Our Road to PHAB:
A Strategic Planning Work Session

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

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

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

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.
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

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<th>PRESERVE</th>
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<td>• Culture of continuous quality improvement (PM/QI)</td>
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<td>• Workforce development</td>
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<td>• Communication (branding)</td>
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<td>• Information management</td>
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<td>• CHIP Strategic Issue work</td>
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<td>• Health Promotion/Education</td>
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<td>• Customer satisfaction</td>
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<td>• STDs</td>
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<td>• Financial sustainability</td>
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<td>• Prepare for the unknown</td>
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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