

Pulaski County Health Department and Home Health Agency

Strategic Plan
2011 - 2014

vision



Public Health
Prevent. Promote. Protect.



Table of contents



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Prevent. Promote. Protect.

Acknowledgments

Grateful appreciation is extended to the Missouri Department of Health and Senior Services for assistance in the strategic mapping process.



Letter of Introduction

I. Vision–Mission–Values

II. Strategic Map

III. Action Plans

1. Chronic Disease

Prevention

Heart Disease / Diabetes

2. Smoking Attributable Diseases

3. Communicable Disease Prevention

IV. Phase Two Action Plans

V. Appendices

Appendix A – Community Assessment

Appendix B – Pulaski County Health Rankings

Appendix C – Health Improvement Plan



Greetings!

We are pleased to present the strategic plan for the Pulaski County Health Department. Please note:

- The entire staff worked to create this plan. This effort included using input received from others and represents expanded participation.
- The plan is intended to be an evolving document. Priorities shift, funding availability varies and new initiatives may be forced by emerging disease patterns. As the county grows, the focus of public health activities may change. The plan will be monitored on a quarterly basis and reviewed each year, accomplishments noted and changes made accordingly.
- The overriding purpose of the plan is to serve as a guide in providing service, which protects and improves the health of our citizens in a competent and cost-effective way.

We hope that you will find this document enlightening and that you will better understand the functions of a public health department after reading it. Feedback and questions are welcome!

Donna Brashear MSN, RN Administrator
Pulaski County Health Department &
Home Health Agency

Larry Helms, Board of Trustee Chair
Pulaski County Health Department &
Home Health Agency



With this VISION:

Pulaski County residents will lead a high quality of life, from birth through death, in a clean, safe and healthy environment.

We will have this MISSION:

Pulaski County Health Department will offer the highest quality community health and environment services in a fair, compassionate and timely manner to enable our residents to strive for and reach their fullest potential while addressing the everyday challenges in their lives.

Applying these VALUES:

- We value our community and the people who live here, especially our children and elderly.
- We value the health of our county and the services we are able to provide.
- We value our competent, responsible staff and Board of Trustees, and the honest caring manner in which they serve.
- Above all, we value and respect the needs of our community.



Vision

Strategic map

CHALLENGE:
Assist all persons to lead a high quality of life, from birth through death, in a clean, safe and, healthy environment.

Chronic Disease Prevention
Decrease the number of incidents of deaths r/t heart disease & diabetes

Develop intervention tools to educate the public about heart disease / diabetes (e.g. Community Guide / DHSS, MICA)

Develop and disseminate weekly mass media campaigns on the association between specific health conditions and HD / Diabetes

Promote behavioral changes to reduce the risk of getting HD / Diabetes or minimize the impact of these chronic diseases.

Advocate for and/or provide affordable, easily accessible screening opportunities to the general public.

Smoking - Attributable Disease(s)
Increase public awareness & knowledge of the effects of second hand smoke & smoking hazards

Develop evidence-based goals and objectives for Tobacco Environment & Policy Initiative

Develop and disseminate weekly mass media campaign on the negative effects of and health implications of smoking

Educate and mobilize community leaders to discuss the need of policy initiatives & smoking bans

Write for and secure funding to address issues related to smoking-attributable disease(s) such as school based prevention programs

Communicable Disease Prevention, STDs:
Decrease the number of Chlamydia case while increases the number of Chlamydia screenings

Develop evidence-based goals and objectives to increase public awareness of STD prevention

Create and disseminate meaningful age related media campaigns to address "simple" STD prevention facts

Promote the "need for" and encourage high risk individuals to get regularly screened for Chlamydia / Gonorrhea

Mission Statement: PCHD offers and provides the highest quality community health and environmental services in a fair, compassionate and timely manner to enable all people to reach their fullest potential while addressing everyday challenges.

Pulaski County
Recommended Implementation Plan
Strategic Direction: Decrease the Number of Incidents of Deaths
As Related to Heart Disease, Diabetes & Stroke

Activities	Results	Related Results	Deadlines	Accountabilities	Resources
1. Form a “Heart Disease & Diabetes Prevention” Steering Committee.	A. Increased public awareness / knowledge of the effects of heart disease & diabetes. Increase public awareness of the management of current health problems & the disease process	B	September 2011	<ul style="list-style-type: none"> • Connie Miles LPN Health Education • Deborah Baker, PIO, Health Education • Patty McClendon, RN Public Health Program Director 	<ul style="list-style-type: none"> • Intervention MICA • America Heart Association • EB Programs – CDC • American Diabetes Association
2. Design a Coordinated Public Health Action Plan that includes: <ul style="list-style-type: none"> • Heart Disease / Diabetes Prevention Strategies • Resource/Referral List • Steering Committee • Mediums to use • Planning Dates • List of Contacts 	B. Increased public awareness on “County Rankings” and severity of deaths as related to heart disease & diabetes. Increased public knowledge on the effects of behavioral life styles as they related to heart disease & diabetes	A ,C	December 2011	<ul style="list-style-type: none"> • Connie Miles LPN Health Education • Deborah Baker, PIO Health Education • Patty McClendon RN PH Program Director • Robin Goldsmith, WIC Coordinator • Annita Nickels, BS Nutritionist 	<ul style="list-style-type: none"> • Staff time & support • Continued HAC & Core funding • Community support and value placement on health • Media • Local physicians, other health professionals
3. Develop and Maintain Local and Social Media Campaigns. Disseminate weekly public health updates as related to heart disease & diabetes. Promote behavioral changes to decrease the risk and prevention of heart disease and diabetes	C. Informed public <ul style="list-style-type: none"> • Disease prevention & health promotion. • Knowledge of disease processes • Relationship of current health problems & behavioral life styles. • Screening opportunities 	B, A	January 15, 2012 and ongoing	<ul style="list-style-type: none"> • Connie Miles, LPN Health Education • Deborah Baker, PIO Health Education • Departmental Directors (dissemination of media campaigns) 	<ul style="list-style-type: none"> • Weekly PH Update • Radio Ads • Media Budget • CDSMP • DHSS Literature Warehouse • CDC On-line materials • DHSS Wise Women Program

Pulaski County
Recommended Implementation Plan
Strategic Direction: Chronic Disease Prevention
(Screening Opportunities)

Activities	Results	Related Results	Deadlines	Accountabilities	Resources
<p>1. Develop and implement a monthly Adult & Senior Clinic</p> <p>Senior Clinic screenings will be held monthly at local senior centers.</p>	<p>A. Increase in knowledge on signs/symptoms, prevention, and intervention of diabetes & heart disease</p> <p>Reduction in deaths related to diabetes</p>	<p>B</p>	<p>January 2012 and on going</p>	<p>Brenda Warner RN Home Health Program Director</p> <p>Connie Miles, LPN Health Education Coordinator</p>	<ul style="list-style-type: none"> • Departmental Staff • Core Funding • Home Health Nurses • HAC Funding
<p>2. Implement an Annual Senior Health Fair</p>	<p>B. Increase public awareness of services provided by the health department (screenings / clinics)</p>	<p>A, C</p>	<p>October 2011, and then annually</p>	<p>Brenda Warner, RN Home Health Program Director</p> <p>Connie Miles LPN Health Education Coordinator</p>	<ul style="list-style-type: none"> • Community Partners • St Robert Community Center • Departmental Staff
<p>3. Advocate for and provide affordable, easily accessible screening opportunities to the general public.</p>	<p>C. Greater accessibility of services to residents in the community</p> <p>Increased number of residents who are screened for diabetes, cholesterol, BMI, blood pressure.</p>	<p>B, A</p>	<p>January 2012, an on going</p>	<p>Patty McClendon, RN BSN Public Health Program Director</p> <p>Angela Mercado, RN BSN Public Health Nurse</p> <p>Sherry McDowell, Office Support, Public Health</p>	<ul style="list-style-type: none"> • Annual Budget for Services • Current Clinics • PH Staff

Pulaski County
Recommended Implementation Plan
Strategic Direction: Increase Public Awareness of the Effect of Second Hand Smoke

Activities	Results	Related Results	Deadlines	Accountabilities	Resources
<p>1. Develop EB objectives and goals for environmental tobacco policy initiative</p> <p>Educate & mobilize community leaders to discuss the need of policy initiatives and smoking bans.</p>	<p>A. Increase the number of restaurants with a Smoke Free Policy by 5%.</p> <p>Implemented Smoke Free Policy at one local school district (e.g. designated smoking areas during sporting events)</p>	<p>B, C</p>	<p>January 2012 January 2013 (smoking policy in restaurant)</p> <p>January 2013</p>	<p>Donna Brashear, RN MSN</p> <p>LaDonna Murray BS EPHS</p> <p>Karen Wall BS EPHS</p>	<ul style="list-style-type: none"> • Staff time and support • Local restaurants • Core Funding • City and County Officials • Board of Health • Pulaski County Community Network
<p>2. Develop and disseminate weekly mass media campaign on the negative effects of and health implications of second hand smoke</p>	<p>B. Implemented Media Campaign for: Twitter / Facebook Social Media Sources Packets for 1st / 2nd grade classes (e.g. cessation programs).</p>	<p>A, C</p>	<p>November 2011</p>	<p>Deborah Baker, PIO Patty McClendon RN BSN PH Program Director Connie Miles LPN Health Education Coordinator</p>	<ul style="list-style-type: none"> • Weekly PH Update • Radio Ads • Media Budget • CDSMP • DHSS Literature Warehouse • CDC On-line materials
<p>3. Write for and secure funding to address issues related to smoking attributable diseases (e.g. school based program)</p>	<p>C. Secured funding through MFH for Smoke Busters Program</p> <p>Implement Smoke Busters Program in two local school districts</p>		<p>June 2012</p>	<p>Donna Brashear RN MSN</p>	<ul style="list-style-type: none"> • MFH Grant Opportunity

Pulaski County
Recommended Implementation Plan
Strategic Direction: Communicable Disease Prevention

Activities	Results	Related Results	Deadlines	Accountabilities	Resources
<p>1. Develop EB objectives and goals to increase public awareness of STD prevention strategies.</p>	<p>A. Increased number of STD screenings to include an increased number of educational opportunities.</p> <p>Decreased incidence of re-infections rates.</p> <p>Decreased STD incident rate.</p>	<p>B, C</p>	<p>March 2011</p>	<p>Patty McClendon, RN PH Program Director</p> <p>Angela Mercado, RN Communicable Disease</p> <p>Preventive Medicine, General Leonard Wood Army Community Hospital</p>	<p>Departmental Staff Core Funding American Heart Association American Cancer Association Preventive Medicine GLWACH (Ft. Leonard Wood Hospital</p>
<p>2. Create and disseminate meaningful age related media campaign to address “simple” STD prevention facts.</p>	<p>B. Implemented Media Campaign for: Twitter / Facebook and other Social Media Sources</p>	<p>A, C</p>	<p>November 2011</p>	<p>Deborah Baker, PIO Patty McClendon RN BSN PH Program Director Connie Miles LPN Health Education Coordinator</p>	<p>Weekly PH Update Radio Ads Media Budget CDSMP DHSS Literature Warehouse CDC On-line materials Sponsor for radio ads – weekly public health updates</p>
<p>3. Promote the “need for” and encourage high risk individuals to get regularly screened for STD’s. Provide monthly “Free” STD clinics</p>	<p>C. Increased number of STD screenings to include an increased number of educational opportunities.</p>	<p>A</p>	<p>June 2011 and ongoing</p>	<p>Patty McClendon, RN PH Program Director</p> <p>Angela Mercado, RN Communicable Disease</p>	

Appendix A



Appendix B

