



# Our Road to PHAB:

## *A Strategic Planning Work Session*

Chelsea Moxlow

Health Promotion Coordinator / Accreditation Coordinator

Livingston County Board of Commissioners

Board Meeting

December 14, 2015

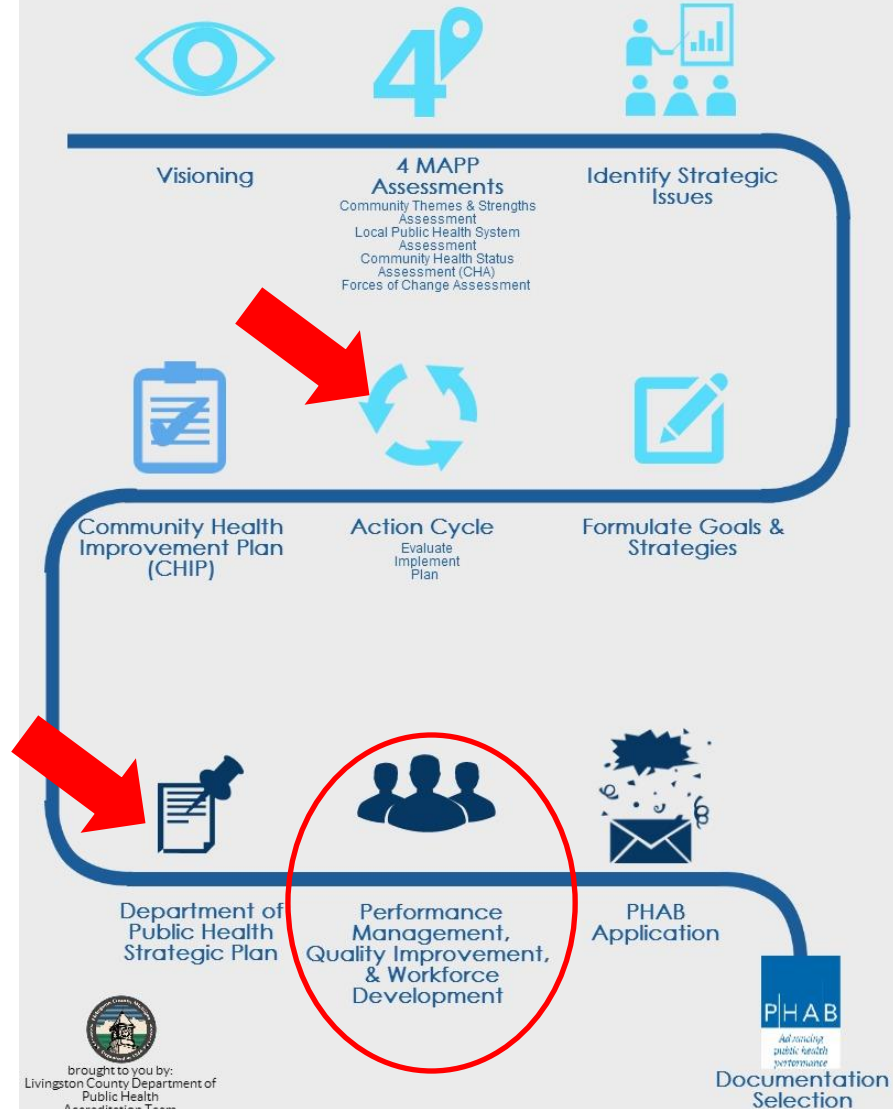
# What is a Strategic Plan?

- A leadership tool grounded in decisions the organization has made about strategic priorities for the near future (3-5 years).
  - A guiding road map
- Provides a local health department and its stakeholders with a clear picture of:
  - Where it is headed
  - What it plans to achieve
  - The methods by which it will succeed
  - The measures to monitor progress



# MAPP & PHAB

"the intersection"



# The MAPP Process

July to October 2014

## ■ PHASE 1 ■

Partnered with representatives of the local public health system to form the MAPP Team

November 2014

## ■ PHASE 2 ■

MAPP Team convened to develop a community vision statement to guide the MAPP process

January to May 2015

## ■ PHASE 3 ■

MAPP Team completed the Four MAPP Assessments

June to July 2015

## ■ PHASE 4 ■

MAPP Team reviewed the data from the Four MAPP Assessments to identify 10 strategic issues

## ■ VISION ■

A safe, supportive environment where all individuals can attain optimal physical, cultural, social, mental, and spiritual health

- How are the Essential Services being provided to our community?
- Looks at the entire local public health system.

## ■ FOUR MAPP ASSESSMENTS ■

Local Public Health System Assessment

Community Themes & Strengths Assessment

Community Health Status Assessment

Forces of Change Assessment

Formulated Goals and Strategies

- How healthy are our residents?
- CDC Behavioral Risk Factor Survey (n = 830) via MSU OSR

- How is quality of life perceived in our community?
- What assets do we have?
- Survey (n = 644)
- Asset maps

- What trends, factors, or events are occurring that affects the health of our community?
- SWOT analysis

# Livingston County's 10 Strategic Issues

1. Substance Abuse
2. Health Education/Promotion
3. Mental Health
4. Healthcare Integration
5. Communication
6. Dental Health
7. Chronic Disease
8. Transportation
9. Affordable Housing
10. Sexually Transmitted Diseases

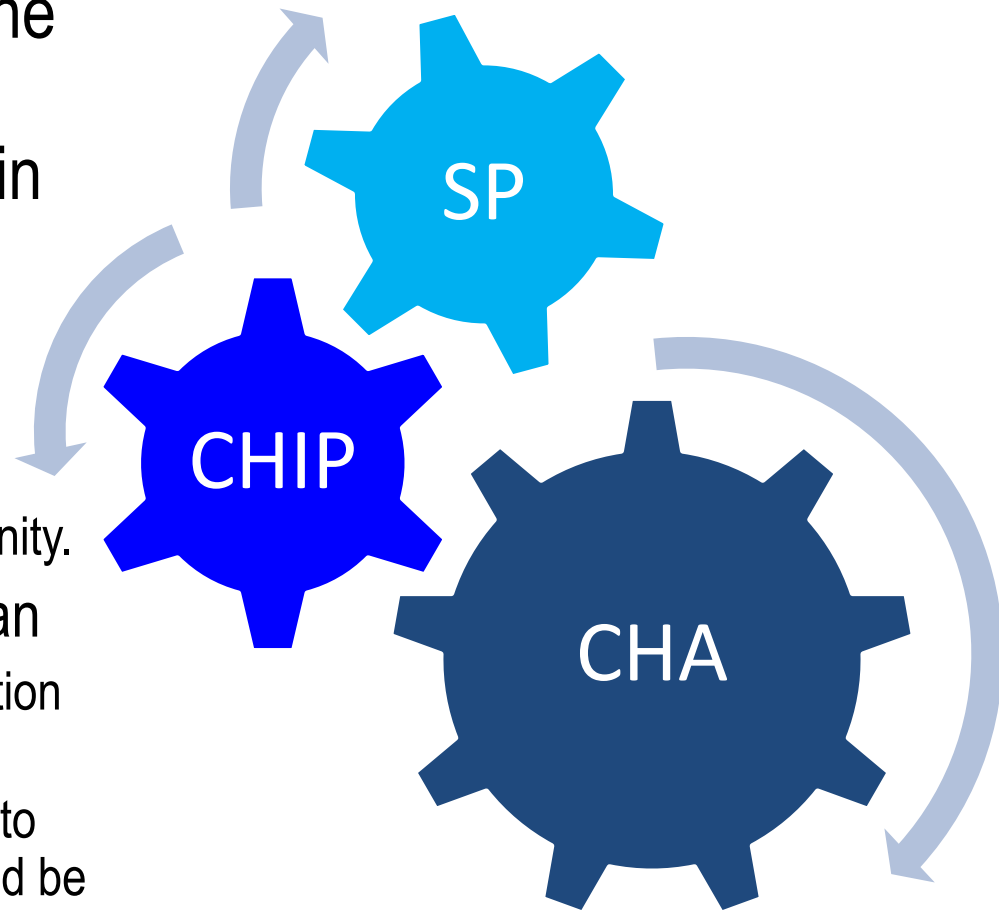


## Community Health Improvement Plan

- A long-term, systematic, community-owned plan to address the 10 strategic issue areas over the next five years.

# CHIP → Strategic Plan

- The CHA/CHIP serve as the foundation to inform the priorities to be addressed in the strategic plan.
  - CHIP = community plan
    - Addresses priorities in the community that impact the overall health of the community.
  - Strategic plan = agency plan
    - Includes priorities and direction for the department.
    - CHIP priorities that we plan to address with our work should be included in the strategic plan.



# PHAB Strategic Plan Requirements

- Mission, vision, values
- Strategic priorities
- Goals and objectives
- SWOT analysis
- Link to the CHIP
  - Must include what we are responsible for in the CHIP
- Link to the QI plan
- Capacity for and enhancement of:
  - Information management
  - Workforce development
  - Communication (branding)
  - Financial sustainability
  - Performance management / quality improvement

# LCDPH Strategic Issue Identification

## Operational vs. Strategic Issues

- Is the issue something that will affect us now and in the future?
- Will the issue require us to change the way we function?
- Is the solution to this issue not obvious?
- In order to address the issue, do we need leadership support?
- Does the issue require the involvement of more than one organization?
- Does the issue create tensions in the community?
- What are the consequences of *not* addressing this issue?

## Consider the following:

- Which issues must be addressed in order to achieve the vision?
- Why is this an issue?
  - What convergence of external opportunities and threats, system strengths and weaknesses, health status findings or community themes makes this an issue?
  - How big of an issue is the item?
  - Can LCDPH impact the issue?
  - Is it reasonable, feasible, and financially cost effective to address?
- Critical issues are important, but strategic issues are **important** and **forward-thinking** and **seize on current opportunities**.



# If You Were Granted 3 Wishes...

- What would you want LCDPH to **achieve**?
- How would you want LCDPH to **look**?
- In which area would you want LCDPH to **improve** or **preserve**?
- Is there something we should **avoid** or **eliminate**?



# Board of Commissioners' Responses

- Broader communication w/ more of the county (involve local units of government and utilize different methods)
- Facilitating the underserved
- Leader in emerging health issues
- Mandated service delivery
- Reduce incidence of behavior-driven diseases

# Goal Grid: Strategic Issues

		Do you have it?	
		No	Yes
Do you want it?	Yes	<p><b>ACHIEVE</b></p> <ul style="list-style-type: none"> <li>• Culture of continuous quality improvement (PM/QI)</li> <li>• Communication (branding)</li> <li>• CHIP Strategic Issue work                             <ul style="list-style-type: none"> <li>• Health Promotion/Education</li> <li>• STDs</li> </ul> </li> <li>• Financial sustainability</li> </ul>	<p><b>PRESERVE</b></p> <ul style="list-style-type: none"> <li>• Workforce development</li> <li>• Information management</li> <li>• Customer satisfaction</li> </ul>
	No	<p><b>AVOID</b></p>	<p><b>ELIMINATE</b></p>

# Board of Commissioners' Responses

		Do you have it?	
		No	Yes
Do you want it?	Yes	<p><i>ACHIEVE</i></p> <ul style="list-style-type: none"> <li>• Broader communication w/ more of the county</li> <li>• Leader in emerging health issues</li> <li>• Reduce incidence of behavior-driven diseases</li> <li>• Prepare for the unknown</li> </ul>	<p><i>PRESERVE</i></p> <ul style="list-style-type: none"> <li>• Facilitating the underserved</li> <li>• Mandated service delivery</li> </ul>
	No	<p><i>AVOID</i></p>	<p><i>ELIMINATE</i></p>

# Next Steps

- Final staff strategic planning trainings
  - All-staff meetings
    - December 17, 2015
    - January 21, 2016
- Strategic planning retreat
  - All-staff
  - Off-site at EMS Public Safety Complex
  - Tuesday, January 26, 2016
  - MPHI to facilitate
  - Finalize strategic plan by end of March 2016
- Apply to PHAB!
  - Spring 2016



*questions?*