

Strategic Planning - Our Journey

Sussex County
Department of Environmental
and Public Health Services

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The Journey Begins

- **2013 - 2014 Accreditation Support Initiative (ASI)**
 - Received grant funding from NACCHO & CDC
 - Purpose is to stimulate quality improvement and promote the readiness of health departments to seek voluntary national accreditation through the [Public Health Accreditation Board \(PHAB\)](#)
- **Appointed as Project Coordinator/Accreditation Coordinator**
- **Deliverables**
 - A written self-study by the Accreditation Team against the PHAB Standards, Measures, and Required Documentation that details the LHD's strengths, opportunities for improvement, and plans for addressing gaps
 - List of possible documentation for each of the PHAB measures, using [Documentation Selection Spreadsheet Tool](#)

The Process

- Contracted with a consultant for assistance with self-study
- Assembled an "Accreditation Team" with staff from each department
- Team members were assigned tasks and held monthly meetings to discuss each domain
- Utilized a shared database to compile information

Outcomes?

- Realization - we were not ready to apply for accreditation
- Compiled a detailed summary of the department's programs, services, policies and overall performance as compared to PHAB requirements.
- Final report provided a methodology for addressing gaps, strengths, weaknesses, and areas for improvement.

Missing a strategic plan!!!

Strategic Planning Begins

- Utilized NACCHO's "Developing a Local Health Department Strategic Plan: A How-To Guide"
- Meet twice a month with the Accreditation Team staff
- Sent a Survey Monkey to every health department staff to get their input and buy-in
- Circulated an additional Survey Monkey to community stakeholders to receive their feedback
- Attended workshops through Gaining Grounds

Focus of our Strategic Plan

- Results from the staff
 - Many of our own staff did not know or completely understand the job responsibilities of other divisions
- Communication
- Improve core business services (such as policy and procedures)
- Workforce Development
- Communicable Disease
- Chronic Disease

Concepts we want to include with all planning

- Focus on prevention of illness (chronic or acute) and improving health throughout the lifespan
- All services have an educational/informational component to educate at every opportunity of interaction with community members
 - Each specific health issue has specific education material to go with that health topic
 - At every outreach opportunity, a general brochure of services is brought to the outing for distribution to the general public

Next Steps

- Completed draft of department's strategic plan
- Still working to align plans
- Barriers to progress
 - Change in administration
 - Keeping staff engaged
 - Working on goals and objectives can be time consuming

Next Steps

- Strengths toward progress
 - Gaining Grounds grant
 - NACHHO resources
 - NNPHI
 - Public Health Improvement Training (PHIT)
 - Open Forum for Quality Improvement in Public Health
 - Community of Practice for Public Health Improvement (COPPHI)

Open Forum for Quality Improvement in Public Health

- Gaining Grounds Workshop
- Planning for Success: Aligning Accreditation Plans
 - By Sonja Armbruster
- Performance Management System from Start to Implementation
 - By Les Beitsch and Stephen Johnson

Thank You!

“The secret of getting ahead is getting started.”

-- Mark Twain
