		
OUTCOMES	<ul style="list-style-type: none"> • Plan for attaining national Public Health Accreditation • QUEST charter • CQI Training leadership & staff • Community needs assessment and quality improvement plan • Develop a department wide dashboard to track data. 		
<i>Major Activities</i>	<i>Champions</i>	<i>Timeline</i>	
1. Develop and enhance QUEST role.	J. Cook	2/1/2012	
1.1 Develop department wide structure for continuous quality improvement.	J. Cook QUEST	12/2012	
1.2 Build on existing institutional knowledge	QUEST	7/1/2015	
1.3 Identify department wide baseline, including deficiencies, and correct and improve compliance.	QUEST	6/30/2012	
1.4 Incorporate PDCA model of rapid cycle improvement into work.	J. Cook	6/30/2013	
1.5 Process improvement: Collaborate and expand on what works from other parts of the department and from other counties.	Supervisors	12/31/12	
1.5.1 Reevaluate what we have been doing.	QUEST	6/30/2012	
1.5.2 Recognize best practices.	QUEST	6/30/12	
1.6 Empower QUEST to lead QI.	J. Cook	7/31/12	
2. Create a Quality Improvement Plan.	J. Cook QUEST	12/31/12	
3. Develop data collection and reporting tools, including a customer satisfaction survey.	J. Cook QUEST	12/31/12	
4. Create Continuous Quality Improvement Project Teams in 3 programs with the department.	J. Cook QUEST	12/31/12	
5. Provide high value services quickly and efficiently.	QUEST	Ongoing	
5.1 Develop evaluation tool for customer satisfaction.	J. Cook L. Lindbo	10/31/12	
6. Develop a plan to obtain national public health accreditation.	J. Cook C. Sandrock Board of Supervisors	7/1/2012	
6.1 Designate department lead for PHA.	J. Cook		
6.2 Obtain funding for PHA.	J. Cook		

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PRIORITY AREA:	FUNDING		
STRATEGIC PRIORITY:	Improve funding stability and predictability for the department.		
OUTCOMES:	<ul style="list-style-type: none"> • Eliminate annual shortfalls. • Provide cost-benefit analysis. • Implement efficient tools and technology. 		
Major Activities	Champions	Timeline	
1. Obtain additional targeted revenues, grants, fees and other sources of new revenue.	J. Babb J. Cook J. Buzolich	12/31/2012	
2. Increase staff awareness and involvement in our funding stability, with everyone looking for savings throughout department.	J. Cook J. Buzolich	1/1/2012 ongoing	
3. Analyze/improve fiscal efficiency of systems and seek out returns on our existing investments.	J. Cook J. Buzolich	12/31/12	
4. Analyze county changes that are based on efficiency and department utilization and request accountability for changes in charges.	J. Buzolich	12/31/2012	
5. Minimize financial risks to the department.	J. Cook J. Buzolich	On-going	
6. Identify and implement opportunities for consolidation resulting in cost savings.	J. Cook	On-going	

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PRIORITY AREA:	WORK ENVIRONMENT		
STRATEGIC PRIORITY:	Support a strong and positive social and physical work environment.		
OUTCOMES:	<ul style="list-style-type: none"> • Staff feels respected and supported • Health Department employees deliver excellent services to the community • Employee retention and recruitment is improved 		
<i>Major Activities</i>	<i>Champions</i>	<i>Timeline</i>	
1. Treat all employees with respect, monitoring through a baseline and follow-up survey after 6 months showing improvement.	J. Cook C. Sandrock Transition Team	Quarterly and ongoing	
2. Show recognition of employee accomplishments and good performance, with immediate recognition by certificate or email.	Supervisors	Ongoing	
3. Create safe avenues of communication without retaliation, to ameliorate fear based on history.	Supervisors Transition Team	Ongoing	
3.1 Supervisors/managers provide assurance of no retaliation.	Supervisors	Ongoing	
3.2 Management initiates ongoing contact directly with employees.	Managers	Ongoing	
3.3 Continue transition team as a liaison team, with rotation or term with experts or representatives, not only for communication.	J. Cook C. Sandrock	Ongoing	
4. Value employees as an asset to Yolo County.	Supervisors	Ongoing	
4.1 Utilize a quarterly monitoring meeting to evaluate work environment.	Transition Team	4/1/2012 & then quarterly	
5. Provide tools and technology needed for effective, efficient work.	J. Cook J. Buzolich D. Carey	2/28/2012	
6. Create and implement a plan for staff and leadership development to emphasize importance of opportunities for career advancement.	J. Cook L. Lindbo	6/30/2012	