



2023 – 2026 Strategic Plan

Mission

Our mission is to effectively provide the citizens of Perry County with the opportunity to achieve the healthiest outcomes possible through the implementation of foundational public health services

Vision

Our vision is an engaged, dynamic, and trusted partnership with the thriving community of Perry County

Core Values

As a department, we value transparency, integrity, commitment, respect, and trust

Strategic Goals & Objectives

Programs & Services

Goal: Increase and improve programs and services to meet the identified health needs of the community

Objectives:

- Fully train a community health worker to provide resources outside our scope of work by March 2024
- Implement a teen health program that includes education on STDs by December 2025
- Add two screening services to the health department by January 2025

Organizational Effectiveness

Goal: Increase the Health Department's impact, effectiveness, consistency, and resiliency to ensure our ability to meet the community's needs

Objectives:

- Update the policy manual and make it easily accessible to all staff by December 2024
- Create a standard operating procedure manual for each program by December 2026
- Include a staff program presentation at each daytime board meeting by February 2024
- Conduct bi-annual training to better understand the Health Department's role in various emergency situations by June 2025

Staff Retention & Development

Goal: Build a strong employee foundation to better serve the community together

Objectives:

- Provide cross-training to employees to develop one backup person for essential functions of each program by December 2026
- Conduct semi-annual staff teambuilding opportunities by December 2024
- Establish a staff well-being committee by January 2024

Connections & Relationships

Goal: Sustain and build partnerships internally and externally to build trust and provide resources to serve our community

Objectives:

- Host a quarterly activity for staff and board to develop stronger relationships by July 2024
- By December 2025, provide presentations to six local organizations (including law enforcement, faith based, and the business community) annually, to increase awareness of and coordination with programs and services

Communications & Outreach

Goal: Continue to strengthen our communications and outreach activities to promote all aspects of health

Objectives:

- Increase messages promoting local mental health resources to one message per month by August 2024
- Include a minimum of \$500 in the annual budget for promotion of health department services at community events by January 2024
- Create a health department brochure of programs and services by March 2025
- Utilize a messaging platform to provide additional communication opportunities by December 2026

Timeline: Strategic Goals & Objectives

2024

- Establish a staff well-being committee by January 2024
- Include a minimum of \$500 in the annual budget for promotion of health department services at community events by January 2024
- Have a staff program presentation at each daytime board meeting by February 2024
- Have a community health worker fully trained to provide resources outside our scope of work by March 2024
- Host a quarterly activity for staff and board to develop stronger relationships by July 2024
- Increase messages promoting local mental health resources to one message per month by August 2024
- Conduct semi-annual staff teambuilding opportunities by December 2024
- Update the policy manual and make it easily accessible to all staff by December 2024

2025

- Add two screening services to the health department by January 2025
- Create a health department brochure of programs and services by March 2025
- Conduct bi-annual training to better understand the Health Department's role in various emergency situations by June 2025
- Implement a teen health program that includes education on STDs by December 2025
- By December 2025, provide presentations to six local organizations (including law enforcement, faith based, and the business community) annually, to increase awareness of and coordination with programs and services

2026

- Create a standard operating procedure manual for each program by December 2026
- Provide cross-training to employees to develop one backup person for essential functions of each program by December 2026
- Utilize a messaging platform to provide additional communication opportunities by December 2026