Wyandot County Health District



2014-2017 Strategic Plan

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Wyandot County Health General District Leadership

Keri S. Harris, M.D., Health Commissioner, Medical Director
Joseph J. Sberna, M.D., President
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Shari Dunn, Board Member
Dallas Risner, Board Member
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Mission

The Wyandot County General Health District is dedicated to providing health and safety services that positively impact the well-being of all citizens of Wyandot County.

Vision

To be an indispensible and respected member of the health care community in Wyandot County

Values

Create an outstanding friendly experience for the public

Never compromise our integrity

Be a leader in the provision of health care for our community

OVERVIEW

The Wyandot County Health District provides a broad array of public health programs and services. Some of these services and programs are mandated by the state while others have been developed to meet the unique needs of county residents. These programs and services are funded by a combination of revenues from a public health levy, permits, fees, grants, awards, contracts, state subsidy, and local political subdivision subsidies.

The strategic plan describes issues and priorities that the Health District will address over the next three years (2014-2017). It focuses on the future and then defines goals and objectives needed to achieve the agency mission. Adjustments in the plan may become necessary due to economic conditions, staffing issues, and other external or internal forces outside the control of the Board of Health.

STRATEGIC ISSUES

The issues and priorities indentified in the strategic plan were formulated based upon health concerns from existing health and behavioral data sources and completed questionnaires from health district staff and key stakeholder agencies. Documented data sources included;

- 1) 2013 Wyandot County Health Assessment
- 2) 2013 County Health Rankings report
- 3) Select Ohio injury mortality data- Source ODH
- 4) Select Ohio cancer mortality data- Source ODH
- 5) Select Ohio Leading Cause of death data- Source ODH
- 6) Identified Health District Programs and Program Mandates

SWOT Analysis (strengths, weaknesses, opportunities and threats/challenges)

An internal and external Health District SWOT analysis was conducted as a way of looking for internal and external factors that will affect an agency's future direction. Internally both management and general staff were requested to complete questionnaires. Externally Community Leaders, Organizations and Elected Officials were identified and then requested to complete brief SWOT questionnaires. The SWOT analysis document included the following questions;

- 1) What are the WCHD's three greatest strengths
- 2) What are the WCHD's three greatest weaknesses

- 3) What should be the three greatest priorities for the WCHD
- 4) What are the three greatest opportunities for the WCHD
- 5) In the future what are the three greatest challenges or threats for the WCHD

The questionnaires were administered to obtain opinions and impressions of the Wyandot County Health District. Twenty-seven usable questionnaires were returned. This included 5 surveys from healthcare facilities, 4 from political subdivisions, 2 from county agencies, 7 from health district staff, and 9 from other outside organizations.

Based upon issues and priorities indentified during the environmental scan, a list of potential action items was developed and reviewed by departmental staff and the Board of Health. To further narrow the strategic priorities, Health District staff and board members were each asked to vote for what they felt were the most significant priorities. Based upon the results of the voting, and existing goals identified in the County's Health Assessment, the following strategic priorities were identified;

Goal #1 Update and Improve use of Social Media within Health District

Goal #2 Increase Community Outreach

Goal #3 Evaluate Existing Health District IT Services and Needs

Goal #4 Improve Access to Departmental Services

Goal #5 Develop Plan to Assure Financial Stability

Goal #6 Decrease obesity

Goal #7 Decrease youth bullying and suicide rates

Goal #8 Decrease youth risky behaviors

In order to address the priorities identified during the strategic planning process, a Health District improvement plan was formulated. The Health District improvement plan identifies each specific goal, the proposed actions to address the goal, who is responsible to complete each activity, and proposed timelines. The improvement plan also provides for a yearly evaluation of each activity in order to document progress. The improvement plan for each goal is provided as an attachment to the strategic plan and will be updated at a minimum annually

Goal #1 Update and Improve use of Social Media within Health District

Pro	posed Action Steps	Identified Staff	Timeline	Evaluation
Ver	ar 1:			Complete and
1)	Update Website with current Health Department information.	Claire Russell	March 2014	updates are on-going for Claire
2)	Create a Health District Social Media Communication Calendar to assure regular posting of public health messages.	Danielle Schalk	March 2014	Calendar Complete, In Progress Complete:
3)	Identify and train two employees in each division responsible for regular posting social media	Barb Mewhorter/Danielle	May 2014	Liz MClaire Danielle-Jeremiah Claire – Kayley Natasha-Dione
4)	Look at social media trends for 2014 to see how people are using social media.	Schalk		Completed
5)	Look at available social media platforms and determine if the department should incorporate new social media moving forward.			Completed
6)	Create a Facebook page for Home Health	Natasha Graboski	FB January. 2014. Website	Completed
7)	Include website information on all materials distributed		info 6/30/14	Not Complete
8)	Investigate ways that people could potentially register their email address to receive weekly/monthly updates from the Wyandot County General Health District	Claire/Kayley		
Yea	ar 2:			Complete
1)	Yearly review and update of website	Claire Russell	March 2015	3/12/15 2014 AR 6/3/15 BOH 10/6/15 CHIP/CHA
2)	Update Social Media Communication Calendar	Danielle Schalk	March 2015	
3)	Begin to gather email addresses and send out updates	Natasha Graboski		
Yea	nr 3:			
1)	Yearly review and update of website	Claire Russell	March 2016	
2)	Update Social Media Communication Calendar	Danielle Schalk	March 2016	
3)	Evaluate the effectiveness of the updates that are sent out by the Health District.	Natasha Graboski		

	Goal #2 Increase Community Outreach				
Pro	pposed Action Steps	Identified Staff	Timeline	Evaluation	
Yea 1)	Develop a list of activities that take place throughout the year that the health department can participate in to gain additional exposure in the county.	All Staff	October 2014	Not Complete	
2)	Agree to participate in community parades.	Department Heads		Home Health Complete and Health Department Not Complete	
3)	Have nursing and environmental health develop one news article per month for the newspaper and to be posted on the department's website	Darlene & Jeff/ Natasha Graboski	June-Dec. 2014	In Progress	
4)	and Facebook page. Develop list of all topics we can potentially use to develop seminars for the public from.	Darlene, Melissa, Jeff, Natasha Graboski	June-Dec. 2014	Completed & Mailed Out May 2014	
5)	Create some marketing materials for Home Health that can be distributed to patients as they are discharged from local hospital.	Natasha Graboski	June-Dec. 2014	In Progress	
6)	Organize meals hosted by the Home Health Agency at Senior Apartments throughout the county	Jane/ Home Health Staff	JanDec. 2014	Complete, May 2014 for Senior Day	
7)	In cooperation with local service agencies prepare cookie/goody bags that can be distributed to clients during the holidays.	Home Health Staff	OctDec. 2014	Completed Christmas 2013, Easter 2014 and in progress for fall 2014	
Yea	ar 2:				
1)	Agree to participate in community parades.	All Staff	October 2015	No parades, did OTSO and Fair outreach	
2)	Continue with monthly articles in the local newspapers.	Darlene & Jeff		Completed Completed	
3)	Distribute list of potential seminar topics to local organizations throughout the county.	Staff		Completed	
4)	Create a distribution plan and distribute marketing materials to	Natasha, Jane	June-July 2015	Not Complete	

5)	patients being discharged from the hospital. Have open house opportunities for Home Health during the Summer Firemen's festival and Home for the Holidays.	Home Health Staff	Dec. 2015	Status Unknown
Yea	ar 3:			
1)	Agree to participate in community parades	All Staff	October 2016	
2)	Continue with monthly articles in local newspapers.	Darlene & Jeff		
3)	Have each department give at least 2 seminars per year a potential location for the seminars could be the library depending on the amount of people expected to attend.	Department Heads		
4)	Evaluate if materials distributed to discharged patients is having a positive effect on Home Health.	Jane		

Goal #3 Evaluate Existing Health District IT Services and Needs Identified Staff Evaluation **Proposed Action Steps** Timeline Year 1: Completed Feb 2014 Investigate potential options for new Claire & Barb March 2014 website design. Barb, Dionne, Natasha Spring 2014 HD completed 2) Complete list of when computer equipment was purchased and put into Need HH status service. Year 2: Work with designer & get a new Claire, Nursing, Home January 2015 Added Pertinent Topics website to include an education of the Health and Completed month section and a section for Environmental patient and family resources. 2) Based of purchase dates, develop a **Completed** plan on when equipment should start to be replaced and budget accordingly. Year 3: 1) Review website & make changes as All Staff January 2016 needed

2) Evaluate whether equipment upgrades

are necessary.

	Goal # 4 Improve Access to Departmental Services				
Pro	oposed Action Steps	Identified Staff	Timeline	Evaluation	
Ye	ar 1:				
1)	Identify number of staff parking spots currently used in adjacent parking lot. Approach Wyandot County Commissioners regarding designation of one row of parking in adjacent Health Department lot for public use.	Jeff Ritchey, Barb Mewhorter	May 2014	In progress, Jeff e-mailed Commissioners, waiting for a response.	
Ye	ar 2:				
1)	If acceptable, notify neighboring departments of the intent to provide accessible parking to public and to please inform their staff.	Jeff Ritchey, Barb Mewhorter	May 2015	Completed	
2)	Obtain needed signage designating short term public parking adjacent to health department.			Signs purchased just not installed yet 11/18/15	
Ye	ar 3:				
1)	Continue to allow public parking adjacent to building				

	Goal #5 Develop Plan to Assure Financial Stability					
Pro	Proposed Action Steps Identified Staff Timeline Evaluation					
Ye : 1)	Review current programs & see what can be done to spend more time in programs that are profitable.	Board of Health	March 2014	In progress, 3 BOH Finance meetings set up 2014. 5/14/14, 7/30/14 & 12/10/14.		
2)	Look for grant opportunities that may bring additional money into the health department.	Department Heads	Summer 2014	In progress and on-going with department heads		
3)	Plan smaller scale fundraising for Home Health Agency Retain Staff	Dionne, Minda, Natasha	Summer 2014	In progress for HH In progress for HD, HH will need to do a separate		
5)	Research Accreditation, educate staff and Board of Health, initiate and assign Year 1 action steps	Department Heads Melissa Bianchi and Department Heads	Summer 2014	Accreditation initiative.		
Yea	ar 2:			Completed		
1)	Implement money saving measures.	Board of Health	March 2015	Billing updated, no wage		
2)	Adjust employee schedules to work in profitable programs.	All Staff	March 2015	increase, Levy transfer control		
3)	Apply for grants that would make more money than it would cost to administer & apply for.	Department Heads	Summer 2015	In progress - Difficult Mandated Programs		
4)	Plan major fundraiser for Home Health Agency	Dionne, Natasha, Jane	Summer 2015	OTSO reimburses wages at a rate of 100%		
5)	Continue Accreditation efforts, initiate and assign Year 2 action steps	Melissa Bianchi and Department Heads	Summer 2015	Not Completed		
Yea	ar 3:					
1)	Review budget & make changes as necessary.	Barb, Darlene, and `	March 2016			
2)	Review grants to assure they are still profitable.	Department Heads	March 2016			
3)	Annual fundraiser for Home Health Agency.	All Home Health Staff	Summer 2016			
4)	Continue Accreditation efforts, initiate and assign Year 3 action steps	Melissa Bianchi and Department Heads	Summer 2016			

Strategy #1: Decrease obesity among adults and youth Action Step Recommendations & Action Plan

Action Step Recommendations

To work toward decreasing **youth obesity**, the following action steps are recommended:

- 1. Implement a Healthier Choices campaign, which will lead to increased fruit and vegetable consumption, as well as other healthy foods.
- 2. Increase opportunities for students to engage in physical activity and decrease sedentary behavior.

To work toward decreasing adult obesity, the following action steps are recommended:

- 1. Implement a healthy vending campaign, which will lead to increased fruit and vegetable consumption.
- 2. Create a community calendar with updated information about exercise and nutrition programs available in Wyandot County.
- 3. Increase opportunities for business to provide wellness programs and insurance incentive programs for their employees.
- 4. Implement community gardens.

Action Plan

Decrease Obesity				
Action Step	Responsible Person/Agency	Timeline		
Implement a Ho	ealthier Choices Campaign			
Year 1: Work with school and community wellness committees as well as other youth-based organizations to introduce the following: • Healthier snack "extra choices" offered during school lunches • Healthier fundraising foods • Healthier choices in vending machines • Healthier choices at sporting events and concession stands,	Steve Kozel: Carey Schools Darlene Steward & Beth Bower: Wyandot County Health Department			
Reducing unhealthy foods as rewards		D 1 24 2044		
Year 2: Each school district and youth organization will choose at least 1 priority area to focus on and implement.	Steve Kozel: Carey Schools Darlene Steward & Beth Bower: Wyandot County Health Department	December 31, 2014		
Year 3 : Each school district and youth organization will implement at least 3 of the 5 priority areas.		December 31, 2015		

Decreas	se Obesity	
Action Step	Responsible Person/Agency	Timeline
Increase Opportunities for Students to Engage	in Physical Activity & Decrease Seden	ntary Behavior
Year One: Create an awareness campaign using the We Can! Program to educate parents and caregivers of the benefits of reducing screen time. Disseminate information throughout Wyandot County.	Ann Denman: Family & Children First Council, Help Me Grow	December 31, 2013
Explore opportunities for peer-based recess activities. (Older students creating organized recess activities for younger students)		
Work with the Wyandot County youth commission to create organized activities that increase youth physical activity.		
Year Two: Continue educating parents on the importance of reducing screen time.	Ann Denman: Family & Children First Council, Help Me Grow	December 31, 2014
Implement a peer-based recess program in at least one school district.		
Increase the activities being offered by the Wyandot County youth commission		
Year Three: Continue efforts from years 1 and 2		December 31, 2015
	nier Vending Campaign	
Year 1: Create an inventory of all vending machines throughout Wyandot County to get baseline data.	Margie Kimmel: Waistline Risk Solutions	December 31, 2013
Year 2: Recruit a least one local business and/or school to implement healthier options in their vending machines.	Margie Kimmel: Waistline Risk Solutions	December 31, 2014
Year 3: Implement healthier vending options in at least 25% of the county businesses and/or schools.		December 31, 2015
Wellness Con	nmunity Calendar	
Year 1: Create a community calendar with the most up-to- date information regarding nutrition and exercise programs and opportunities in Wyandot County. Put the calendar on- line and raise awareness about the calendar. Keep the community calendar updated on a quarterly basis. Check on funding to sustain calendar.	Margie Kimmel: Waistline Risk Solutions Joy Wilson: Upper Sandusky Community Outreach	December 31, 2013
Year 2: Partner with local businesses, churches and schools to begin printing the calendar and disseminating it throughout Wyandot County.	Margie Kimmel: Waistline Risk Solutions Joy Wilson: Upper Sandusky Community Outreach	December 31, 2014
Year 3: Enlist local businesses to sponsor the printing and dissemination of the calendar	Outreach	December 31, 2015
Increase Businesses Providing Wellness Programs	& Insurance Incentive Programs to	Their Employees
Year 1: Collect baseline data on businesses and organizations offering wellness and insurance incentive programs to employees. Educate Wyandot County Business and Health Network	Joseph D'Ettore: Wyandot Memorial Hospital Greg Moon: Wyandot County Office of	December 31, 2013
about the benefits of implementing these programs	Economic Development Margie Kimmel: Waistline Risk Solutions	
Year 2: Get 2 small and 1 large business/organization to initiate wellness and/or insurance incentive programs. Partner with Wyandot Memorial Hospital.	Joseph D'Ettore: Wyandot Memorial Hospital Greg Moon: Wyandot County Office of	December 31, 2014
	Economic Development Margie Kimmel: Waistline Risk Solutions	

Year 3: Double the number of businesses/organizations providing wellness and insurance incentive programs from baseline.

December 31, 2015

Decrease Obesity					
Action Step	Responsible Person/Agency	Timeline			
Cor	nmunity Gardens				
Year 1: Obtain baseline data regarding which districts and organizations currently have community gardens. Introduce idea to school and community wellness committees, as well as churches and other local organizations.	Melissa Bianchi: Wyandot County Health Department	December 31, 2013			
Year 2: Help school districts and other organizations apply for grants to obtain funding to start a garden	Melissa Bianchi: Wyandot County Health Department	December 31, 2014			
Year 3: Implement community gardens in all school districts and double the number of organizations with community gardens from baseline.		December 31, 2015			

Strategy #2: Decrease youth bullying and suicide rates Action Step Recommendations & Action Plan

Action Step Recommendations

To work toward decreasing **youth bullying and suicide rates**, the following actions steps are recommended:

- 1. Expand the LifeSkills training curriculum in Wyandot County.
- 2. Implement the Olweus Bullying Prevention Program in Wyandot County Schools.
- 3. Implement the Signs of Suicide program in grades 5-12.
- 4. Implement a mentoring program.

Decrease Youth Bullying and Suicide Rates					
Action Step	Responsible Person/Agency		Timeline		
Increase the LifeSkills T	Increase the LifeSkills Training Curriculum in Wyandot County				
Year 1: Secure funding for additional LifeSkills	Steve Kozel: Carey Schools	•	December 31, 2013		
programming. Implement the program in grades 3-5 in					
all Wyandot County school districts	school districts Department				
	Nancy A. Cochran: Mental Health	1 &			
	Recovery Services Board				
Year 2: Expand LifeSkills classes by adding middle	Steve Kozel: Carey Schools		December 31, 2014		
school and high school curriculums.	Darlene Steward: Wyandot County F	Health			
	Department				
	Nancy A. Cochran: MHRSB				
Year 3: All school districts participate in elementary,			December 31, 2015		
middle, and high school LifeSkills programming.					
	th Bulling and Suicide Rates				
	onsible Person/Agency		Timeline		
	ention Program in Wyandot Coun				
Year 1: Research the Olweus Bullying Prevention	Thomas Bennett: Wyandot County	Decen	nber 31, 2013		
program. Introduce program to school district	Department of Jobs and Family				
wellness committees.	Services				
	Ann Denman: Family & Children First				
	Council, Help Me Grow				
	Steve Kozel: Carey Schools				
Year 2: Secure funding for the program through grants	Thomas Bennett: Wyandot County	Decem	nber 31, 2014		
and/or local funding. Pilot the Olweus Bullying	Department of Jobs and Family				
Prevention Program in all 3 school districts.	Services				
	Ann Denman: Family & Children First				
	Council, Help Me Grow				
	*				
W A F I I O D II I D	Steve Kozel: Carey Schools	_	1 04 0045		
Year 3: Expand the Olweus Bullying Prevention		Decem	nber 31, 2015		
Program to additional grades including middle school					
and high school.	o Ciama of Cariaida Dagaman				
_	he Signs of Suicide Program	-	1 04 0045		
Year 1: Introduce the Signs of Suicide (SOS)	Nancy A. Cochran: Mental Health &	Decen	nber 31, 2013		
prevention program to school district wellness	Recovery Services Board				
committees. Secure funding for the program. Year 2: Implement the SOS prevention program in at	Nancy A. Cochran: Mental Health &	Degar	nber 31, 2014		
least one school district.	Recovery Services Board	Decen	1001 31, 2014		
Year 3: Implement the SOS prevention program in all	Recovery services board	Decem	nber 31, 2015		
three school districts.		Decell	1001 31, 2013		
	o Program for Wyandot County Vo	uth			
Implement a Mentoring Program for Wyandot County Youth					

Year 1: Meet with key leaders in Hancock County to discuss how to replicate their successful mentoring program in Wyandot County. Secure space and materials needed to begin the program.	Nancy A. Cochran: Mental Health & Recovery Services Board Ann Denman: Family & Children First Council, Help Me Grow Kris Joseph: Open Door Resource Center	December 31, 2013
Year 2: Collaborate with local organizations such as schools, libraries and churches to pilot a youth mentoring program in one local community.	Nancy A. Cochran: Mental Health & Recovery Services Board Ann Denman: Family & Children First Council, Help Me Grow Kris Joseph: Open Door Resource Center	December 31, 2014
Year 3. Expand the mentoring program geographically throughout Wyandot County to encompass all local communities.		December 31, 2015

Strategy #3: Decrease youth risky behaviors Action Step Recommendations & Action Plan

Action Step Recommendations

To work toward decreasing **youth risky behaviors,** the following actions steps are recommended:

- 1. Expand the LifeSkills training curriculum in Wyandot County.
- 2. Increase awareness of youth risky behaviors for parents, guardians and community members
- 3. Implement a family mentoring program

Action Plan

Decrease !	Youth Risky Behaviors				
Action Step	Responsible Person/Agency	Timeline			
Increase the LifeSkills Tra	Increase the LifeSkills Training Curriculum in Wyandot County				
Year 1: Secure funding for additional LifeSkills programming. Implement the program in grades 3-5 in all Wyandot County school districts	Steve Kozel: Carey Schools Darlene Steward: Wyandot County Health Department Nancy A. Cochran: Mental Health & Recovery Services Board	December 31, 2013			
Year 2: Expand LifeSkills classes by focusing on the addition of middle school and the high school curriculums.	Steve Kozel: Carey Schools Darlene Steward: Wyandot County Health Department Nancy A. Cochran: Mental Health & Recovery Services Board	December 31, 2014			
Year 3: All school districts participate in elementary, middle, and high school LifeSkills programming.		December 31, 2015			
Increase awareness of youth risky behavi	ors for parents, guardians and co	mmunity members			
Year 1: Plan and implement a community awareness event to offer the Operation Street Smart Workshop to adults in Wyandot County.	Barbara Mewhorter: Wyandot County Health Department Nancy A. Cochran: Mental Health &	December 31, 2013			
Using Operation Street Smart Workshop key points, create "stall talk" flyers for businesses, organizations and schools. Get at least one local business/organization and one school to participate.	Recovery Services Board				
Year 2: Plan additional awareness programs/workshops focusing on different "hot topics" Increase participation from businesses, schools and organizations to participate in the "stall talk" flyers,.	Barbara Mewhorter: Wyandot County Health Department Nancy A. Cochran: Mental Health & Recovery Services Board	December 31, 2014			
Year 3: Continue with risky behavior/trend workshops. Increase participation of "stall talk" flyers to 75% of businesses/organizations and schools. Update the flyers on a quarterly basis. Have local business/organizations sponsor and print the stall talk flyers.		December 31, 2015			

Decrease Youth Risky Behaviors					
Action Step	Responsible Person/Agency	Timeline			
Implement a F	Implement a Family Mentoring Program				
Year 1: Introduce the Strengthening Families and Guiding Good Choices parenting programs to community wellness organizations. Decide which program will be offered in Wyandot County. Coordinate with school guidance counselors, Department of Jobs and Family Services and the juvenile court to recruit high risk families	Thomas Bennett: Wyandot County Department of Jobs and Family Services Ann Denman: Family & Children First Council, Help Me Grow Nancy A. Cochran: Mental Health & Recovery Services Board	December 31, 2013			
Year 2: Implement the program in 3 locations throughout Wyandot County.	Thomas Bennett: Wyandot County Department of Jobs and Family Services Ann Denman: Family & Children First Council, Help Me Grow Nancy A. Cochran: Mental Health & Recovery Services Board	December 31, 2014			
Year 3: Increase the number of programs and/or locations where the program is being offered. Coordinate with local businesses and organizations to donate incentives for those families who successfully complete the program.		December 31, 2015			
Implement a Safe Comm	unities Coalition in Wyandot Cou	nty			
Year 1: Apply for and secure a Safe Communities Grant from the Ohio Traffic Safety Office. Establish a Safe Communities Coalition with diverse partners including law enforcement. Establish quarterly meetings.	Jeff Ritchey, Wyandot County Health Department	December 31, 2013			
Year 2: Work to address the required traffic safety goals and activities addressed in the Safe Communities grant. Increase awareness in the community by planning a countywide summer event. Reapply and secure a second year of the Safe Communities Grant.	Jeff Ritchey, Wyandot County Health Department	December 31, 2014			
Year 3: Continue working on required traffic safety goals. Increase the number of countywide events by 25%. Increase participation in countywide events by 25%.		December 31, 2015			

Conclusion:

In order to solicit community input to the Strategic Plan, the plan will be made available on the Wyandot County Health Department Website.