



Winnebago County

Health Department

2025 Strategic Plan Annual Report

Published: April 21, 2026



2025 Board of Health



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Winnebago County

Health Department



OUR VISION

Healthy people in a healthy community that promotes optimal health for all.

OUR MISSION

Engage the community to promote conditions for all residents to achieve optimal health.

OUR VALUES

Community Resource
Collaboration
Expertise
Responsiveness
Trustworthy

A Nationally Accredited
Health Department
Since November 2017



Winnebago County

Health Department

2025-2030 STRATEGIC PLAN

GOALS

1. Focus on Core Public Health

Advocate for policies that promote population health

Assess health status of the population and current trends

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 by using emerging best practices to address health priorities.

Overview

The Winnebago County Health Department (WCHD) uses Strategic Planning as an organizational management process to set priorities, strengthen operations, focus energy, and align resources, while ensuring employees and stakeholders work toward common goals.

With input from the Board of Health, WCHD Leadership, and all staff members, WCHD's Strategic Plan was refreshed and innovative and meaningful strategies were identified to reach the **Strategic Plan Goals**:

Focus on Core Public Health	Develop and Enhance Systems to Support Core Public Health	Advance a Culture of Quality
<ul style="list-style-type: none">• Policy Makers• Assessors• Assurance	<ul style="list-style-type: none">• Collaborators• Organizers	<ul style="list-style-type: none">• Workforce Development• Reporters• Reaccreditation

All staff members actively participate in one (1) of eight (8) multidisciplinary strategic workgroups identified above to achieve the Strategic Plan Goals, which are tracked in WCHD's Performance Management System, also known as a Knowledge Management System (KMS). Updates reported by the strategic workgroups were shared in the monthly Board of Health Reports.

More About the Winnebago County Health Department

WCHD received and maintains national accreditation from the Public Health Accreditation Board (PHAB). As the state certified local health department in Winnebago County, WCHD, with input and engagement from partners and residents, completed a Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP), as part of the Illinois Project for Local Assessment of Needs (IPLAN) 2025-2030 and identifies **three (3) community health priorities**:



For updates on WCHD's work on the health priorities, view **WCHD's 2025 Annual Report** available at publichealth.wincoil.gov.

Core Public Health Workgroups Update

Focus on Core Public Health

Policy Makers

Advocated for policies that promoted public health by:

- Creating a Trauma-Informed Statement and Policy, as well as a packet of materials to support agencies and organizations interested in becoming trauma-informed.
- Developing a Healthy Homes Policy.
- Developing a Residential Safe Sharps Disposal Policy.

Assessors

Assessed the health status of the population and current trends by:

- Collecting and analyzing data to support public facing dashboards related to the three (3) health priorities:
 - ❖ Violence,
 - ❖ Maternal and Child Health,
 - ❖ Mental and Behavioral Health.
- Collaborating with other strategic groups to provide data and ensure alignment of work with WCHD's health priorities.

Assurance

Assured the development and implementation of plans to address health priorities by:

- Developing the Grant Deliverable Alignment Review Tool (GDART) to align grant objectives with health priority strategies.
- Reviewing deliverables from twenty-seven (27) grants using the GDART to verify alignment with the three (3) health priorities and conducting a gap analysis report to direct the work and identify additional funding opportunities.
- Attending workgroups developed to address each health priority with community organizations and partners to ensure implementation of strategies.

Develop and Enhance Systems to Support Core Public Health

Collaborators

Engaged with community partners to address health priorities by:

- Informing partners of IPLAN 2025-2030 approval and distributing ongoing IPLAN messaging.
- Updating, enhancing, and categorizing the list of community partners.
- Identifying and inviting new partners to participate in health priority workgroups.
- Disseminating information regarding public health initiatives including trauma, Winning Start Winnebago, and Mental Health First Aid training.

Organizers

Organized internally to support strategic initiatives by:

- Reviewing staff Core Competency Assessment scores and [PH WINS Survey](#) results to identify areas for development and providing the following trainings:
 - ❖ Quality Improvement Tools and their application
 - ❖ Data analysis and interpretation

Advance a Culture of Quality

Workforce Development

Maintained and ensured a Workforce Development Plan to support public health competencies by:

- Ensuring that all required trainings are conducted throughout the year at All-Staff meetings.
- Updating the tier-based training modules for [Core Competencies](#) for Public Health Professionals to ensure employees at all levels receive ongoing education to address their learning needs.
- Revising the Workforce Development Plan to include employee demographics and identified training interests based on the Core Competency assessment.
- Assessing upcoming training needs and suggesting tracking tools.
- Planning and conducting new employee orientations.
- Analyzing the Employee Engagement Survey for integration into the Workforce Development Plan.

Reporters

Informed the community on public health initiatives and their impact by:

- Developing webpages focusing on the three health priorities.
- Preparing the Annual Report for the community.
- Identifying messaging opportunities regarding public health initiatives, including the:
 - ❖ Strategic Plan,
 - ❖ Workforce Development Plan,
 - ❖ Emergency Operations Plan,
 - ❖ Quality Improvement Plan.

Reaccreditation Workgroup

Achieved or surpassed national public health accreditation standards by:

- Analyzing, gathering, and reviewing documents for PHAB reaccreditation and reporting.
- Improving the Performance Management System, KMS.
- Assessing the IPLAN to evaluate alignment with the PHAB domains.



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