



IOWA COUNTY HEALTH DEPARTMENT

Strategic Plan

2014-2017



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Message from the Director and Health Officer

To the Iowa County Board of Supervisors, Health Committee, Health & Human Services Committee, and Residents of Iowa County:

It is my pleasure to share with you the 2014-2017 Strategic Plan of the Iowa County Health Department. This plan represents the committed work of the Health Department staff as well as the Health Committee and Health & Human Services Committee. We have created the long-term goals for our organization and identified the strategies to achieve these goals over a three year plan. This plan will align with the Iowa County Community Needs Assessment in collaboration with other area health care partners.

A strategic plan is defined as a broadly-defined plan aimed at creating a desired future. The Iowa County Health Department has created this plan in collaboration with area health care partners to assure that Iowa County will have the desired future of healthy lifestyles and where residents can achieve their full potential.

On behalf of the Health Committee and Health Department staff, we look forward to the implementation of this plan to continue to build upon our processes to meet our mission and reach our vision.

Sincerely,

Jenny J. Pritchett

Jenny Pritchett, MPH, RN, CIC
Director/Health Officer
Iowa County Health Department

Mission Statement:

Iowa County Health Department is the official agency of the County responsible for the promotion of wellness, prevention of disease and provision of a healthful environment. This is accomplished through activities involving assessment of the community, policy development and evaluation of programs.

Core Values:

- ❖ Prevention
- ❖ Promotion
- ❖ Professionalism
- ❖ Compassion
- ❖ Quality

Vision Statement:

Iowa County Health Department will obtain and secure resources to assure growth and sustainability to meet the needs of our communities and to assist in narrowing the gaps in disease prevention and wellness promotion.



Blackhawk Lake Recreation Area, Highland, Wisconsin

Goals and Strategies

GOAL 1- Obtain and secure resources to assure growth and sustainability to meet the needs of the residents of Iowa County.

Strategies

- ❖ Annually, will identify potential funding sources from entities that meet the Health Department's mission, core values and vision.

Measure: Documentation in the meeting minutes of Health Committee and Health & Human Services Committee, ongoing.

- ❖ Continue to maintain existing resources (ongoing).

Measure: Documentation in the meeting minutes of Health Committee and Health & Human Services Committee will reflect these efforts ongoing.

- ❖ By 2015, collaborate with community partners to advocate for local, regional, state and national resources to meet the health promotion needs of Iowa County.

Measure: Documentation in the meeting minutes of community coalition forums and programs will reflect these efforts by December 31, 2014.

- ❖ By 2016, staffing resources will be re-evaluated to assure the continuance of Mass Clinic Plan and Public Health Preparedness needs and capabilities.

Measure: Staffing analysis will be completed by the Director/Health Officer by December 31, 2015.

GOAL 2- Expand awareness of public health and narrow gaps within the health care community in Iowa County.

Strategies

- ❖ By 2015, scheduled staff meetings will be held monthly to report on programming efforts.

Measure: Staff meeting minutes to be implemented by December 31, 2014.

- ❖ By 2015, the Health Officer will advocate for enhanced county website and print media to improve public access to health information.

Measure: By evidence of Iowa County Government –Health Department website and Public Health Highlights Newsletter by December 31, 2014.

- ❖ By 2016, increase involvement and sponsorship of community health promotion events in surrounding areas beyond the county seat.

Measure: By evidence of community events development and promotion in these areas by December 31, 2015.

- ❖ By 2015, the Health Officer will advocate for increased visibility of the Health Department via social media outlets to enhance communication with target populations.

Measure: By evidence of social media site development by December 31, 2014.

GOAL 3- Utilize the National Accreditation model to assure quality public health services and prepare for the attainment of future Public Health Accreditation Board (PHAB) National Accreditation.

Strategies

- ❖ By July 1, 2014, the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) process will be published by the Director/Health Officer.

Measure: The fully developed CHA and CHIP will be published to the Iowa County Website prior to July 1, 2014.

- ❖ By 2016, the Director/Health Officer will complete review and possible revisions to policies and procedures.

Measure- Policies and procedures developed, revised, and approved by the Health Committee prior to December 31, 2015.

- ❖ By 2017, Quality Improvement activities will be fully integrated by the development of a Quality Improvement Plan.

Measure- Quality Improvement Plan document will be developed by the Director/Health Officer in collaboration of the Health Department staff prior to December 31, 2016.

- ❖ By December 31, 2017, the Health Department staff will perform documentation practices that align with PHAB standards and measures.

Measure: A documentation audit will be completed by Health Department staff prior to December 31, 2017.



Thank you and Acknowledgements

This Strategic Plan could not have occurred without the collaboration and support of many caring people in Iowa County. The Iowa County Health Department would like to acknowledge community members, the Health Committee and staff for assisting in the implementation of this plan.

It is with special gratitude that we thank the Iowa County Health Committee for providing their full support to the entire strategic planning process. Having a strong Health Committee representation and presence in this planning process demonstrates a strong governance and commitment to the health of all Iowa County residents.

Lastly, a very special thank you goes to the entire Iowa County Health Department staff for their commitment, professionalism, and dedication to improving the lives of the residents of Iowa County.

*Iowa County Health Department- **Public Health Staff***

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Health Committee

Phil Mrozinski, Chairman

Linda Pittz, Vice Chair/Community Member

Steve Deal, Elected Official

Tom Howard, Community Member

John Meyers, Elected Official

Greg Parman, Elected Official

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