

Polk County Health Center Strategic Plan

2011

[The 2008 Strategic Plan for the Polk County Health Center was reviewed on June 4, 2011 and the updated revised plan is presented in this document.]

Strategic Issue:

A public health system is strengthened when a local agency can assure its capacity to perform Core Public Health Functions. Polk County Health Center must have well trained personnel, focused on the provision of essential public health services and capable of responding appropriately to public health needs of the community. Without such a staff, public health issues cannot be effectively addressed.

The general public has many misconceptions regarding public health, including the services provided by a public health agency as well as who qualifies for these services. This can result in under-utilization of services by those who need access to care. Education and outreach are necessary to assure that provision of care is provided.

Information disseminated accurately and effectively is a key factor in maintaining a healthy community. Current and accessible information that tracks community health status can be accomplished most effectively by utilizing technology. Knowledge and use of current technology is vital to collection and analysis of information, an important component of core public health functions.

All Polk County Health Center staff has access to computers. All workstations have been wired or have wireless capabilities and there is a Microsoft Server to maintain all programs and data in a central location. The Polk County Health Center is currently equipping the network to run more efficiently and allow for regular backup of all data.

Health promotion and protection requires continued assessment, community collaboration, and planning to provide quality, effective services. Assessment of community needs and development of strategies to meet those needs is an ongoing process and can be better accomplished through community collaboration. Polk County Health Center is responsible for the public health piece of the community's plan.

Without all components of basic core public health functions in place, a community's health status can diminish and access to care for the vulnerable population cannot be assured. Communicable disease control, a recognized public health priority, must be effectively implemented to avoid increased death rates among the population at risk—generally the elderly and very young.

The Polk County Health Center must continue to focus on its vision and mission as it develops strategies to carry out the public health responsibilities with which it has been charged.

Goal 1: Continue to Strengthen the Capacity of Polk County Health Center

Outcomes for Goal 1:

1. Highly trained staff, capable of carrying out core public health functions.
2. Improved access to accurate and timely health information.

Outcome #1: Highly trained staff, capable of carrying out public health functions.

Objective:

To increase to 100% the number of Polk County Health Center staff who have completed training necessary to assure the capacity to carry out basic core public health functions.

Strategies:

1. Continue to incorporate training requirements into employee performance appraisal.
2. Provide training opportunities necessary to meet staff needs.
3. Document training completed by individual staff and agency as whole.
4. Make training needs a priority in local budget.
5. Cross-train staff

Outcome #2: Improved access to accurate and timely health information health information.

Objective:

To increase capacity at Polk County Health Center to manage and disseminate public health data.

Strategies:

1. Establish current capacity baseline.
2. Develop and/or customize data base system to improve information access.
3. Collect and manage data needed to carry out core functions.
4. Produce reports that can improve planning, credibility and public education.

Goal 2: Strengthen the WIC Program

Outcomes for Goal 2:

1. Streamline the process and become more efficient.
2. Increase WIC caseload.

Outcome #1: Streamline the process and become more efficient.

Objective:

To decrease the client's waiting time for their appointment.

Strategies:

1. Increase effective staff communication to increase staff proficiency.
2. All communication tools are utilized by staff to increase communication.
3. Increase staff support in client rooms as needed.

Outcome #2: Increase WIC caseload.

Objective:

Increase community knowledge regarding availability and qualification of the WIC program.

Strategies:

1. Outreach to new parents with income guidelines and program brochures.
2. Update educational outreach materials and displays.
3. Provide WIC information at more community events.
4. Provide education to area physicians and community members regarding the WIC program

Goal 3: Increase Utilization of Lab Services

Outcomes for Goal 3:

1. Increase the lab services for environmental health.
2. Increase the lab services for community health.

Outcome #1: Increase the lab services for environmental health

Objective:

To increase lab testing for environmental health.

Strategies:

1. Community education regarding the availability of environmental testing services.
2. Increase types of environmental tests available.

Outcome #2: Increase lab services for community health.

Objective:

Increase public awareness regarding the types of lab services available.

Strategies:

1. Promote lab services to free clinic clients and to general public at community events.
2. Educate area health care providers regarding lab services available.

Goal 4: Improve and Strengthen the Technology of the Health Center

Outcomes for Goal 4:

1. To improve the overall approach of handling sensitive information.
2. To improve the overall use of technology and networking.

Outcome #1: To improve the overall approach of handling sensitive information.

Objective:

Improve the handling of sensitive information to prevent identity theft.

Strategies:

1. Post and review on a regular basis HIPPA regulations
2. To review and update plans for handling sensitive information.

Outcome #2: To improve the overall use of technology and networking.

Objective:

To improve the networking of computers by centralizing all programs and data to one area for easy backup and to maintain and implement industry technology standards.

Strategies:

1. Implement policy and procedures for regular backup of data.
2. Migrate to a mobile platform
3. Implement more web-based applications.
4. Replace a third of computers and update annually as needed.

Goal 5: Improve Health Promotion and Prevent Health Risk

Outcomes for Goal 5:

1. To Improve and Strengthen Health Promotion
2. To Improve the Education of Health Risk Prevention

Outcome#1: To Improve and Strengthen Health Promotion

Objective:

To strengthen the current health promotion programs by hiring and training staff, collecting community data to assess needs and disseminate information more effectively.

Strategies:

1. Train another Car Seat Technician and increase all staff knowledge of car seat safety.
2. Provide consistent health messaging with all media outlets.
3. Data Collection and Management – Utilize PCHC as a resource center. Identify other sources. Assign a point person to increase collection and coordination of data.

Outcome#2: To Improve the Education of Health Risk Prevention

Objective:

To improve the overall marketing of all health risk prevention programs within the community and among the health center staff.

Strategies:

1. Marketing of Emergency Preparedness Programs – Ready in Three.
2. Marketing of Environmental Health Programs.
3. Develop and maintain a list of mental health providers for referral.
4. Continue staff training on health risk prevention.
5. Increase availability of parenting classes and life skill education.

Goal 6: Increase Immunizations Rates

Outcomes for Goal 6:

1. To increase the immunization rate of children in Polk County.
2. Improve coordination and collaboration efforts with area providers for immunizations.

Outcome #1: To increase the immunization rate of children in Polk County.

Objective:

Achieve greater than 70% overall rate for childhood immunizations.

Strategies:

1. Provide immunizations to children at daycare centers, head starts, and kindergarten roundup.

2. Provide additional training for staff on vaccine intervals to avoid invalid doses.
3. Send postcard reminders for immunizations to parents of children under the age of 5.

Outcome #2: Improve coordination and collaboration efforts with area providers for immunizations.

Objective:

Increase knowledge to area providers regarding childhood immunizations.

Strategies:

1. Inform area providers of immunization clinics scheduled at PCHC.
2. Send area providers updated vaccination schedules and requirements.
3. Send out press releases for immunizations.

This strategic plan is a collaborative effort of the staff of Polk County Health Center and community partners as a guide for provision of core public health services that promote and protect the health and safety of the people of Polk County. This Strategic Plan approved by the Polk County Health Center Board of Trustees.