

City of Appleton

Health Department Strategic Plan 2014



Mission:

The Appleton Health Department exists to safeguard the environment, promote public health, and protect consumers by providing high quality services that are responsive to the needs of the community. Our belief is that prevention is the most effective public health strategy.

Community Values:

Quality Education
Recreational Opportunities
Safe, healthy, accepting environment
Welcoming and family-oriented
Strong and balanced economy

Vision:

Our interdisciplinary team of dedicated professionals will continue to be a collaborative community partner and a credible resource leading the way to a healthier community. Appleton Health Department will achieve all requirements of a level III health department. In addition, the department will meet all requirements of a nationally accredited public health department.

Planning Assumptions

Workforce is changing (internal – retirements; external – competition for skilled and talented employees)

Increased utilization and dependency on technology

State and federal funding decline

Demographics of our community will continue to change

Imbalance of service demands versus available resources

Why and how people work will change

Increasing demand for transparency and response

Increased rate of change

Shift from individual to community wide services

To improve the communities health individuals share responsibility for their health and the health of their family

Key Strategies:

1. Provide a vital role assessing and ensuring the health needs and trade practices in the community.
2. Protect and promote the health and well-being of the citizen and the consumer.
3. Communicate with the public on health and consumer related issues.
4. Collaborate and provide high quality services in a cost effective and efficient manner.
5. Develop and evaluate department programs, policies, and procedures based on community needs.
6. Maintain a professional staff that works together as a cohesive team by cooperating, communicating and supporting each other to achieve department and individual goals.

Key Performance Measures:

Please see attached

Operational Plans:

Key Strategies are aligned with the City of Appleton's Strategic Plan and are included in the employees' goals and objectives of the department.

Key Strategies/Key Performance Measures

1. Provide a vital role assessing and ensuring the health needs and trade practices in the community

KEY PERFORMANCE MEASURES

HOW WE WILL MEASURE

Disease Surveillance

Disease reporting investigation and follow-up as required by state statutes

Community Needs Assessment

Fulfill state requirements

Elderly, Maternal & Child Health Home Visits

Fulfill all requirements per department policy

Immunization Benchmarking

Fulfilling immunization grant objectives

Vital Statistics

Birth & death reporting on annual report

West Nile Virus Surveillance

Assessing the presence of the virus within our community

2. Protect and promote the health and well-being of the citizen and the consumer

KEY PERFORMANCE MEASURES

HOW WE WILL MEASURE

Communicable Disease Investigation

Fulfill all statutory requirements and report out in monthly, quarterly and annual reports

Emergency Preparedness

Fulfilling public health preparedness grant objectives

Environmental Complaints

All complaints will be initiated within 3 business days

Environmental Inspections/Special Events

Fulfilling all requirements found in state agent contracts and Administrative codes

Immunization Clinics

Percentage of eligible children who fulfill school immunization requirements

Lead Poisoning

Rates of elevated blood lead levels in children under 6 years of age. Successful remediation of homes where blood poisoning occurred

Maternal & Child Health Injury Prevention

Number of childhood injuries and deaths

Partner Services/HIV

Number of HIV/AIDS cases

Perinatal Hep B

Rates of infants born with Hep B

Rabies Control

Number of human cases of rabies

3. Communicate with the public on health and consumer related issues

KEY PERFORMANCE MEASURES

HOW WE WILL MEASURE

Annual Report

Fulfill state statute requirements

Community Outreach & Education

Topics and number of people reached as reported in quarterly and annual report

Social Media (Facebook, website, YouTube, text)

Minimally 5 outbound health messages per week on social media and response to all incoming inquires within 2 business days

Utilize Traditional Media (print, TV, radio)

Copies of print media and log of interviews provided

4. Collaborate and provide high quality services in a cost effective and efficient manner

KEY PERFORMANCE MEASURES

HOW WE WILL MEASURE

Coalitions & Task Force

Leverage greater impact as reported in annual report

East Central Weights & Measures Consortia

Annual evaluations with community administrators reviewing consortia obligations

Fox Cities Bike Challenge

Number of participants and miles logged

Northeast Wisconsin Public Health Preparedness Partnership

Maintain consortia partnership and meet all CDC grant requirements

Weight of the Fox Valley

Establish and measure benchmark indicators

5. Develop and evaluate department programs, policies, and procedures based on community needs

KEY PERFORMANCE MEASURES

HOW WE WILL MEASURE

Behavior Risk Factor Surveillance Survey (BRFSS)

Published data every 5 years

Life Study

Published Life Study every 5 years

Public Health Emergency Plans (PHEP)

Annual review and update of improvement plans

Quality Improvement (QI)

Documentation of QI initiatives

Weights and Measures & Environmental Surveys of Establishments

90% positive response of services

Achieve Level III Health Department Status

State review and designation every 5 years

Meet all Requirements of a Nationally Accredited Health Department

State review in 2016

6. Maintain a professional staff that works together as a cohesive team by cooperating, communicating and supporting each other to achieve department and individual goals

KEY PERFORMANCE MEASURES

HOW WE WILL MEASURE

Individual & Department Goals

Documented in NEO.gov, quarterly and annual report

Professional Organizations

Document in annual report

Team Building

Employee surveys

Trainings

Topics & hours are documented in quarterly and annual report