



W C H D

Winnebago County Health Department



Serving Our Whole Community

STRATEGIC PLAN ANNUAL REPORT 2019

Published:

January 15, 2021



Development	ASSESSORS							
	IP	A	E	AB	RBI	K	LOB	HR
PLAN REVIEW / Site Update	3	0	0	0	1	0	1	0
Healthy Homes	8	0	4	1	1	0	1	0
Annual Report	8	1	1	0	1	1	1	1
	5	1	1	1	0	0	1	0
Total	24	2	6	2	3	2	4	1

IP: Innings Played: Months
 A: Assists with other groups
 E: Errors: data deemed not helpful
 RBI: Runs Batted In: projects completed
 K: Strikeouts: unattainable information
 LOB: Left on Base: projects on hold
 HR: Home Runs: projects completed and handed off

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Background

Since 2014, every staff member at the Winnebago County Health Department has been engaged in a Strategic Workgroup. The goals and strategic initiatives are reviewed and action plans are refreshed annually to ensure work aligns with the overall plan, and advances WCHD's vision of "healthy people in a healthy community that promotes health equity."

OUR VISION

Healthy people in a healthy community that promotes health equity

OUR MISSION

Prevent disease, promote health, and engage the community to ensure the health of Winnebago County

OUR VALUES

Responsiveness
Community Resource
Expertise
Collaboration

A Nationally Accredited
Health Department
Since November 2017



Winnebago County

Health Department

2025 STRATEGIC PLAN

GOALS

1. Focus on Core Public Health

Advocate for policies that promote population health

Assess health status of the population

Assure development and implementation of plans to address health priorities

2. Develop and Enhance Systems to Support Core Public Health

Engage with community partners to address health priorities

Organize internally to support strategic initiatives

3. Advance a Culture of Quality

Maintain and ensure a workforce development plan to support public health competency

Inform community on public health initiatives and impact

Maintain or surpass national public health accreditation standards

Leadership

GOAL GROUP LEADS AND CO-LEADS

Policy Makers - Todd Marshall and Rebecca Ramsey

Assessors - Peter Lopatin, Jennifer Schnepf and Jennifer Dehmlow

Assurance - Todd Kisner, Charaine Boyd and Donna Homuth

Collaborators - James Keeler and Julie Sterling

Organizers - Cheryl Floyd and Ryan Kerch

Reporters - Katherine O'Toole and Antwon George

Workforce Development - Theresa James and Lisa Sprecher

Reaccreditation - Melinda Idell and Barb Kobernat

Director of Strategic Initiatives - Cynthia Hall

Dr. Sandra Martell, Public Health Administrator



Goal 1 – Focus on Core Public Health

Policy Makers – Advocate for policies that promote population health

By 2020, WCHD and community partners will advocate for policies to support Healthy Homes.

2019 Objective

Advocate for policies that support healthy homes

Accomplishments

- Healthy Homes Resolution (*in progress*)
- Mental Health Policy for WCHD (*in progress*)
- Trauma Informed Policy for WCHD and TIC (Trauma Informed Community) (*in progress*)

Assessors – Assess public health status of the population

By 2020, WCHD will produce annual reports with three-year trend analysis focused on Communicable Disease, Environmental Health, Maternal and Child Health, and Mental/Behavioral Health.

2019 Objective

Produce Annual Reports focused on Communicable Disease, Environmental Health, Maternal and Child Health, and Mental/Behavioral Health

Accomplishments

- Identified data sources for report generation
- Collected data for mental health policy development

Assurance – Assure development and implementation of plans to address health priorities

By 2020, WCHD will produce an annual report on the progress of the strategic plan and implementation of plans to address health priorities.

2019 Objectives

Develop strategies to address health priorities and report on progress of deliverables listed in the IPLAN

Align WCHD grant deliverables with IPLAN health priorities

Accomplishments

- Reviewed reports from Health Priority workgroups
- Developed list of grant deliverables related to health priorities

Health Priorities – Community Action Groups

The ***Maternal and Child Health Workgroup*** focused on reducing and mitigating the impacts of Adverse Childhood Experiences (ACES) on families in the WIC program by asking pertinent questions and providing referrals as appropriate.

A sub-group, the ***Adolescent Pregnancy Prevention Workgroup***, reviewed evidence-based curriculums to prevent sexual risk taking behavior. The group received over \$200,000 in grant funding to support evidence-based Teen Pregnancy Prevention Programs in local schools and community organizations. They also collaborated with the University of Illinois College of Medicine to develop a survey to help gauge adolescents' awareness of the services available at WCHD and service characteristic that would increase their access and use of relevant programs and services.

The ***Behavioral Health Leadership Team***, facilitated by a community partner organization, Rockford Regional Health Council with active engagement from WCHD, advocated for a community mental health board which was passed by the Winnebago County Board. They were also able to pass a mental health tax referendum through the Winnebago County Board for presentation to the voters for approval. Additionally, WCHD continued their work to address mental health via a Drug Overdose Prevention Program and the Winnebago County Opioid Task Force/Response Team.

The ***Violence Reduction Workgroup*** led the effort for Winnebago County to become a Trauma Informed Community (TIC). Over 1,000 people received Trauma 101 Training at no cost, 54 individuals and businesses signed the Trauma Informed Community Proclamation, and a public awareness campaign, including monthly interviews on "Good Morning Stateline" began airing locally. "Handle With Care," a program to identify children who were involved with law enforcement, continued at the Harlem School District and the Trauma Informed Community Film Series continued to be a success.

Goal 2 –

Develop Public Health Systems That Support Core Public Health

Organizers – Organize internally to support strategic initiatives

By 2020, the Public Health Workforce Competency self-assessment will show improvement in at least one area.

2019 Current Objective

Create opportunities for WCHD staff to show improvement in public health competencies to grow and develop as public health professionals

Accomplishments

- Published digital version of Collective Impact introductory training
- Created slide deck to enhance staff presentation skills
- Developed Health Fair 101 tool
- Created skit on MAPP for staff

Collaborators – Engage in reciprocal relationships with community partners to address health priorities

By 2020, the Public Health Systems Assessment will reflect improvement in at least one essential public health service area.

2019 Objective

Increase community capacity to address the health priorities

Accomplishments

- Developed list of community partners
- Outreached to community partners to engage in Health Priorities
- Asked community partners to sign Trauma Informed Proclamations (*ongoing*)

Goal 3 –

Advance a Culture of Quality

Reporters – Inform community on public health initiatives and impact

By 2020, community partners, residents of Winnebago County, and the public health workforce will demonstrate knowledge of public health initiatives in the County.

2019 Objective

Develop reporting streams/mediums of reporting public health core functions and essential services

Accomplishments

- Developed bookmarks to promote Health Priorities
- Created baseball-themed overview of strategic workgroups
- Made Prezi presentation to promote IPLAN
- Produced health priority video (used in WCHD waiting rooms)
- Develop messages for community on what our health priorities are, why Community Advisory Groups have been formed to address them, and what the CAGs are doing to address them
- Developed Pregnancy Page for WCHD website to communicate services for Maternal and Child Health

Workforce Development – Establish and implement a workforce development plan to support public health competency.

On an annual basis, the WCHD Workforce Development Plan will be updated and align with national Public Health Accreditation (PHAB) standards.

2019 Current Objective

Update and maintain the WCHD Workforce Development Plan

Accomplishments

- Disseminated and evaluated core competency assessments
- Developed new employee orientation
- Researched and promoted online trainings
- Maintain and update WCHD staff trainings – by tier

Goal 3 – Advance a Culture of Quality

Reaccreditation – Achieve and maintain standards for national public health accreditation.

By 2020, WCHD will be prepared to submit documents to the Public Health Accreditation Board as part of reaccreditation.

2019 Objective

Create efficient process of identifying, assembling and posting accreditation documents

Accomplishments

- Completed online PHAB orientation
- Divided group by domain for data collection
- Collected data and drafting narratives – ongoing

CONTACT US

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WCHD

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