

W C H D

Winnebago County Health Department



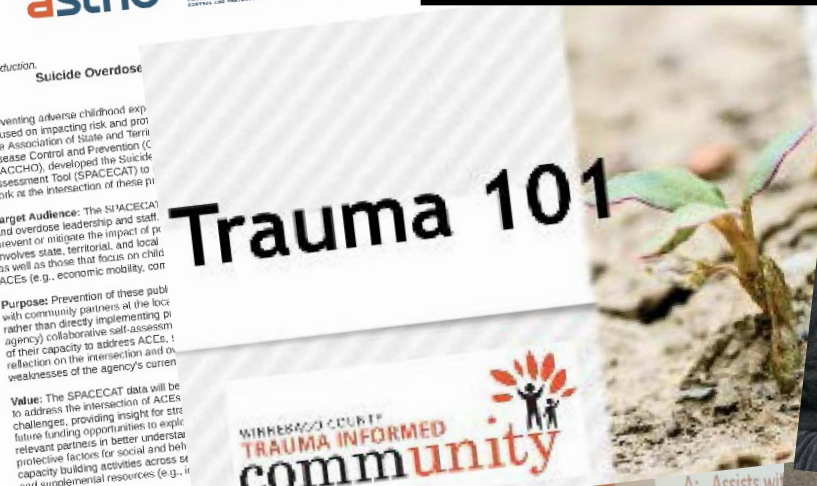
Serving Our Whole Community

STRATEGIC PLAN ANNUAL REPORT 2022



Published:

February 21, 2023



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Background

Strategic planning is an organizational management activity used to:

- Set priorities
- Focus energy and resources
- Strengthen operations
- Ensure employees/stakeholders work toward a common goal

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

An overview of WCHD's strategic process and an outline of the workgroups goals was presented to all staff. Each WCHD employee participates in a multi-disciplinary workgroup to achieve specified strategic goals.

Workgroups are divided by core function including:

1. Focus on Core Public Health

Policy Makers
Assessors
Assurance

3. Advance a Culture of Quality

Workforce Development
Reporters
Re-accreditation

2. Develop and Enhance Systems to Support Core Public Health

Collaborators
Organizers

Update

This year, all strategic workgroups completed the Capacity-Building Assessment of Trauma Informed Care for Organizations (CBAT-O) as facilitated by the Illinois Coalition for Youth (ICOY) with funding from the National Association of County and City Health Officials (NACCHO). The responses were analyzed by ICOY and used by WCHD to develop next steps. Staff participated in a detailed review of the results as leadership worked to integrate areas for improvement into the goals and objectives of the strategic workgroups.

The Strategic goals and objectives were subsequently modified with an emphasis on collaboration among workgroups to enhance efficiency.

Policy Makers were charged with incorporating trauma informed language into WCHD policies and job descriptions.

Assurance assigned team members to the other strategic workgroups and community groups to ensure goals and objectives are being met and reported out.

Assessors collected data to support dashboards that will be posted online.

Collaborators updated lists of community agencies and partners to provide information and marketing materials related to WCHD's strategic goals and objectives. They are also preparing to assist in disseminating information needed to complete the IPLAN.

Organizers completed a Collective Impact presentation that incorporates Real Life Experience (RLE).

Workforce Development revised the new staff orientation and employee handbook that is provided to all new hires. Those hired during the height of the COVID-19 response also received this training as they originally received an abbreviated orientation.

Reporters developed key messages for staff and created promotional materials to support the Strategic goals and objectives.

Re-accreditation gathered documentation for our reaccreditation process next Fall. They divided the work so each member of the group is assigned to one Center Director. Leadership is working to ensure the documents submitted highlight the best examples of our work.

Highlights of Strategic Accomplishments

- **Adopted a Trauma Informed Policy and a Mental Health Policy** that can be used as templates for external agencies and organizations.
- **Identified mental health as an emerging issue** and assisted in data collection to support grant proposals addressing this issue.
- **Ensured that grant deliverables are aligned with the IPLAN** (Illinois Plan for Local Assessment of Needs) health priorities and that community groups are moving forward to develop and implement strategies to address health priorities.
- **Revised new employee orientation.**
- **Developed Collective Impact Introductory Presentation** for WCHD staff and Board of Health.
- **Outreached to community partners** to engage in Health Priorities.
- **Developed a webpage** to promote the IPLAN 2023.
- **Created a communications plan for the "Hear Her" and Black Maternal Health Campaigns** which align with our Maternal/Child Health priority to increase awareness of urgent maternal warning signs.
- **Promoted Trauma 101 and Advanced Trauma Training.**

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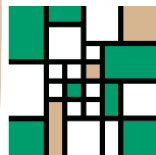
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