



City of Appleton Health Department Strategic Plan January 29, 2019

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:

Provide the highest level of service and leadership to be the healthiest city in Wisconsin.

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. (*1, 2)
2. Protect and promote the health and well-being of the citizen and the consumer. (*1, 4, 5, 7)
3. Communicate with the public on health and consumer related issues. (*2, 7)
4. Collaborate and provide high quality services in a cost effective and efficient manner. (*1, 2, 4, 7)
5. Develop and evaluate department programs, policies, and procedures based on community needs. (*2, 4, 5, 7)
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. (*2, 3, 5, 6, 7)

*Aligned with City of Appleton Strategic Plan, Key Strategies

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 |
| 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 |
|--|---|
| Adult Risk Factor Surveillance Survey | 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 | State review in 2020 |

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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

Completion of Workforce Development Plan

NEOGov goals and quarterly reports in 2019