



2019 - 2022 Strategic Plan

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Vision and Values

The vision for the Butler County Health Department is that Butler County will become a place of safe, healthy, and environmentally aware people and communities.

Butler County Health Department believes in a work environment characterized by consistency, honesty, integrity and trust. We value caring, dedicated and responsive staff that adapt to rapidly changing environments. We value community partnerships with individuals, schools, organizations, agencies and businesses. We value continuous improvement through positive change, open communication, personal and professional growth, and supportive work environments. We value our internal and external customers and strive to provide the highest possible standards of quality and service.

Mission

The Butler County Health Department is responsible for promoting and protecting the health of its citizens through community assessment, policy development and assurance to provide community readiness and response to disease episodes and outbreaks. The Health Department reaches beyond county lines to provide a multi-county effort to insure that all, in our service area, may achieve their fullest health potential.

Strategic Goals and Objectives

Strategic Issue #1: Due to a lack of staff education and training, workflow, and limited funding, the Butler County Health Department has missed opportunities for community interaction and education leading to under-utilization of public health services.

Goal	To assure an effective Public Health System			
Overall Outcome	Increase funding, staff education and community interaction to maximize utilization of Public Health Services			
Objective	Measure	Timeline	Responsibility	Status (% done / date)
By December 2019, increase staff education by a total of 10%. *this objective to be done yearly	Provide education and training to staff members	Twelve (12) staff meetings / trainings / year	Human Resources	
	Implement the Workforce Development plan within each department	Two (2) trainings / quarter / employee	Human Resources	
By December 2019, increase Public health grant programs by two (2). *this objective to be done yearly	Investigate and evaluate public health programs	Two (2) health programs / year	Administrator	
	Participate in community forum discussing public health issues	One (1) community forum / year	Health Educators; HIV Case Management	
	Work with the community to participate and continue involvement in increasing awareness of public health programs	Two (2) community health fairs \ year	Health Educators	

Strategic Issue #2: Health problems continue to occur in disproportionate numbers among rural, poor and minority populations

Goal	To improve the community understanding of health status, health threats and risk behaviors			
Overall Outcome	Decrease incidence of communicable disease, diabetes and other chronic diseases			
Objective	Measure	Timeline	Responsibility	Status (% done / date)
By December 2019, increase patient information strategies to assess and reduce the risk of disease or disability attributed to lifestyle, Tuberculosis, HIV, sexually transmitted disease and communicable disease by 30%. *this objective to be done yearly	Provide educational sessions for medical professionals / general public, on the risk of disease or disability attribute to lifestyle	Three (3) education sessions / year	HIV Case Management; Public Health Nurses; Health Educators	
	Conduct health risk appraisals for specified targeted population within the health department clientele	One (1) health risk appraisals / year	HIV Case Management; Public Health Nurses	
By December 2019, increase the number community wide vaccination clinics by 20%. *this objective to be done yearly	Provide off site vaccination clinics throughout the community (based on community needs)	Four (4) off site vaccination clinics / year	Public Health Nurses	

Strategic Issue #3: It is the responsibility of public health agencies to safeguard consumers from communicable disease exposures or illness through regulations, inspections and enforcement actions. Due to the variety and volume of service requests, it is imperative for the Butler County Health Department to collaborate with and build a strong local infrastructure.

Goal	To strengthen and improve the ability of the Butler County Health Department to collect, analyze, trend and report data related to environmental health issues.			
Overall Outcome	Decrease incidence of adverse environmental health situations			
Objective	Measure	Timeline	Responsibility	Status (% done / date)
By December 2019, facilitate external training opportunities for the Environmental Public Health Staff by 20%. *this objective to be done yearly	Access local, regional and notional training sessions	One (1) training / year	Environmental Public Health Specialist	
	Coordinate with other Environmental Public Health staff to increase educational opportunities	One (1) educational training / workshop / year	Environmental Public Health Specialist	
By December 2019, update and maintain the Butler County Health Department emergency response plan for local, district, state, natural and manmade disasters. *this objective to be done yearly	Review and update emergency response plan	Annually	Response Planner	
	Provide emergency response education / training for employees	One (1) emergency response training for employees / year	Response Planner	
	Facilitate emergency preparedness trainings / exercises	One (1) training / exercise / year	Response Planner	

	Attend emergency preparedness conferences	One (1) emergency preparedness conference / year	Response Planner	
By December 2019, increase relationships with associated agencies to strengthen existing infrastructures, through letter of agreements / MOUs by 2. *this objective to be done yearly	Attend city code enforcement meetings to establish stronger community relationships Attend meetings / trainings / workshops with local and state agencies on environmental public health issues	One (1) meeting / year One (1) meeting / training / workshop / year	Environmental Public Health Specialist Environmental Public Health Specialist	

Strategic Issue #4: Misconceptions regarding nutrition, exercise, poor eating habits and lifestyle choices are contributing to an increased incidence of obesity and compromised nutritional status leading to long term health consequences such as heart disease, hypertension, diabetes and cancer.

Goal	To promote and improve the knowledge, understanding and utilization of healthy lifestyle choices and their role in public health.			
Overall Outcome	Increase knowledge and compliance in identified target populations with recommendations for healthy choices.			
Objective	Measure	Timeline	Responsibility	Status (% done / date)
By December 2019, increase Women, Infants and Children (WIC) program caseload by 2%. *this objective to be done yearly	Conduct WIC outreach to local pediatrician and obstetrician offices, Head Start, Early Childhood and Division of Family Services	Two (2) organizations to receive WIC outreach / month	WIC Staff	
	Increase public awareness through media campaigns focusing on targeting populations	Two (2) campaigns / year	WIC Staff	
	Follow-up with no shows within 30 minutes of their missed appointments. Contact to reschedule missed appointments	Ten (10) WIC follow-ups / week	WIC Staff	

<p>By December 2019, increase community awareness on importance of nutrition and/or physical activity by implementing one (1) community wide event.</p> <p>*this objective to be done yearly</p>	<p>Increase health and wellness community events</p>	<p>One (1) community wide event / year</p>	<p>Health Educator</p>	
	<p>Increase number of Early Childhood Centers and daycares to include the 12345 Fit-Tastic Initiative (to increase physical activity and healthy nutrition behaviors)</p>	<p>Two (2) Early childhood Centers and/or daycares / year</p>	<p>Health Educator</p>	
	<p>Provide free monthly nutrition counseling for individuals with chronic disease and those expecting or having children under the age of five.</p>	<p>Three (3) nutrition education to businesses / individuals / month</p>	<p>Health Educator / WIC Staff</p>	
<p>By December 2019, public awareness about the benefits of breastfeeding and how it plays a role in disease prevention will rise as shown through a 10% increase of breastfeeding WIC participants.</p>	<p>Increase the number of breastfeeding WIC participants</p>	<p>WIC Breastfeeding Peer Counselor to meet with all WIC Prenatal at least one (1) time prior to delivery</p>	<p>WIC Breastfeeding Peer Counselor; WIC Staff</p>	

*this objective to be done yearly	Increase importance of breast milk to infants through lobby slides and website and through WIC education	One (1) education session / month	Health Educator; WIC Staff	
	Assist worksites in Breastfeeding Friendly by loaning of hospital grade double breast pump when an employee request the need	One (1) education sessions / month	Health Educator; WIC Staff	

Strategic Issue #5: To determine the needs of our community, the health department must collaborate with other community service providers.

Goal	To increase awareness and use of health services and resources through improved communication and coordination among human service providers in Butler County.			
Overall Outcome	Create a network of community health workers in major health and human service organizations throughout Butler County.			
Objective	Measure	Timeline	Responsibility	Status (% done / date)
By December 2019, one formalized coalition will be formed that includes community health workers in major health and human service organizations.	Survey service providers to see if they have a community health worker	Ten (ten) surveys completed / year	Public Health Nurses; Health Educator	
	Establish MOUs for participating agencies to formalize the network	Five (5) MOUs / year	Administrator	
By December 2019, 4 meetings to educate community health workers of issues in each agency relative to connecting clients to additional services will have taken place. *this objective to be done yearly	Facilitate meetings that address issues prioritized by the community health workers	One (1) meeting / quarter	Public Health Nurses; Health Educator	
	Survey navigators after initial meetings to determine the effectiveness of the trainings	Twenty (20) completed surveys	Public Health Nurses; Health Educator	

<p>By December 2019, 10 referral success stories will have been collected from the health worker network / coalition.</p> <p>*this objective to be done yearly</p>	<p>Generate referral success stories from within the community health worker network to promote more referrals</p> <p>Survey clients to determine if needs are being met</p>	<p>Ongoing</p> <p>Twenty (20) client survey completed / year</p>	<p>Public Health Nurses; Health Educator</p> <p>Public Health Nurses; Health Educator</p>	
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Strategic Issue #6: To work with community stakeholders on encouraging healthy behaviors across the life span.

Goal	Decrease substance abuse in Butler County			
Overall Outcome	Convene stakeholders to address the growing opioid use through a county wide strategy			
Objective	Measure	Timeline	Responsibility	Status (% done / date)
By December 2019, one coalition will have been formed; comprised of a local partners / youth / community that aligns goals and strategies and ensures consistent messaging.	Identify partners and other resources who are involved or may have an interest in the coalition	Ten (10) partners in coalition by end of first year	HIV Case Management; Health Education	
	Engage youth and other community members in the coalition	Ten (10) youth and adult members in coalition by the end of the first year	HIV Case Management; Health Education	
By December 2019, increase the number of drug disposal drop off sites by 5%.	Survey local pharmacies, health clinics, hospitals to determine if they offer drug disposal.	By the end of the first year	HIV Case Management; Health Education	
	Survey local health organizations on being a drug disposal site	Survey by the end of the first year. Two (2) new sites / year	HIV Case Management; Health Education	

<p>By December 2019, one school district will implement a substance abuse prevention program / Research school programs / class that address substance abuse.</p>	<p>Reach out to all school districts on interest of a school based substance abuse programs</p> <p>Hold a substance abuse class / program at each school district. Depending on the program (and school decision) will determine what grade to target</p> <p>Work with local school districts on finding funding sources to aid in the implementation of a long term program</p>	<p>All three (3) school districts by first year</p> <p>One (1) school district / year</p> <p>Ongoing</p>	<p>HIV Case Management; Health Education</p> <p>HIV Case Management; Health Education</p> <p>HIV Case Management; Health Education</p>	
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