



Whitman County
Public Health

Strategic Plan Overview

Mission

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

Vision

A united Whitman County where all individuals and communities live healthy lives and can access local resources.

Values

Collaboration

Cohesion

Communication

Human-Centered

Supports the idea of working across teams, sectors, and communities to improve health outcomes.

Accountability

Humility

Accuracy

Professional Presence

Emphasizes ethical responsibility, transparency, and trust – all key to public services and health for everyone in Whitman County.

Adaptability

Initiative

Resilience

Systems-Thinking

Highlights forward-thinking, adaptability, and improving system to meet evolving public health needs.



Organizational Strengths

Strengths – Organizational Culture:

- Supportive & Compassionate
- Focused & Organized
- Competent & Knowledgable
- Collaborative
- Trustworthy & Transparent

Strengths – Resources and Capacity:

- Adaptability; ability to think outside the box and pivot
- Preparedness & Vision
- Willingness to work together, do what is needed, and support each other
- Community connections; strong community partnerships and social media presence
- Responsive; ability to hear the community's needs and respond
- Established policies & procedures
- Professionalism, patience and persistence



Guiding Lights, Metrics, and Objectives

Guiding Light 1

We strategically foster meaningful, long-lasting community relationships.

Objectives:

BUILD TRUST & LONG-TERM CONNECTION

We use community feedback to improve and guide our organizational priorities.

EXPAND & DEEPEN PARTNERSHIPS

Build and sustain partnerships across diverse community sectors through shared initiatives and collaboration.

STRENGTHEN IN-PERSON ENGAGEMENT

We have a strong presence in the community through outreach and events.

Metrics:

- Action plans from feedback provided during community assessment work
- Number of active community partnerships or collaborations maintained annually
- Number of community engagement touchpoints conducted per year within a program (e.g., meetings, listening sessions, surveys, forums)

Guiding Light 2

We build trust within Whitman County by prioritizing consistency, care & concern, transparency and competency.

Objectives:

PROVIDE CLEAR, CONSISTENT & TRANSPARENT COMMUNICATION

Deliver clear and timely information about services, decisions, and public health actions.

ENSURE HIGH-QUALITY AND COMPETENT SERVICE DELIVERY

We recruit and retain qualified staff who are grounded in service to the community and exemplify our organizational value-based behaviors.

FOSTER A CULTURE OF CARE AND RESPONSIVENESS

We learn our community's needs and work to improve needs with true care & concern, while being open about the progress we are making.

Metrics:

- Metrics within the Community Trust Survey
- Percentage of programs or services meeting established performance or quality benchmarks (e.g., accuracy checks, timeliness standards, audit results)
- 100% of inquiries responded to within 24 business hours

Guiding Light 3

Our internal resources, procedures, and expertise are efficient and readily accessible.

Objectives:

ENSURE ACCESSIBILITY OF INTERNAL RESOURCES

Our internal resources are available in a central, accessible location.

STREAMLINE AND STANDARDIZE INTERNAL PROCESSES

Procedures are clearly documented and communicated, including the why behind the procedures.

STRENGTHEN STAFF SKILLS AND EXPERTISE

Ensure employees have the training, tools, and knowledge needed to perform their roles effectively.

Metrics:

- Onboarding document is given to 100% of new staff and supervisor helps facilitate the 6-month onboarding process
- All core organizational procedures are located in a central location and updated annually
- Staff feel like they can do their job with the resources available to them as reported in Team Member Feedback Survey

Guiding Light 4

We maintain commitment, funding and access to essential community programs and services.

Objectives:

MAINTAIN PROGRAM AVAILABILITY AND ACCESS

We ensure equitable access to essential public health services for people in rural communities in Whitman County.

DEMONSTRATE ORGANIZATIONAL COMMITMENT

Prioritize essential services through strategic planning, monitoring, and advocacy to meet community needs.

ENSURE SUSTAINABLE FUNDING

We seek funding to maintain essential services when needed.

Metrics:

- Number of at-fault disruptions in access to community programs and services administered.
- Number of clients served or program slots filled compared to capacity
- Percentage of essential programs with secured, multi-year funding

Guiding Light 5

We foster a collaborative and purpose-aligned workplace where staff feel valued and supported.

Objectives:

PROMOTE COLLABORATION AND TEAM ALIGNMENT

We practice open and regular internal communication

SUPPORT STAFF WELL-BEING AND DEVELOPMENT

Provide resources, professional development, and support that help staff succeed in their roles.

RECOGNIZE AND VALUE STAFF CONTRIBUTIONS

Provide meaningful feedback and celebrate successes to foster a sense of value.

Metrics:

- Percentage of staff reporting a clear understanding of organizational goals and effective teamwork as reported in Team Member Feedback Survey
- Percentage of staff participating in a professional development opportunity as reported in Team Member Feedback Survey
- % of staff reporting they feel valued in Team Member Feedback Survey

How Whitman County Will Use It's Strategic Plan

- Display Mission, Vision, Values, Strengths, Guiding Lights, and Metrics in office as an ongoing reminder of strategic direction.
- Review strategic plan annually with individual staff to help create yearly goals and metrics for how the work of individual staff will track to the strategic priorities.
- Review it when new projects and/or priorities are proposed to evaluate alignment with strategic priorities; it can serve as a sieve to deprioritize low priorities.
- Review it annually to revise objectives, as needed. Review metrics annually to determine opportunities for celebration and recalibration.

GROWING A
ThrivingCommunity.

