Wilson County Health Department
Strategic Plan
2011-2015

The Strategic Plan reflects the areas of focus for the Wilson County Health Department during the five year period; 2011-2015.

The Strategic Plan is available on the county's website at www.wilson-co.com. Copies are also available at the Wilson County Health Department.

Purpose

The purpose of this Strategic Plan is to provide a blueprint for Wilson County Health Department for the next five years to identify and address the needs of public health and measure progress in meeting those needs.

The Strategic Plan includes goals and strategies, which must be achieved in order for the health department to remain an effective health agency over the next five years.

Mission

The mission of Wilson County Health Department is to promote health and reduce the occurrence of disease, disability and premature death; to provide skilled nursing services to those citizens who are ill and homebound; to protect the health of the citizens from certain environmental problems; to provide wellness, education and safety.

Vision

"Striving for a Healthier Community"

Wilson County Health Department is focused on the families and community it serves. We will strive to provide the essential services of public health and we are committed to carrying out the Strategic Plan to improve the health of Wilson County residents.

Guiding Principles

- ◊ Deliver and expand services based on community need.
- ◊ Improve efficiency in all divisions.
- ◊ Assure a competent and diverse public health workforce and effective public health leadership.
- ◊ Maintain a positive public image.
- ◊ Implement a quality improvement plan.
- ◊ Improve health outcomes and quality of life for county residents.
- ◊ Maintain fiscal responsibility.
- ◊ Obtain funding to support and improve existing programs.
- ◊ Utilize evidence-based best practices in service provision.
- ◊ Provide a comprehensive response to public health emergencies.

The Strategic Planning Committee identified strengths, weaknesses and opportunities that impact the delivery of services to the community.

STRENGTHS

- Community Health Education
- Access to bilingual staff
- Preparedness Coordination throughout county government
- Positive relationships with community members, agencies, and partners
- Advertising all services on health department website
- Competent well trained staff
- Effective in addressing many health issues

WEAKNESSES

- Limited funding
- Ability to fill vacant professional positions in a timely manner
- Extended operational hours
- Limited transportation
- Limited bi-lingual professionals (nurses)

OPPORTUNITIES

- Expansion of clinic services
- Insurance billing
- Additional staff
- Streamline paperwork
- Men's health services
- Full-time physician

THREATS

- Budget cuts, changes, loss of funding
- Political, legislative decisions
- Staff retention
- Staff burnout, client non-participation, stress in keeping numbers and reviews up
- Duplication of services in competing with other clinics in the area
- Other providers may attract employees and business away from the health department.
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Strategic Goals

The following goals were developed as a result of the Wilson County Community Health Assessment survey assessed by the Community Health Team.

Goal 1	Increase community awareness about illegal drug activities.
Goal 2	Improve access to affordable health care.
Goal 3	Increase community awareness of unsafe sex practices.
Goal 4	Increase health care services available to Wilson County residents.
Goal 5	Decrease the use of alcohol and drugs by teens.

Wilson County Health Department Strategic Plan 2011-2015			
Goal 1	**Increase community awareness about illegal drug activities.**		
CHA Priority Addressed	**Illegal drugs**		
Objective #1:	***Establish a partnership and collaborate with local law enforcement in reducing illegal drug activity***		
Activities	**Lead Person**	**Partner(s): N=New E=Existing**	**Timeframe**
Be more assertive in making the community aware of illegal drugs.	Health Educator Public Health Nurse Public Information Officer	Wilson Co. Schools – E *Wilson Times* – E Wilson Co. Sheriff's Dept.-E	2015
Contact media to deliver message about illegal drugs among youth.	Public Information Officer	*Wilson Times* – E	2015
Provide informational brochure about drug and alcohol use at health fairs.	Health Educator Public Health Nurses	Wilson Co. Schools – E OIC – E Wilson Co. Sheriff's Dept.-E	2013
Objective #2:	***Partner with and fully support the Wilson County Substance Abuse Coalition***		
Activities	**Lead Person**	**Partner(s): N=New E=Existing**	**Timeframe**
Provide information about the effects of illegal drugs to youth in schools and churches.	Family Nurse Practitioners Health Educator School Health Nurses	OIC – E Wilson County Substance Abuse Coalition – E	Ongoing
Educate employers about the dangers of illicit drug use in the workplace and the important role in a drug-free workplace program.	Wilson County Substance Abuse Coalition	Wilson Co. Health Dept. – E OIC - E	Ongoing

Wilson County Health Department Strategic Plan 2011-2015			
Goal 2	**Increase access to affordable health care.**		
CHA Priority Addressed	**Affordable Health Care Services**		
Objective #1:	***Increase the number of adult primary care visits by 10% by 2015. 963 adults were seen for primary care services from 3/2010 to 3/2011, an average of 80 per month..***		
Activities	**Lead Person**	**Partner(s):** **N=New** **E=Existing**	**Timeframe**
Expand the adult primary care hours from 8 hours/week in 2011 to 32 hours/week by 2015 (Funding approval by county commissioners)	Director of Nursing		Ongoing Ongoing
Continue to provide primary health care services on a sliding fee scale, as an affordable option for adults without health insurance. (BoH/County Commissioners approval of fee schedule)	Health Director Director of Nursing		Ongoing
Complete agency applications for four additional health insurance plans prior to 2015.	Health Director Director of Nursing		2015
Continue to provide BCCP services for women. (BCCP Program Coordinator/funding approval by county commissioners)	Director of Nursing Public Health Nurses		Ongoing
Secure one additional funding source by 2015, for disease prevention screening including mammograms and colonoscopies.	Health Director Director of Nursing		2015
Secure Wise Woman funding by 2012 to provide preventive health care services for uninsured women.	Health Director Director of Nursing		2012

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Goal 2	**Increase access to affordable health care.**		
CHA Priority Addressed	**Affordable Health Care Services**		
Objective #2:	***Implement a healthy weight initiative for children age 5-11 who receive services from the health department. Data from CY 2006-2008, indicates that 52.8% of the children have a BMI between the 5th and 85th percentile. This is a decline of 9.6% from CY 2000-2002.***		
Activities	**Lead Person**	**Partner(s): N=New E=Existing**	**Timeframe**
Initiate a monthly healthy eating workshop for the child and parents	WIC Nutritionist		2012
Initiate a exercise class for the child and parents twice monthly	Health Education Nutritionist	YMCA - N Health Department	2012

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Goal 3	**Increase community awareness of unsafe sex practices.**		
Objective #1:	***Decrease the number of teen pregnancies among 15 – 19 year olds.*** ***Baseline Data:*** • ***The number of Wilson County pregnancies among 15 – 19 year olds was 224 in 2009*** • ***Wilson County had the 14th highest ranking in North Carolina*** ***Source: (Adolescent Pregnancy Prevention Coalition of NC)***		
Activities	**Lead Person**	**Partner(s): N=New E=Existing**	**Timeframe**
Implement the Real Care Baby Parenting Program, a pregnancy prevention program, in grades 7-8 in at least 3 additional middle schools.	Health Educator Middle School PE Teachers School Health Nurses School Counselors	Wilson Co. Schools – E Wilson County Extension - E DSS – E	Ongoing
Continue to provide Emergency Contraception Services	Health Educator Family Planning Staff	Wilson County Health Department	Ongoing
Objective #2:	***Ensure teens and/or students receive comprehensive sex education***		
Activities	**Lead Person**	**Partner(s): N=New E=Existing**	**Timeframe**
Provide STD and Sexuality classes to high school students at the health department and public schools.	Health Educator Family Planning Nurses School Health Nurses	Wilson County Schools- E	Ongoing
Hold a forum for parents to discuss how to talk with their child about sex and STDs.	Health Educator School Health Nurses Family Planning Staff	East Carolina Pediatrics - E Wilson County Schools - E	Ongoing
Objective #3:	***Increase access to Family Planning services to teens.***		
Activities:	**Lead Person**	**Partner(s) N=New E=Existing**	**Timeframe**
Provide a "Teen Clinic" for teens only in Family Planning and STD's	Health Educator Family Planning Coordinator	Wilson Co. Schools N OIC- E	2015
Continue to offer Condoms and Prevention Education Services (CAPES) class to teens without parental consent.	Health Educator		Ongoing
Continue to provide free condoms to beauty and barber shops (fish bowls)	Health Educator	Local beauty and barber shops – E	Ongoing

Wilson County Health Department Strategic Plan 2011-2015			
Goal 4	**Increase health care services available to Wilson County residents.**		
CHA Priority Addressed	**Affordable Health Care Services**		
Objective #1:	***Increase access to effective preventive care, primary care services, and health care providers.*** ***Baseline Data:*** • ***Wilson County uninsured population in 2008 was 19.9%.*** • ***In 2007 15.2% of children in Wilson County were uninsured.*** • ***Cancer continues to be #1 cause of death in Wilson County.*** ***Source: (KIDS Count Data Center) (NC State Health Statistics)***		
Objective #2:	***Increase the number of children 6 months to 3 ½ years of age to 5 participating in the Dental Varnishing Program.***		
Activities	**Lead Person**	**Partner(s): N=New E=Existing**	**Timeframe**
Promote Dental Varnishing Program	Dental Varnishing Coordinator Child Health Coordinator		Ongoing
Extend clinic hours for Primary Care Services	Health Director Nursing Director		Ongoing
Partner with other physicians and community health centers to provide extensive and affordable primary care services for citizens of Wilson County.	Health Director Nursing Director	Wilson Medical Center – N Community Health Center – N Local primary care physicians-E	Ongoing
Publicize immunization schedules for residents.	Immunization Nurse		Ongoing
Promote flu/pneumonia/ shingles vaccines for residents of Wilson County.	Immunization Nurse Child Health Nurse		Ongoing
Continue to provide BCCP (Breast and Cervical Cancer Screening Program) for women meeting the BCCP criteria.	BCCP Coordinator Adult Health Coordinator		Ongoing

Wilson County Health Department Strategic Plan 2011-2015			
Goal 5	**Decrease the use of alcohol and drugs by teens.**		
CHA Priority Addressed	**Teen Alcohol and Drug Use**		
Objective #1:	***Partner with Wilson County Substance Abuse Coalition to help reduce the use of alcohol and drug use in teens by 5%.*** ***<u>Baseline Data</u>:*** ***The 2009 Youth Risk Behavior Survey's found that among high school students, during the past 30 days*** o ***42% drank some amount of alcohol*** o ***24% binge drink*** o ***10% drove after drinking alcohol*** o ***28% rode with a driver who had been drinking alcohol*** ***Source: CDC***		
Activities	**Lead Person**	**Partner(s): N=New E=Existing**	**Timeframe**
Hold Teen Forums for teens about the danger of alcohol and drug use.	Health Educator Wilson County Substance Abuse Coalition	Wilson County Sheriff's Dept. – School Health Nurses	2015
Objective #2:	***Decrease substance abuse among youth ages 12-17.*** ***<u>Baseline Data:</u>*** • ***Estimated youth with substance abuse in Wilson County, ages 12 – 17 in 2008 was 536 compared to the state 356*** • ***Duplin County, which is a peer county, had 352 youth ages 12 – 17.*** ***Source: (NC CATCH)***		
Activities	**Lead Person**	**Partner(s): N=New E=Existing**	**Timeframe**
Collaborate with Wilson County Substance Abuse Coalition's "Prescription Drug Drop Off Day". Provide information about drugs and alcohol use during family planning classes.	Wilson County Substance Abuse Coalition Health Educator Family Planning Nurse	Wilson County Substance Abuse Coalition - E	2011 Ongoing