



Whitman County Public Health

2022 STRATEGIC PLAN



GROWING A HEALTHIER COMMUNITY.

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About Our Strategic Plan

Whitman County Public Health Department (WCPH), located along the Washington State's eastern boundary next to Idaho State, serves a population of approximately 50,000. WCPH aims to protect and improve the health and well-being of Whitman County. It is one of 34 public health agencies serving 39 counties in Washington State.

The health department has three main divisions of services. The Personal and Family Health Services Division includes supporting the Whitman County Community Clinic and providing the Women, Infants and Children (WIC), Children with Special Healthcare Needs and Access to Baby and Child Dentistry (ABCDs) programs, as well as programs to promote safe kids. WCPH staff with the Community Health Division deliver programs focused on disease prevention, harm reduction, birth and death records, community data and nutrition services. The Environmental Health Division provides services to the community around managing hazards and toxics, land development, food safety, drinking water, water recreation and onsite septic systems.

In the fall of 2022, WCPH began a strategic planning process to develop an organizational vision, values goals and related objectives and activities for the next 2-3 years. This work was part of a larger re-imagining of the health department following the acute period of the COVID epidemic that included reorganizing its work into three divisions, developing a new website and completing a community health assessment and community health improvement plan process. The goal was to define new organizational priorities given the rapidly evolving context of public health in the US and Whitman County over the last few years (ie. decline in trust of public health, decline in overall immunization rates, increases in rates of mental health crises etc.).

The strategic planning workgroup, which consisted of all staff within the WCPH organization, met for eight sessions. Sessions were facilitated by Jennifer Pancholi of VillageReach, who was funded by the Washington State Department of Health. The workgroup participated in exercises to develop an organizational vision statement and values. It also reviewed recent policy development in public health in Washington State and nationally (ie. Foundational Public Health Services and Public Health 3.0) as well as data from WCPH's 2022 Community Health Assessment to inform the development of organizational goals, objectives, and activities. The WCPH then spent several weeks refining and prioritizing the activities and adapting them for monitoring in their project management software and internal processes.

The details of the WCPH strategic plan are documented throughout the rest of this report, which was prepared by Corrin McMichael of WCPH. The strategic plan is intended to be a living document and will be updated via the Asana project management software system over time in accordance with new requirements, emerging public health trends in the community, the creation of WCPH's community health improvement plan and evolving timelines.

Mission

To protect and improve the health and well-being of Whitman County.

Vision

A united Whitman County committed to all individuals and communities living healthy lives and navigating local resources and services.

Values

Individual-level-service

We are committed to providing individualized services on a case by-case basis in a format that is most beneficial to the individual's current needs.

Community-Oriented

We aim to connect with our communities and partners, understand their culture and needs, and build relationships that are mutually beneficial.

Trustworthy

We value being a reliable, transparent, and accurate service provider.

Compassion

We strive to support the diverse community with dignity and empathy so they feel comfortable utilizing our services.

Respect

We hold sincere regard for the feelings, wishes, rights and traditions of our community members.

Goals & Objectives

The strategic plan for Whitman County Public Health includes goals in four key areas. These key areas and the specific goal for each are outlined below.



Goal 1

Expanded & More People-Centered Programs

WCPH elevates the quality of life for community members through individualized care and services and the intentional expansion of programs.

Objectives

1.1	WCPH will expand its programs in a data driven direction reflecting foundational public health services, the outcomes of the 2022 CHNA, and/or task force recommendations
1.2	WCPH looks to improve and increase the level of individualized care and services by increasing accessibility of services.
1.3	WCPH will improve the quality of individualized service delivery by increasing training, continuing education and certifications.

Goal 2

Improved Public Awareness of and Trust in Services

WCPH improves public knowledge of, and builds trust in, services through accessible, transparent and useful information and programming.

Objectives

2.1.	We act as an information hub for community specific public health resources and health status data.
2.2.	We regularly communicate the work that we are doing with the community to increase awareness of it.
2.3.	We improve visibility of WCPH and our partnerships through in person and active participation in community events and forums.
2.4.	We identify and adopt additional strategies to build trust in public health, particularly with our rural communities.

Goal 3

Increased Collaboration with Partner Organizations

WCPH increases and maintains effective, authentic and respectful collaborations with partner organizations to meet our communities' identified needs.

Objectives

3.1	We convene community organizations in collaboratives, task forces and meeting to discuss and meet with us and other partners.
3.2	We partner with other organizations to bring more resources to the community.
3.3	We provide information to partner organizations.

Goal 4

Sustainability and Efficiency of the Health Department

WCPH has effective and sustainable organizational management practices and possesses adequate fiscal resources to efficiently meet its mission.

Objectives

4.1	Increase staffing to meet department needs.
4.2	Documenting and sharing our institutional knowledge and mapping who holds the institutional knowledge of programs dept. wide so that everyone is aware of each other's work and how to do it.
4.3	We provide comprehensive onboarding and cross-training for staff across programs.
4.4	Provide department wide awareness of budget and financing to make informed decision-making regarding budget.
4.5	We secure more diverse funding streams (i.e. grants).
4.6	We have established practices for regular communications between programs and between offices.





Whitman County PUBLIC HEALTH

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