

BOH Strategic Plan Work Session

Agenda

11:30-3:00

August 13, 2019

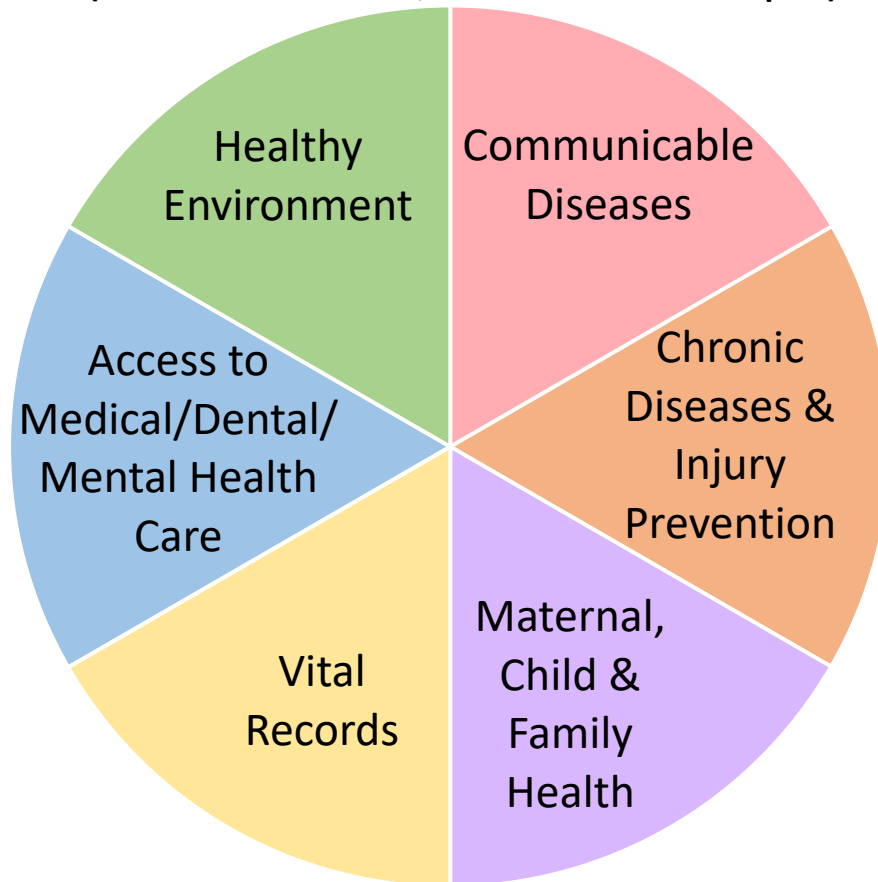
Facilitators: Tamie Kellogg and Jay Watson

Work Session Purpose: Discuss input from the Community and Stakeholders, conduct a SWOT and identify areas for potential strategic shifts, and solicit input on the SHD vision.

11:30 – 11:50	1. Welcome, Expectations, and Context	Chair Wright and Board Members
11:50 – 12:10	2. Discuss information on Washington State Foundational Public Health Services and SHD current programs and activities a. Input on SHD’s current Programs & Services. Materials: WA State Foundational Public Health Services graphic, Thematic Representation of SHD Programs & Services graphic	Board Members
12:10 – 12:40	Lunch Break	
12:40-1:15	3. Stakeholder and Community Input – Critical Issues for SHD to consider. a. Share and discuss the list. i. What’s missing? ii. Is there something that you think should be removed or de-emphasized as a focus area for the strategic plan? iii. Highlight important issues that should be emphasized and/or address in the strategic plan? Materials: Stakeholder Input critical issues list	Board Members
1:15 - 2:25	4. SWOT and Identify Initial Strategic Plan Priorities a. Conduct SWOT and identify priorities. Materials: SWOT worksheet	Board Members
2:25-3:00	5. Your New SHD Strategic Plan a. Activity on visioning. b. Next steps. Materials: Previous SHD vision and mission statement.	Board Members
3:00	6. Adjourn	

What does Public Health include?

(Based on RCW 43.70; with additional examples)



❖ **Healthy Environment**

Drinking water, food handling, sewage and solid waste disposal, toxics, pests...

❖ **Communicable Diseases**

Mumps, measles, rabies, tuberculosis, HIV/AIDS, Ebola, Zika...

❖ **Chronic Diseases & Injury Prevention**

Cancer, heart disease, diabetes...

❖ **Maternal, Child & Family Health**

Nutrition, safety, vaccinations, family planning...

❖ **Vital Records**

Birth & death certificates, tracking health statistics...

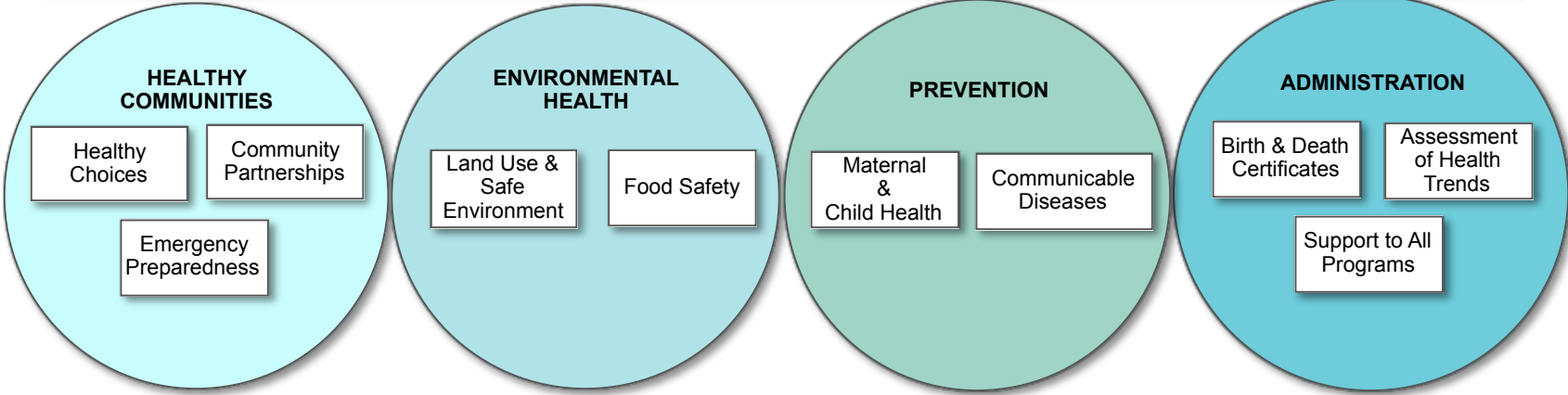
❖ **Access to Medical/Dental/Mental Health Care**

Private health care, subsidized health care, dentistry, counseling...

◆ **Cross-Cutting Capabilities** (Methods of Addressing the Previously Listed Services)

Assessing public health, Emergency Planning, Communications, Policy Development, Community Partnerships, and Business Competencies.

Thematic Representation of the Snohomish Health District's Programs & Services



HEALTHY COMMUNITIES:

- Healthy Choices addresses:
- Opioids misuse
 - Marijuana use
 - Tobacco use/Vaping
 - Suicide prevention
 - Immunization education
 - Physical activity promotion
 - Healthy nutrition
- Community Partnerships:
- Undertakes communication and policy work with groups and agencies
- Emergency Preparedness & Response:
- Plans/responds/coordinates during outbreaks and emergencies

ENVIRONMENTAL HEALTH:

- Land Use & Safe Environment regulates:
- Sewage treatment
 - Garbage disposal
 - Drinking water
 - Toxics/Medicines disposal
 - Child Care facilities' safety
 - Pools & spas
- Food Safety regulates:
- Facilities, restaurants & events with food handling/serving

PREVENTION:

- Maternal & Child Health provides:
- Case management
 - Education & outreach
 - WIC (nutrition support)
 - First Steps (pre/neo-natal)
- Communicable Diseases addresses:
- TB, HIV, STDs, Hep C
 - Vaccine preventable diseases (measles, whooping cough, flu, tetanus, meningitis, etc.)
 - Emerging diseases – investigations/response

ADMINISTRATION:

- Provides birth & death certificates
- Assesses health trends & plans responses
- Supports all programs by providing:
- Human resources, technology/info systems, equipment, supplies and facilities for all the District's programs & services

SNOHOMISH HEALTH DISTRICT - STRATEGIC PLAN
STAKEHOLDER AND COMMUNITY INPUT - CRITICAL ISSUES LIST (as of 8-7-19)

The following priority issues on this list were obtained from the: SHD's Public Health Advisory Council (PHAC) (5-22-19); Snohomish Cities group (7-18-19); Executive Committee (ExCom) of SHD's Board of Health (4-24-19); and Draft Community Health Assessment (CHA). They are organized around the Foundational Public Health Services (from RCW 43.70) listed from A to G.

A. COMMUNICABLE DISEASES & NOTIFIABLE CONDITIONS

- Latent TB (PHAC priority)
- STDs/family planning (PHAC priority)

B. CHRONIC DISEASE & INJURY PREVENTION

- Senior health/fall & injury prevention (PHAC & Snohomish Cities priority)
- Youth healthy living/recreation/injury prevention (PHAC priority)

C. HEALTHY ENVIRONMENT

- Environmental changes/shifts in climate (PHAC priority)
- Increased reliance on on-site sewage systems/groundwater impacts (PHAC priority)
- Promoting a Healthy Environment (Snohomish Cities priority)

D. MATERNAL, CHILD & FAMILY HEALTH

- Youth mental health (Draft CHA priority)
- Youth obesity (Draft CHA priority)
- Children's oral health (Draft CHA priority)

E. ACCESS TO MEDICAL/DENTAL/MENTAL HEALTH CARE

- Suicide (Draft CHA & Snohomish Cities priority)
- Opioid misuse (Draft CHA & Snohomish Cities priority)
- American Indian/Alaska Native health disparities (Draft CHA priority)
- Health care access (Draft CHA & PHAC priority)
- Access to Mental Health Care/Promotion of Positive Behaviors/Discouragement of Negative Behaviors (Snohomish Cities priority)
- Smoking/Vaping (Snohomish Cities priority)

F. VITAL RECORDS

G. CROSS-CUTTING CAPABILITIES

These are methods/strategies consisting of: Assessing Community Health, Emergency Planning, Communications, Policy Development, Community Partnerships, and Business Competencies.)

- Funding (PHAC priority)
- Interagency communications (Snohomish Cities priority)

SNOHOMISH HEALTH DISTRICT - STRATEGIC PLAN
STAKEHOLDER AND COMMUNITY INPUT - CRITICAL ISSUES LIST (as of 8-7-19)

OTHER POSSIBLE/ADDITIONAL ISSUES

- Homelessness (ExCom, PHAC & Draft CHA priority)
- Demographic increases and shifts (PHAC priority)
- Mobility issues/options (PHAC priority)
- Responsive/reactive v. preventive/proactive approaches (PHAC priority)
- Providing public health information about threats and responses (PHAC priority)
- Ability to respond to emerging issues (PHAC priority)
- Police-related Public Health issues (Snohomish Cities priority)

Snohomish Health District

SWOT ANALYSIS

An environmental scan, or SWOT, provides an ability to take stock of an organization from multiple perspectives and informs the organization about the environment it is operating in. This analysis consists of two scans: an internal scan of “Strengths and Weaknesses” and an external scan of “Opportunities and Threats.” The scans should provide a current snapshot of the SHD’s capabilities and a greater level of confidence in defining the priorities needed for a new strategic direction.

EXTERNAL SCAN	
Considerations include the:	
✓ Economy	✓ Demographic situation & trends
✓ Sociocultural context	✓ Political situation
✓ Technology	✓ Legal requirements
External Opportunities - Trends, partnerships, and areas where SHD may be able to take advantage of opportunities. <ul style="list-style-type: none">• What opportunities are present or emerging?• What trends could SHD take advantage of?	External Threats - Barriers that exist; outside factors or situations that may impact the organization; threats that SHD may be able to defend against. <ul style="list-style-type: none">• What outside factors or situations could threaten the organization or have a negative impact?

Snohomish Health District

SWOT ANALYSIS

INTERNAL SCAN	
Considerations include:	
<ul style="list-style-type: none"> ✓ Stable and sustainable finance ✓ Prudent budgeting ✓ Human resource management; staff commitment, skills and expertise level; workforce culture; demographics; turn-over/retirements 	<ul style="list-style-type: none"> ✓ Leadership ✓ Organizational management systems (systems to support success); infrastructure; technology ✓ Communications ✓ Organizational structure
<p>Internal Strengths - Resources or capabilities that help the SHD accomplish its mission.</p> <ul style="list-style-type: none"> • What does SHD do well? • What unique resources, and skills can SHD draw on? • What do others see as SHD's strengths? 	<p>Internal Weaknesses - Deficiencies in resources or capabilities that hinder the SHD in meeting its responsibilities and advancing its mission.</p> <ul style="list-style-type: none"> • In what areas could SHD improve? • Where is SHD less effective? • What might others say are SHD's weaknesses (stakeholders/partners, public, other agencies, etc.)?

Snohomish Health District's

Past Vision Statement:

In 2020, Snohomish County will be the healthiest community in Washington State and its residents will aspire to lead still healthier lives. Snohomish Health District will play a critical role in improving the health of the community by preventing illness and injury through:

- Protecting the public's health,
- Demonstrating leadership,
- Offering partnership,
- Providing value, and
- Education and promotion.

Past Mission Statement:

To improve the health of individuals, families, and communities through disease prevention, health promotion, and protection from environmental threats.

Note: both the vision and mission statements were developed in the SHD's 2009 Strategic Plan and reaffirmed in the SHD's 2014 Strategic Plan.