## AGENDA

**Meeting Topics**                          | **Pages** | **Time**
---                                         | ---       | ---
1. Public Session                           | no ppr    | 10:30-10:40
2. Director’s Report                        | no ppr    | 10:40-10:50
3. PHAB Update                              | no ppr    | 10:50-11:00
4. Emerging Disease Update                  | no ppr    | 11:00–11:10
5. Health Department Strategic Plan         | 2 - 7     | 11:10-Noon
AGENDA ITEM #4:   Health Department Strategic Plan

PRESENTER:   Regina Delahunt

BOARD ACTION:  ✔ Action Item  Discussion  FYI - Only

SIGNIFICANT POINTS OR EXECUTIVE SUMMARY

The Health Department has been working on an update of our 5 year strategic plan with input from the Public Health Advisory Board. The Department will use the strategic plan to strengthen our infrastructure and to guide our approach to effectively supporting public health programs and community priorities for population health improvement. The attached Draft Strategic Plan outlines the three strategic priorities and nine goals that we have chosen to focus on during the next five years.

The plan has been intentionally formatted to make it concise and clear. The front of the plan outlines the strategic priorities and goals while the back of the plan provides a snapshot of our department’s mission, vision, and values. We are developing a companion 2 year work plan that will present measurable, time-limited objectives aimed at helping us achieve our goals.

BOARD ROLE / ACTION REQUESTED

Health Board members should review the attached information and consider the following questions for discussion at the next meeting:

1. The Strategic Plan Summary is intended to succinctly describe the strategic priorities and five-year goals for strengthening WCHD infrastructure to help us achieve population results. After reviewing the document do you think you could describe our strategic direction? Do you agree with the direction? Are there any obvious priorities/goals that we are missing?
2. How do you see your work, as our Health Board, helping us achieve these Strategic Priorities and Five Year Goals?

Action: Approval of Whatcom County Health Department 2015-2020 Strategic Plan

ATTACHMENT(S)

Draft Strategic Plan
Strategic Plan Overview
Whatcom County Health Department
Strategic Priorities

With these strategic priorities and five-year goals as our guideposts, WCHD establishes a Work Plan every two years with specific, measurable objectives.
Our Mission: Whatcom County Health Department is a local governmental public health and human services agency. Our mission is to lead the community in promoting health and preventing disease.

Our Vision: All people in our community have the opportunities they need to thrive in a safe and healthy environment.

Our Values:
- Compassion/Respect
- Cooperation/Collaboration
- Creativity/Innovation
- Effectiveness
- Positive Work Environment
- Meaningful Work
- Integrity

Core Functions of Public Health:

- Desired Results
  - All children and adults are physically and mentally healthy.
  - Families are strong and self-sufficient.
  - All people have the opportunity to make healthy, active lifestyle choices.
  - People live in safe environments.
  - All people are safe, protected from disease, and prepared for emergencies.
  - Everyone’s basic needs are met.
Since last spring, we have been working through a process to update our strategic plan. The Department uses the strategic plan to strengthen our infrastructure and guide our approach to effectively supporting our programs in efforts to improve population health. The attached Draft Strategic Plan outlines the strategic priorities and goals identified by the Cross Divisional Strategic Planning Committee. This Strategic Planning Overview provides information about the planning process and the relationship between the strategic plan, the population results we are trying to achieve, and the Community Health Improvement Plan (CHIP).
Whatcom County Health Department 2015-2020 Strategic Planning Process

In April of 2014, we launched our Strategic Planning process, with the assistance of a Holly O’Neil, a strategic planning consultant/facilitator and a focus on two strategic questions:

- How can we more fully integrate our agency goals through all levels of the organization?
- What is getting in our way? How do we overcome those gaps/barriers?

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<tr>
<th>Participants</th>
<th>Tasks</th>
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<tbody>
<tr>
<td>Management Team</td>
<td>✤ Developed the Planning Process</td>
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<td>✤ Reviewed accomplishments and challenges in implementing the 2010-2014 Strategic Plan</td>
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<td>✤ Defined strategic questions</td>
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<td>✤ Reviewed CHIP and WCHD CHIP Implementation Plan</td>
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<td>All Staff Meeting and Survey</td>
<td>✤ Tested for familiarity and involvement with agency planning</td>
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<td>✤ Reflected on successes and challenges in implementing the 2010-2014 Strategic Plan</td>
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<td>✤ Assessed how much the existing strategic goals and initiatives were still on course, or needed to change</td>
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<td>✤ Invited staff to participate in the Cross Divisional Planning Team</td>
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<td>✤ Invited Public Health Advisory Board members to participate</td>
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### Cross Agency Planning Team

- Confirmed Mission, Vision, and Values
- Reviewed Population Level Results, and clarified purpose of the Agency Strategic Plan relative to the targeted Population Level Results
- Reviewed input from staff survey and cross-divisional work groups (collected at the end of 2013)
- Conducted SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis
- Identified Critical Issues
- Identified Measures of Success
- Reviewed Public Health Accreditation Board (PHAB) Standards and consulted with PHAB specialist to ensure that our next Strategic Plan and Work Plan met current standards
- Clarified scope of the Strategic Plan and Work Plan, relative to standards
- Developed Strategic Priorities and Long Range Goals
- Presented “Summary” version of the Strategic Plan, for review by Public Health Advisory Board and all staff.

### What’s Next:

We are now presenting the Strategic Plan Summary to the Health Board to ask for approval. With that feedback, the Cross Divisional Planning Team will work to:

- **Draft the detailed version of the Strategic Plan, to ensure all Accreditation Standards are met.**
- **Draft a two-year Work Plan with specific, measurable objectives, for implementing the Strategic Plan.**
- **Formally adopt the Strategic Plan and Work Plan**
- **Share the Strategic Plan with community partners**
- **Implement and monitor results**