

City of Appleton Departmental Strategic Plan



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:

What action steps will we take to achieve our long-term vision and key strategies? Who will be accountable to make these actions a reality? By when?



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Health Department Key Performance Measures – Continued

- 1) **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 reported on annual report
Weights & Measures – Fulfilling state statutes and administrative codes
West Nile Virus Surveillance – Assessing the presence of the virus within our community
- 2) **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) **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) **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) **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) **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