

**Work Plan:** Public Health Strategic Work Plan 2013 - 2014

<b>Priority 1: Communication – Adopt effective communication Strategies to create higher levels of health literacy in Clatsop County to improve health outcomes.</b>				
<b>Goal 1: Increase understanding and importance of public health initiatives</b>				
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will increase public knowledge of community environmental health issues or threats.	Develop two or three community education campaigns (broadcasts) on identified issues. i.e. seasonal issue, summer (West Nile, food safety); fall (Norovirus); Winter (E Preparedness) (two or three broadcasts)	EH, CD, Health Promotion Specialist, PIO		<i>Ongoing</i>
CCDPH will increase employers, employees, and breastfeeding mothers' awareness of state law on breastfeeding in the workplace	Make 6 presentations to employers (six presentations) Include law language on breastfeeding coalition site and on county Facebook by September 2014 (by September 2014)	WIC, MCH, Trina		<i>Ongoing</i>
CCDPH will support and lead healthy initiatives	Write one new grant proposal per year that targets the leading causes of death and disability; provide information to Chamber of Commerce twice per year. (twice per year)	All/Director		<i>Ongoing</i>
CCDPH will refine participant centered education skills to all WIC staff	The appropriate staff will attend State-provided ongoing training at least once per year. (once per year)	All WIC and MCH staff		<i>Ongoing</i>

CCDPH will exchange information from other counties	The appropriate staff will attend quarterly OWCA meetings (quarterly)	All WIC staff		<i>Ongoing</i>
CCDPH will improve the methods it uses to communicate with the public	Determine the methods that CCDPH uses to communicate with the public. Collect information from all programs on how we communicate with the public and partners and assess the methods to see if they are effective. (assessment)	All staff		<i>Not started</i>
CCDPH will increase public health awareness of public health initiatives	Create PSAs and release at least 4 times per year on the radio and in the paper on services and programs (4 times per year)	All staff		<i>Started</i>

**Priority 1: Communication – Adopt effective communication Strategies to create higher levels of health literacy in Clatsop County to improve health outcomes.**

**Goal 2: Implement marketing strategies that are culturally sensitive and reflect the community’s capacity and readiness for change**

<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will improve access to EH program information, necessary forms, and education	By the end of 2014, re-design website, creating user friendly web page and identify other electronic means to get information accessible, e.g., Facebook (by end of 2014)	EH, PIO, Admin		<i>Not started</i>

CCDPH will provide outreach on vaccination services	By August each year, Zoster (shingles) vaccine will be promoted through flyers, email, and community meeting locations (annually). By January each year, the flu vaccine will be promoted through radio and papers (annually).	CD, PHNs and Health Promotion Specialist		<b>Ongoing</b>
CCDPH will target groups to be reached easily: youth, seniors, pregnant women, Medicaid recipients, providers.	Determine target groups and partners; Identify contacts for them; use appropriate methods, e.g., Flyers, Face Book, emails, text messages. (five target groups)	FP, PHNs		<b>Ongoing</b>
CCDPH will promote over the counter availability of Plan B	By December each year, include availability on Facebook, deliver flyers, email and radio ad. (annually)	PHNs, Health Promotion Specialist, Admin, Public Health Director		<b>Ongoing</b>
CCDPH will promote eWIC	Provide educational information at every client encounter (per encounter)	WIC		<b>Ongoing</b>
CCDPH will promote fresh food options to WIC participants and the community at large	By June each year promote farmers market, SNAP match, and CCA produce truck through flyer distribution and other appropriate methods (annually)	WIC, MCH, Health Promotion Specialist		<b>Ongoing</b>
CCDPH will maintain a database of providers	Annually, establish contact with providers through fax, etc., and update contact information (annually)	Admin		<b>Ongoing</b>

<b>Priority 1: Communication – Adopt effective communication Strategies to create higher levels of health literacy in Clatsop County to improve health outcomes.</b>				
<b>Goal 3: Assure the language we use is relevant, timely, and framed in a way that is meaningful to the community being served</b>				
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCPHD will seek reviews from partners and stakeholders prior to release of public health message	Seek out reviews from target audience when possible, per message and per target audience (per message release)	All		<i>Ongoing</i>
CCPHD will capitalize on Hispanic community's preference for oral communication	Provide oral explanation in advance of offering any written information like pamphlets, flyers, etc., in person, per encounter, and over radio. (per encounter)	All		<i>Ongoing</i>
CCPHD will ensure language on breastfeeding in the workplace information is meaningful and relevant to the target audience	Seek materials review by Human Resources representatives outside of breastfeeding coalition by October 2013 (by October 2013)	WIC RN	October 2013	
CCPHD will ensure community environmental health information is effectively communicated to target audiences.	Assess and use culture appropriate methods to reach audiences; have EH materials reviewed for reading level and limited English speaking residents' needs. Submit updated public health information to target groups quarterly (quarterly)	EH		<i>Ongoing</i>

<b>Priority 1: Communication – Adopt effective communication Strategies to create higher levels of health literacy in Clatsop County to improve health outcomes.</b>				
<b>Goal 4: Expand opportunities for sharing data, Health Information Exchange and knowledge between primary care and public health</b>				
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will decrease the overall incidents or illness attack rate of community AGI (acute gastrointestinal illness) outbreaks in high risk populations.	Increase knowledge of prevention/mitigation strategies for AGI by provide annual training to identified establishments i.e. assisted living, nursing homes, schools. (annually)	CD EH Health Promotion Specialist		<i>Ongoing</i>
CCDPH will increase opportunities to provide messaging in broadcast fax and Facebook to providers	Send prenatal immunization best practices, Flu, vasectomy, Plan B, shingles, STI, and contraception information to providers via fax and Facebook as regular means of communication (per message)	RNs, Admin		<i>Ongoing</i>
CCDPH will increase immunization rates	Print immunization records at each WIC certification for families to take to PCP or walk ins (per encounter)	WIC		<i>Ongoing</i>
CCDPH will increase levels of cross-training for all staff	Invite guest speakers to all staff at three times per year (three times per year)	All		<i>Ongoing</i>

CCDPH will increase outreach and training to community care facilities for improved response to norovirus outbreak and information on safe practices to prevent outbreaks.	Annually by late fall, create training module to present to facility staff; offer and provide to two facilities per year. (annually, two trainings)	CD/EH		<b><i>Ongoing</i></b>
CCDPH will ensure two-way communications system with providers.	Determine how we are currently communicating with primary care providers; Assess which methods are effective: Alert IIS, broadcast fax, Face Book, etc. (assessment)	CD		<b><i>Ongoing</i></b>
CCDPH will develop system to enable medical providers to share with their clients the state law on breastfeeding in the work place.	Lactation consultants will assist the breastfeeding coalition to meet with hospitals twice per year, and place in newsletters and in monthly meetings, information on breastfeeding in the workplace. (twice per year)	Trina/Patsy Lee		<b><i>Ongoing</i></b>
CCDPH will provide feedback to providers on their input (case reports, etc.)	At least once per year, collect and analyze private provider disease reporting and immunization data and provide feedback to positively focus on their contribution to disease control. (annually)	CD, Public Health Director		<b><i>Ongoing</i></b>

<b>Priority 2: Policy Infrastructure -- Strengthen the public health infrastructure (systems, organizations, partnerships, networks)</b>				
<b>Goal 1: Restructure the Board of Health to better utilize its influence and leadership to impact health outcomes</b>				
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will learn what board current structure and responsibilities are	Ask a board member to present to staff annually (annually)	Public Health Director, BOH		<i>Not started</i>
CCDPH will present to the board on public health initiatives to support their leadership role.	Present to the Board of Health twice per year on initiatives, either new or underway; not including budget decisions. (twice per year)	Public Health Director, appropriate staff		<i>Started</i>

<b>Priority 2: Policy Infrastructure -- Strengthen the public health infrastructure (systems, organizations, partnerships, networks)</b>				
<b>Goal 2: Focus upstream and adopt policies that support prevention and address the causes of public health problems</b>				
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>

CCDPH will decrease adverse childhood health issues from poor indoor air quality and home environmental hazardous conditions.	By 2015, research funding opportunities necessary to implement a Healthy Homes Program in the county. (annually)	EH		<i>Not started</i>
CCDPH will identify public health problems we can impact upstream with policies	Convene policy committee four times per year on information re: STI, chronic diseases, to high risk pops, BOH, schools, etc. (four times per year)	FP, GC, Health Promotion Specialist, Public Health Director		<i>Started</i>
CCDPH will identify under-immunized persons in the community	Annually, meet with providers who have no vaccine—determine reasons (\$?)—ask for referral—educate staff. (annually) By June 2014, implement reminder/recall to under-immunized (by June 2014)	Nurses, Admin, GC, WIC		<i>Not started</i>
CCDPH will decrease unintended pregnancies; decrease STIs	Work with School Board Wellness Committee to adopt policy to enable CCDPH to present at High School health classes annually. (annually)	PHN, Public Health Director		<i>Not started</i>
CCDPH will improve dental outcome in WIC participants	By June 2014 adopt a procedures to offer guidance starting prenatally on Mom’s dental health and continue with bottle weaning and daily dental care info (by June 2014)	WIC		<i>Not started</i>

**Priority 2: Policy Infrastructure -- Strengthen the public health infrastructure (systems, organizations, partnerships, networks)**

<b>Goal 3: Achieve Quadruple Aim: lower costs, better care, better health, and health equity</b>				
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will help clients who are ready quit tobacco connect with the quit line	By June 2014 initiate state's fax referral program with clinic clients, and WIC clients (by June 2014)	HP, Nurses, WIC		<i>Not started</i>

<b>Priority 2: Policy Infrastructure -- Strengthen the public health infrastructure (systems, organizations, partnerships, networks)</b>				
<b>Goal 4: Enforce laws and regulations that protect health and ensure safety</b>				
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will ensure confidentiality policy for each program is appropriate and followed by all.	Document staff acknowledgment of policy annually. (annually)	Admin IVs, Public Health Director		<i>Started</i>
CCDPH will ensure each program has proper documentation and consent forms signed	Perform quarterly random audits of medical forms and stats in EPIC. (annually)	Admin IVs, PHNs		<i>Not started</i>

CCDPH will increase the number of benevolent organizations that proactively apply for temporary restaurant licenses.	Provide education outreach twice a year on Oregon Food Service license requirements to community organizations, e.g., ecumenical ministries, granges and non-profits. (twice per year)	EH		<i>Ongoing</i>
CCDPH will assure Environmental Health program financial stability and fair compensation for services rendered.	Annually review EH services and fee schedule for costs compensation ratio and need for fee change. Propose allowable “administrative” fee for benevolent Temporary Restaurant licenses. (annually)	EH		<i>Ongoing</i>

<b>Priority 3: Partnerships -- Build and sustain partnerships that utilize the perspectives and resources in the community</b>				
<b>Goal 1: Utilize the determinants of health (factors that can impact one’s health) as the foundation for partnership development</b>		<b>Measures of Effectiveness:</b>		
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will maintain and grow the CHART partnership	Hold 1 CHART meeting per month. Keep open to all organizations that can impact health (12 per year)	Health Promotion		<i>Ongoing</i>
CCDPH will meet/identify partners who serve at-risk population, and identify knowledge deficiencies	During monthly meetings with partners, e.g., DHS, CBH, Tongue Point Job Corps, CFHC, pharmacies, etc., determine if we can refer other work to each other, and identify knowledge deficiencies. Every other month have an organization present to CCCDPH program staff. (12 per year)	Public Health Director and staff		<i>Ongoing</i>

CCDPH will increase the duration of breastfeeding in the community	By June 2014, contact state representatives about increasing food packages for breastfeeding moms beyond 1 year post-partum, as an incentive to breastfeed the infants longer than 1 year (increase from 1 year to more than 1 year)	CMH, PSH, La Leche, North Coast Breastfeeding Coalition; Healthy Start, business community, providers		<i>Not started</i>
CCDPH will evaluate the OB practice of recommendations to exclusively breast feed	Evaluate current OB practice on plans for infant feeding during prenatal care visits. Contact the county's two hospitals OB programs by January 2014. (by January 2014)	Lactation consultants		<i>Started</i>

<b>Priority 3: Partnerships -- Build and sustain partnerships that utilize the perspectives and resources in the community</b>				
<b>Goal 2: Leverage partnerships to maximize resources that will impact specific health outcomes</b>		<b>Measures of Effectiveness:</b>		
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will maintain or create new EH program partnerships that fosters sharing of information, resources and environmental surveillance.	Biannually meet with local Department of Agriculture staff. (twice per year) Annually meet with Clatsop County Park's director for recreational water alga surveillance strategy. (once per year) Biannually meet with county and municipal building inspectors. (twice per year)	EH		<i>Ongoing</i>

CCDPH will strengthen partnerships by bridging communication between partners and state liaisons	Keep staff contact list updated, quarterly (4) Broadcast fax to providers and pharmacies regarding updates on immunizations monthly (12); to announce what flu supplies we have monthly (12); to provide CCDPH contact list to partners quarterly (4)	Admin		<i>Ongoing</i>
CCDPH will maintain outreach to community partners	Twice per year, deliver materials for outreach to Head Start, jail, CBH, schools; materials include pamphlets and brochures of services offered by CCDPH to local partners (twice per year)	All		<i>Started</i>

<b>Priority 3: Partnerships -- Build and sustain partnerships that utilize the perspectives and resources in the community</b>				
<b>Goal 3: Engage the community through the population's lifespan</b>		<b>Measures of Effectiveness:</b>		
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will make information available to the community at large	Provide information to seniors, senior centers, food bank, and disabled services; update links to community services on county webpage, yearly and as needed.	PIO		<i>Ongoing</i>
CCDPH will map the lifespan and determine what it can do to impact it	By end of 2014, gather and use data from various resources to create poster— pregnancy→birth→5 yrs 5→Teens. By end of 2015 determine impacts that can be made by programs; include chronic disease (by end of 2015)	WIC, Imm FP, STD		<i>Not started</i>

CCDPH will improve the quality of life and healthy development across all stages of life	Provide nutritional education to young families to support healthy birth outcomes and healthy development of young children at each encounter (per encounter)	WIC		<i>Ongoing</i>
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**Priority 3: Partnerships -- Build and sustain partnerships that utilize the perspectives and resources in the community**

<b>Goal 4: Support methods and initiatives to drive the integration of public health practice, primary care delivery and the supporting infrastructure</b>	<b>Measures of Effectiveness:</b>
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<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will maintain leadership in health care reform to impact local providers	Network with providers, CCO, OHSU; attend monthly meetings with the CCO Community Advisory Committee; the Cover Oregon regional workgroup; monthly (monthly,12)	Public Health Director, Health Promotion Specialist		<i>Ongoing</i>
CCDPH will build relationships with CCO and CFHC	Attend regular meetings with CCO, CAC, and the CFHC monthly to improve public health awareness (monthly,12)	Public Health Director, Health Promotion Specialist`		<i>Ongoing</i>
CCDPH will integrate public health services into community initiatives, like Connect the Dots, CHART, In-line, Early Learning Council, Directors Meeting, Multi-Disciplinary Team, and others	Continue or begin referrals to public health and other agencies, e.g., immy, FP, C-Care, OHP, healthy Start, Head Start, MCH, babies first, CaCoon, lactation services, Oral health; (per encounter)	All programs		<i>Ongoing</i>

<b>Priority 4: Accountability -- Develop systems of accountability to assure the quality and availability of public health services and initiatives</b>				
<b>Goal 1: Ensure stewardship of shared public and private resources</b>		<b>Measures of Effectiveness:</b>		
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH programs stay within budget	Present status of funding, grants and program budgets at mid-month, and quarterly summarize. (monthly, quarterly)	Program leads; fiscal analyst		<i>Ongoing</i>
CCDPH will sustain cost effective immunization and family planning services	Annually gather data on FP and immunization costs/admin rates for past 5 years Perform cost analysis for VFC/317 and private funded vaccines and rates by 12/2014 (annually) Present cost analysis to BOH for review by June 2015 (annually) Request changes in immunization and admin fee if applicable (annually)	PHNs, Public Health Director, Fiscal Analyst		<i>Ongoing</i>
CCDPH will survey FP resources in the community to determine services available	Contact community partners who provide women's health services and gather data about services available by Dec 2013 (colposcopy) Perform cost analysis by 12/2014 (by end of 2014)	FP, Public Health Director, Fiscal Analyst		<i>Not started</i>

**Priority 4: Accountability -- Develop systems of accountability to assure the quality and availability of public health services and initiatives**

<b>Goal 2: Assure a qualified workforce for the 21st Century</b>		<b>Measures of Effectiveness:</b>		
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will evaluate job descriptions per department and obtain educational requirements to maintain/enhance job performance	Employees will submit required training needed to maintain credentialing or program requirements by June 2014 Educational reimbursement policy will be available to employees by June 2014 (by June 2014)	All staff		<i>Ongoing</i>
CCDPH will complete available WIC webinars	Staff set aside time to take webinar at their desk or do together at monthly staff meetings (per training scheduled by state)	WIC, AdminIV, lactation and MCM nurses		<i>Not started</i>
CCDPH will complete WIC transition	Attend training provided by state WIC in PDX (per training scheduled by state)	Tory, Yami		<i>Not started</i>
CCDPH will enhance participant centered skills	Staff will take in-service trainings offered by state WIC office (per training scheduled by state)	WIC, Lactation, MCM		<i>Ongoing</i>

**Priority 4: Accountability -- Develop systems of accountability to assure the quality and availability of public health services and initiatives**

<b>Goal 3: Assure linkage between comprehensive strategic plan and quality improvement plan</b>		<b>Measures of Effectiveness:</b>		
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will assure program work efforts are aligned with strategic plan.	Annually review program work plans to include strategic plan objectives identified. (annually)	All staff		<i>Ongoing</i>
CCDPH will ensure consistent communication to staff regarding progress of strategic plan and QI	Employees will be provided quarterly reports from director regarding strategic plan. QI committee will provide quarterly reports to staff regarding progress (quarterly)	Public Health Director, QI committee		<i>Ongoing</i>

**Priority 4: Accountability -- Develop systems of accountability to assure the quality and availability of public health services and initiatives**

<b>Goal 4: Evaluate the needs, accessibility, effectiveness and quality of personal and population-based health services</b>		<b>Measures of Effectiveness:</b>		
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>

CCDPH will assess community resources available to serve diverse populations	Gather population data of community who are unable to obtain insurance under Cover Oregon by November 2014 (by November 2014)	Director of Public Health		<i>Not started</i>
CCDPH will assess satisfaction of WIC participants with services offered	Annually review state-provided survey of WIC participants (annually)	WIC		<i>Ongoing</i>

**Priority 4: Accountability -- Develop systems of accountability to assure the quality and availability of public health services and initiatives**

<b>Goal 5: Make evidence-based research, cultural competency, and community engagement the foundation for decision making, policy making, and the measures of success</b>		<b>Measures of Effectiveness:</b>		
<b>Objectives</b>	<b>Activities Planned to Meet Objectives</b>	<b>Staff/Partnership Member(s) Responsible</b>	<b>Completed by: (month &amp; year)</b>	<b>Status</b>
CCDPH will identify community environmental health issues and hazards for preventive efforts, e.g., policy and ordinance changes.	By July 2014 identify funding source to support objective work. By December 2014 conduct a community environmental health assessment. By June 2015 develop report for community use to solve or address local environmental health issues. Review handout literature to ensure reading level at 5 <sup>th</sup> grade. (by June 2015)	EH		<i>Not started</i>