

## Categorization Report

### Clay CPHC: 1-Strategic Plan - Strategic Plan



**1-Strategic Plan Vision:** *Empowering all people in Clay County to lead healthier lives.*

**1-Strategic Plan Mission:** *Through service, partnership, and leadership, we deliver the essential public health services of prevention, promotion, and protection to improve the health and well-being of all communities in Clay County.*

#### 1-Strategic Plan Values:

**Quality** *Meet or exceed the expectations of service for our customers, visitors, and all who benefit from the services we provide.*

*Respect – Treat others, volunteers, the business community, and the community at large with courtesy and respect, and will foster the principle of mutual accountability.*

**Respect** *Treat everyone with courtesy and respect and foster the principle of mutual accountability.*

**Engagement** *We believe that thriving communities are built with input from all voices. We provide opportunities for all community members to share their needs and experiences.*

**Integrity** *Expect our employees to be ethical, responsible, transparent, and professional, and serve as good stewards for the community.*

Initiative 1: S/I 1: Community Health Improvement: Ensure fair and accessible health for all by improving community health using innovative approaches.

**Goal 1.1:** Fair Access to Health Resources - Promote access to health resources and improve health for all community members to ensure no group is left behind.

**Objective 1.1.1:** Community Health Policy Analysis & Education - Conduct a Community Health Policy Analysis to drive policy advancement and community action. (Also see under 1.4)

**Objective 1.1.2:** Data-informed Support: Further build our efforts to support interventions related to health and wellness e.g., access to income, transportation, workforce, access to healthy food, etc.

**Goal 1.2:** Chronic Disease - Address chronic disease for all community members.

**Objective 1.2.1:** WIC: Continue to advance the WIC services offered to support families to live a healthier life.

**Objective 1.2.2:** Dental: Reduce tooth decay in youth across the county.

**Objective 1.2.3:** Substance Misuse or Use Prevention.

**Goal 1.3:** Demonstrate Impact - Building the Capacity for Strong Data: Continue to advance our capabilities of collecting, measuring, and tracking data to ensure we can demonstrate our outcomes and impact, and share the data with all community members.

**Objective 1.3.1:** Performance Management/KPI Tracking - Identify ways to measure and track our KPIs to report in our performance management system. (Including overarching and Goal-related KPIs.)

**Objective 1.3.2:** Sharing Data/Reports - Determine data/communication approach to ensure we demonstrate impact through sharing data/reports/outcomes with all stakeholders.

**Objective 1.3.3:** Environmental Health Outcomes Measures - Develop and monitor health outcome measures for identified priorities.

**Goal 1.4:** Community Engagement to Better Health - Garner the trust of the community through engaging organizations and individuals to advance community health, advancing our position as Chief Health Strategist.

**Objective 1.4.1:** Use Health Policy Analysis - Use the Health Policy analysis (from 1.1) to help identify priority community actions in areas with high needs.

**Objective 1.4.2:** Community Event Participation - Engage/participate in identified health related community activities sponsored by other organizations to build partnerships and community visibility (e.g., Medical Group Managers of Greater KC).

**Objective 1.4.3:** Conduct Community Member Engagement Activities: Continue to go out into the community to intentionally engage CCPHC in the community and implement CHIP objectives.

**Objective 1.4.4:** Conduct Community Partners Engagement Activities - Continue to target partnerships in the community that will advance our CCPHC and CHIP objectives.

**Objective 1.4.5:** Environmental: Stakeholder Involvement - Continue to work with our core stakeholders to gather data, as well as in planning and execution.

**Objective 1.4.6:** Environmental: Academic Partnerships - Continue to advance academic partnerships to influence growth in the public health workforce and advance applicable research.

**Objective 1.4.7:** Environmental: Non-Traditional Partnerships - Continue to build partnerships with organizations beyond our core group, to further diversify support and collective impact throughout the community.

**Goal 1.5:** Public Health Prevention & Preparedness - Garner the trust of the community through engaging organizations and individuals to advance community health, advancing our position as Chief Health Strategist.

**Objective 1.5.1:** STI - Improve the health and wellness of all community members by reducing adverse outcomes of STIs.

**Objective 1.5.2:** Community Health - Build trust with community partners/members/health workers to improve health through evidence-informed intervention practices.

- Objective 1.5.3:** Immunizations - Continue to increase vaccine uptake using a data informed approach to reduce vaccine preventable diseases and increase health for all members of our community.
- Objective 1.5.4:** Emergency Response (PHEP and CRI Program deliverables): Continue to build and strengthen CCPHC capabilities to effectively respond to public health emergencies, including infectious diseases, natural disasters, biological, chemical, nuclear, and radiological events.
- Objective 1.5.5:** TB: Increase the number of Latent TB cases that are appropriately treated.
- Objective 1.5.6:** Environmental Communicable Disease Prevention/Mitigation - Prevent and mitigate the effects of communicable disease through education, testing, collaborations and contact investigations.
- Objective 1.5.7:** Environmental Health - Limit exposure to environmental hazards that may adversely affect health through investigation, education, and enforcement of laws and regulations.
- Objective 1.5.8:** EPI - Provide CCPHC with real-time population data through the creation and implementation of chronic disease and injury surveillance systems as well as maintaining the current communicable disease surveillance system.

**Goal 1.6:** CCPHC Accessibility - Explore facility/delivery options for providing more accessible services to all.

**Objective 1.6.1:** Access Analysis - Research and determine the best approach to increasing accessibility to all community members (including location, hours, tele-visits, etc.)

**Objective 1.6.2:** Project Plan - Develop a specific project plan that will address researched accessibility opportunities, including securing funding.

**Objective 1.6.3:** Implement Accessibility Project Plan: Implement the project plan, including hiring staff, solidifying space expansion, etc.

Initiative 2: S/I 2: Excellence in People: Ensure tailored delivery of quality programs and services, by seeking highly competent, and well-trained staff, volunteers, and board members from a variety of backgrounds, who are aligned with our mission and values.

**Goal 2.1:** Retain and attract a highly competent and engaged workforce from a variety of backgrounds.

**Objective 2.1.1:** Welcoming and Respectful Culture: Foster a welcoming and respectful team through staff education, change management techniques, and transparent communication.

**Objective 2.1.2:** Workforce recruitment and retention: Establish and implement policies and practices to promote capacity building by recruiting employees from a variety of personal and professional backgrounds.

- Objective 2.1.3:** Staffing Capacity - Build a staffing infrastructure to support retention & recruitment, to reduce burnout, and to promote engagement.
- Objective 2.1.4:** Staff Development - Implement targeted learning & development opportunities to increase knowledge, leadership, communication, and collaboration.
- Objective 2.1.5:** Staff Wellbeing - CCPHC dedicates resources towards building a healthy and respectful culture where staff feel valued, safe, and well.
- Objective 2.1.6:** Total Rewards - Implement an updated Total Rewards Program to ensure fair opportunity for rewards and enhance employee recruitment, and retention.
- Objective 2.1.7:** Multi-channel Internal Communication - Build a system and conduct activities to improve employee communication.
- Objective 2.1.8:** HR Knowledge Transfer - Protect HR infrastructure and support employee relation efforts by ensuring knowledge transfer of policy, procedure, and form documents.
- Objective 2.1.9:** Succession Planning - Develop the next generation of Leaders and Managers.

**Goal 2.2:** Board - Support the board in efforts to advance the strategies and goals of CCPHC to be reflective of the populations we serve.

- Objective 2.2.1:** Board approval of CCPHC policies and ordinances.
- Objective 2.2.2:** Board Education Sessions - Provide regular education sessions to the Board to increase awareness of program activities, community improvement progress, legislative updates and maintain high ethical standards. Ensure that ongoing education efforts

reflect our organization's commitment to active engagement and strategic plan priorities. All sessions align with CCPHC vision/mission/values, as well as meet all regulatory/funding requirements.

**Objective 2.2.3:** Public Leadership - Influence public support, awareness, education on CCPHC's mission, vision, and values.

**Goal 2.3:** Volunteers/Interns/Students - Retain and attract a diverse group of volunteers, interns and students that support the CCPHC mission.

**Objective 2.3.1:** Plan - Develop plan for volunteers / interns / students.

**Objective 2.3.3:** Incentive Program - Build and maintain a volunteer and intern incentive program.

Initiative 3: S/I 3: Operational Excellent & Sustainability: Ensure fair, transparent, and sustainable practices through maintaining a sound fiscal position and organizational infrastructure.

**Goal 3.1:** Resource Management - Demonstrate financial responsibility by effectively managing resources to sustain current operations and plan for future needs.

**Objective 3.1.1:** Systems - Ensure effective financial management systems that meet regulatory standards and promote sustainability.

**Objective 3.1.2:** Non-tax levy Funding - Evaluate and implement additional funding options to support and/or expand agency services.

**Objective 3.1.3:** Employee Financial Wellness.

**Objective 3.1.4:** Physical Inventory.

**Objective 3.1.5:** Grants/Contracts - 2023 - Evaluate grant and contract opportunities and improve related management processes.

**Objective 3.1.6:** Environmental Fees - Evaluate and implement non-tax levy revenue collection and make revisions as appropriate.

**Goal 3.2:** Infrastructure - Maintain and improve an operational/facilities infrastructure to support the performance of CCPHC.

**Objective 3.2.1:** Facilities - Ensure clean, safe, accessible, and secure facilities while identifying cost reduction or management opportunities.

**Objective 3.2.2:** Network Security & HIPAA - Ensure secure information systems that provide for the confidentiality, integrity, and accessibility of data.

**Objective 3.2.3:** Record Retention SOP/Software - Review and update Record Retention SOP/Document management software.

**Objective 3.2.4:** Customer Service Feedback.

**Objective 3.2.5:** Remote Workforce Support & Security Improvements.

**Objective 3.2.6:** Network Improvements.

**Objective 3.2.7:** Building Systems.

**Objective 3.2.8:** Complete Trustwave PCI Compliance.

**Objective 3.2.9:** Physical Access Security Audit Implementation.

**Objective 3.2.10:** 3.2.10: Data Backup Systems.

**Objective 3.2.11:** 3.2.11: Hardware Replacement Review.

**Goal 3.3:** Continuous Improvement - Improve CCPHC Programs and community health outcomes using Performance Management and Quality Improvement Strategies.

**Objective 3.3.1:** Maintain PHAB Standards - Maintain Public Health Accreditation Board (PHAB) standards and measures.

**Objective 3.3.2:** Implement new Performance Management system.

**Objective 3.3.3:** Customer/Partner Satisfaction - Ensure we cover the broader perspective of all CCPHC services in our Satisfaction Survey(s), while meeting PHAB requirements.

**Objective 3.3.4:** Fairness for all - Ensure that strategies that promote fairness, access, and staff input are reflected throughout the plan and all that we do.

**Objective 3.3.5:** CIC - Facilitate a Continuous Improvement Committee with the goal of operationalizing QI, Performance Management and Evidence-Based Decision Making.

**Goal 3.4:** Communications & Outreach - Improve health literacy and encourage healthy lifestyles for the community.

**Objective 3.4.1:** Staff Health Literacy - Continue to advance health literacy across all staff to enable them to better advance this with the community we serve.

**Objective 3.4.2:** Multiple Languages - Develop guidelines to determine when/how to post/communicate/advertise in multiple languages.

**Objective 3.4.3:** Branding - Conduct a rebranding evaluation.

**Goal 3.5:** PHAB Accreditation - Continue to maintain accreditation, ensuring maintaining agility as PHAB standards evolve.

**Objective 3.5.1:** Update Standards - Ensure transition to updated standards.

**Objective 3.5.2:** PHAB Document Tracking - Implement new/improve PHAB document tracking system.

**Objective 3.5.3:** Annual Report - Ensure we prepare, complete, and submit the PHAB annual report as required.

**Objective 3.5.4:** Primary Data Collection - Increase primary data collection (5% / year).

**Objective 3.5.5:** Internal Advisory Group - Develop a formal internal PHAB Advisory Group.

#### Initiative 4: KPIs Tracking

**Goal 4.1:** Manage KPIs for S/I No.1: Community Health Improvement.

**Objective 4.1.1:** Fair Access to Health Resources - Promote fair access to health resources and improve health for all community members to ensure no group is left behind. (KPIs)

**Objective 4.1.2:** Chronic Disease: Address chronic disease for all community members. (KPIs)

**Objective 4.1.3:** Demonstrate Impact - Building the Capacity for Strong Data: Continue to advance our capabilities of collecting, measuring, and tracking data to ensure we can demonstrate our outcomes and impact, and share the data with all community members. (KPIs)

**Objective 4.1.4:** Community Engagement to Better Health - Garner the trust of the community through engaging organizations and individuals to advance community health, advancing our position as Chief Health Strategist. (KPIs)

**Objective 4.1.5:** Public Health Prevention & Preparedness - Garner the trust of the community through engaging organizations and individuals to advance community health, advancing our position as Chief Health Strategist. (KPIs)

**Objective 4.1.6:** CCPHC Accessibility - Explore facility/delivery options for providing more accessible services to all. (KPIs)

**Goal 4.2:** Manage KPIs for S/I No.2: Excellence in People

**Objective 4.2.1:** Retain and attract a highly competent and engaged workforce from a variety of backgrounds. (KPIs)

**Objective 4.2.2:** Board - Support the board in efforts to advance the strategies and goals of CCPHC to be reflective of the diverse populations we serve. (KPIs)

**Objective 4.2.3:** Volunteers/Interns/Students - Retain and attract volunteers, interns, and students from a wide range of backgrounds and who are committed to supporting the CCPHC mission. (KPIs)

**Goal 4.3:** Manage KPIs for S/I No.3: Operational Excellent & Sustainability

**Objective 4.3.1:** Resource Management - Demonstrate financial responsibility by effectively managing resources to sustain current operations and plan for future needs. (KPIs)

**Objective 4.3.2:** Infrastructure - Maintain and improve an operational/facilities infrastructure to support the performance of CCPHC. (KPIs)

**Objective 4.3.3:** Continuous Improvement - Improve CCPHC Programs and community health outcomes using Performance Management and Quality Improvement Strategies. (KPIs)

**Objective 4.3.4:** Communications & Outreach - Improve health literacy and encourage healthy lifestyles for the community. (KPIs)

**Objective 4.3.5:** PHAB Accreditation - Continue to maintain accreditation, ensuring maintaining agility as PHAB standards evolve. (KPIs)