

Sampson County Health Department Strategic Plan 2011-2013

I. Purpose:

It is the objective of this document to set forth priorities for the focus of the Sampson County Health Department for the next two years January 1, 2011 to December 31, 2013.

The areas selected are based upon:

- Data relative to health status indicators of the population of Sampson County
- Survey of citizens' concerns prepared during the community assessment process.
- Judgment of key personnel as to resources required to achieve tasks included.

Policy:

The priorities areas of influence identified in this document are intended to outline areas of emphasis based upon community needs, but are not designed to exclude or discourage other programmatic goals and interests. Management team members and other staff are urged to continue to seek creative opportunities to address public health problems/issues related to their routine duties and responsibilities within the restraints or available resources and contractual program requirements. This plan is intended to serve as a general guide for the relatively short term of two years. The changeable nature of Public Health does not lend itself to planning for the longer term in any realistic manner. This document may be amended at any time that new or emerging issues demand the attention of this health department.

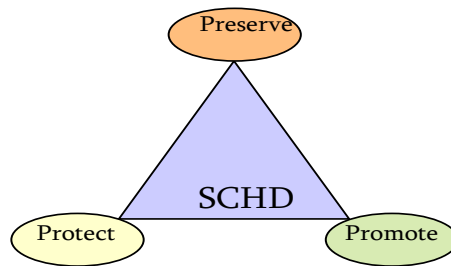
Method:

Based upon a review of the findings of the Community Health Assessment, discussions with the Board of Health, and meeting with the staff, a list of potential priority items were assembled. These were separated by a work group into different areas. The areas of priority identified in this document are not in priority order. Since each item applies to different program areas, it was felt that these could be accomplished concurrently. The planning group will meet at least annually to report on progress and /or revise the document as required.

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II. Mission, Vision and Values

MISSION, VISION AND VALUES



Mission:

The mission of Sampson County Health Department is to preserve, protect and promote the health, environment and well-being of the citizens of Sampson County.

Vision:

The vision of Sampson County Health Department is to provide services, prevent adverse outcomes and promote efforts to improve the quality of life for the residents of Sampson County.

Values and Objectives:

Caring - We will be compassionate when dealing with others and to show concern for the interest and needs of others.

Commitment - We will be dedicated, loyal and empathetic in what we do for the customer and the public.

Communication - We will provide direct, sincere communications to customers, the public and co-workers.

Community Service - We will provide services to the community through education, outreach and other venues to help ensure the health, safety and welfare of the community.

Excellence in Customer Service - We will meet or exceed customer expectations.

Privacy - We will respect the confidentiality and privacy of others and be committed to confidential care for customers and the public.

Professionalism - We will treat customers and co-workers with DIGNITY, RESPECT, INTEGRITY and COMPASSION at all times.

Productiveness - We will work to the best of our ability to provide efficient, effective, quality care for our customers and the public.

Responsibility - We are accountable to customers and the public for what we do.

Teamwork - We will work together to provide the best possible care for customers and the public. There is no "I" in team.

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III. General Information:

This document reflects the areas of focus of the Sampson County Health Department during the next two year period 2011-2013.

The Sampson County Health Department is committed to carrying out the following action plan to improve the health of Sampson County residents.

The Management Team of the Sampson County Health Department envisions an agency that strives to meet the following guiding principles:

- Health Department maintains Local Health Department Accreditation Standards, as defined in policies; protocols are maintained by all programs.
- Service deliverables and expansions are driven by community need
- Improved efficiency is attained in all divisions
- Health Department recruits, develops and retains a well-qualified, diverse workforce
- Public image of the Health Department is positive
- Quality of services is assured through implementation of the quality assurance plan
- Residents experience improved health outcomes and quality of life
- Health Department is accountable to the public in fiscal responsibility and service delivery
- Efforts are conducted through improved internal collaboration and communication
- Health Department is considered to be an employer of choice
- Expanded service availability for county residents
- Physical facilities are available or in the planning stage to address growing community needs and support newest technologies
- Funding is available to support and improve our programs
- Best practices, as recognized by the public health community, are utilized in service provision
- Department is capable of providing a comprehensive response to Public Health Emergencies.

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IV. Review and analysis of factors that impact the delivery of service:

A review and analysis of factors of the Sampson County Health Department that impact the delivery of services to the community was conducted by the management team and program coordinators on January 14, 2011.

Strengths	Weakness	Gaps
<ul style="list-style-type: none"> *Core Public Health Focus. *Community based services *Strong partnerships and Collaborations. *Competent well trained staff. *Solid county funding for Public health. *Support for continuing education for employees. *Comprehensive clinical services. *Technology used to improve services. *Access to bilingual staff. *Grant funding-allows innovation. *Good relationship with medical consultants. *New facility. *Supportive Board of Health. *WIC/BCCCP serve over 100% of assigned caseload. *Staff cross-trained. 	<ul style="list-style-type: none"> *Physical separateness *Limited primary care services * Negative image of department *Limited transportation *Grant funding *County Funding *Reliable county vehicles *Small staff must wear many hats *State Health Information System *Maintain current Medicaid funding *High no show rates *High RN staff turnover 	<ul style="list-style-type: none"> *Bilingual staff *Limited health services for men. *Nutrition-community level services. *Outreach Educator coordinator-FP,MH, STD *Billing clerk *Family Planning Coordinator *Teen Pregnancy Coordinator

V. **Summary of the Sampson County Community Health Assessment:**

Sampson County performed the 2007 Community Health Assessment with the assistance of the Partners for Healthy Carolinians Task Force and other community partners. The following is a summary of the assessment findings.

Overview of the Process of Data Collection:

The collection of data for the Community Assessment involved multiple collection processes that included:

- A. Focus Groups: consisted of over 100 participants at senior nutrition sites throughout the county and high school students. The focus group meetings were advertised through fliers, word-of-mouth and newspaper articles.
- B. Surveys: Healthy Carolinians Task Force distributed 1100 surveys to various sites throughout the county and 551 were returned. Sampson Regional Medical Center collected 151 surveys for the Healthy Carolinians Task Force and the data was shared with the Task Force. There was 15 Service provider surveys distributed and only 4 were returned.
- C. Secondary data: was also collected from a variety of sources, including the North Carolina Center of Health Statistics, LINC and other sources.

Data Results:

After compiling the data from the assessment process, the findings were categorized into four separate areas general community concerns, community health concerns, barriers to health care and community health care needs.

A. Top Ten General Community Concerns:

1. Transportation
2. Employment
3. Crime
4. Smoking
5. Drug and Alcohol Abuse
6. Lack of Youth Activities
7. Safe Housing and Neighborhoods
8. Affordable Housing
9. Discrimination
10. Teen Pregnancy

B. Top Ten Community Health Concerns:

1. Diabetes
2. Cancer
3. High Blood Pressure
4. Obesity
5. Lack of Physical Activity (includes not enough safe places to walk)
6. Poor Nutrition Habits
7. Environmental tobacco smoke
8. Immunizations
9. Heart Disease
10. Stroke

C. Barriers to Care:

1. Lack of transportation
2. Cost of health care
3. Inability to get an appointment in a timely manner
4. Wait times that were too long at the medical visit
5. Inconvenient hours of operation
6. Lack of information regarding services available
7. Language barriers

D. Community Health Care Needs:

1. Better/ more accessible mental health services/Better/more accessible drug and alcohol treatment centers/services (tied for #1)
2. More health education classes/More community health fairs/More community health screenings /Better education or community awareness of (tied for #3):
 - a. Diabetes
 - b. Cholesterol
 - c. Blood Pressure/Stroke
 - d. Cancer
 - e. Family Planning Services
 - f. Pregnancy Prevention Services
 - g. HIV/AIDS
 - h. Immunizations
3. Assistance with food/utilities payments to allow additional monies to purchase needed medications/medication assistance programs
4. Smoke-Free Environment
5. More availability of dental care

6. Less expensive insurance coverage/additional Medicare/Medicaid assistance.

Healthy Carolinians Objectives:

After careful review and discussion of all the information obtained from the community assessment, the Partners for Healthy Carolinians Task Force chose to address four health related issues that were cited in the data. The four issues are directly linked to health care concerns for Sampson County residents. They are:

1. **Obesity:** Obesity has become an epidemic with associated medical risks from the toddler to the elderly. The county's obesity percentage is currently 84 percent. Obesity is not just one simple disease, but is medically linked to a variety of complications, such as heart disease, diabetes, and cancer. If the goal of decreasing the county's rates of these other diseases is to be met, the problem of obesity must be addressed.
2. **Heart Disease:** Heart Disease, the number one cause of death in Sampson County, is caused by a variety of factors that include everything from genetics to diet to a sedentary lifestyle. Some of the risk factors, such as genetics must be addressed by health professionals. However, some risk factors, such as sedentary lifestyles and diet can be addressed to help the individual and the community to decrease the heart disease rate in our county.
3. **Diabetes:** diabetes in our county is an epidemic with current rate 67.6 per 1000 of our population diagnosed or suspected of being diabetic. Many of these diabetics have Type II Diabetes, which can be controlled with the proper diet and exercise. Education, screenings and one-on-one counseling are key components in addressing the rising rate of Diabetes in our county.
4. **Smoke-free Environments:** Many people are exposed to second-hand smoke in our county and it is not by choice. Although the North Carolina Legislature has passed some laws to help regulate smoking on some buildings, there is still much work to be done. Major education efforts are needed for the public and businesses to help them understand the importance of smoke-free environments for everyone from the youngest to the oldest residents of our county.

Action Plans:

Community action plans have been developed to address each of the issues chosen by the Sampson County Partners for Health Carolinians Task Force. Interventions will include, but not be limited to: educational sessions; assistance with achieving active lifestyles; assistance with learning proper nutritional habits; media campaigns; and website information.

Dissemination of the Community Health Assessment Document:

The Sampson County Partners for Healthy Carolinians Task Force will disseminate the document to task force members, community partners, government agencies, stakeholders and the general public with the hope that the information contained in the document will enable various agencies and stakeholders to use the information to assist with meeting the needs of the public and improving and promoting the health and well-being of the citizens of Sampson County.

Dissemination of the Community Health Assessment document will include, but not be limited to:

1. Sampson County Partners for Healthy Carolinians Task Force members.
2. Sampson County Health Department
3. Sampson County Board of Health
4. Sampson County Board of Commissioners.
5. Sampson County government offices
6. Sampson County Public Libraries
7. Sampson Regional Medical Center
8. News articles in the Sampson Independent highlighting the major findings of the assessment.
9. Sampson County website
10. Healthy Carolinians website

Summary:

Health issues continue to be a concern for the residents of Sampson County. Access to care is often difficult for residents due to location, transportation, language barriers and community services. The patient-provider ratio is 2,579 persons per physician and 6,769 per dentist. Because of the agricultural climate, most of Sampson County's 946.63 square miles consist of sparsely populated rural communities. Access to care is often difficult due to many factors, including physical size of the county itself. The drive from one end of the county to the other takes over an hour.

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VI. Strategic Goals

Goal 1*:	To improve the health status and prevent premature death for all residents of Sampson County.
Goal 2:	Provide a coordinated Public Health response to manmade or natural disaster or communicable disease outbreak.
Goal 3:	Maintain a competent public health workforce.
Goal 4:	To improve public services and programs and increase collaboration among fiscal agencies/health care providers leading to improved patient care.
Goal 5:	Increase public awareness of public health programs and services in Sampson County.
Goal 6:	To safeguard life, promote human health and protect the environment with the use of technology, rules and public education.

*Address Community Health Assessment Priorities

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Goal 1	To improve the health status and prevent premature death of all residents of Sampson County.		
Objective # 1	Reduce the premature death rate by 10% for Sampson County		
Baseline Data	Sampson County Diabetes death rate: 40.0 per 100,000 in 2007 Source: North Carolina States Center for Health Statistics		
CHA Priority Addressed	Diabetes		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Collaborate with all known agencies and organizations in the county working towards diabetes prevention and treatment.	Diabetes Program Coordinator Health Promotion Coordinator	E-Sampson County Partners for Healthy Carolinians E-Local providers E-Sampson Regional Medical Center	Ongoing
Sponsor health fair during Diabetes Awareness Month	Health Educator. Diabetes Program Coordinator	E-Sampson County Partners for Healthy Carolinians	November- annually
Increase the number of diabetics served through clinical services by 10% annually (Current number 10 monthly.)	Diabetes Program Coordinator	E-Sampson County Partners for Healthy Carolinians E-Local Providers	June 2012
Market Diabetes services and awareness. a. Submit diabetes awareness and prevention articles to local papers quarterly	Health Educator		Ongoing

<p>b. Send monthly diabetes support group notices to paper/health care providers</p> <p>c. Publicize community diabetes events in paper, radio, local cable channel and website.</p>			
<p>Implement a Diabetes Support group by 100%. (current number-0)</p>	<p>Diabetes Program Coordinator</p>		<p>June 2012</p>
<p>Increase access to flu vaccine for residents of Sampson County.</p>	<p>Immunization Coordinator</p>	<p>N-Faith based organizations, schools, local providers</p>	<p>Ongoing</p>

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Goal 1	To improve the health status and prevent premature death of all residents of Sampson County.		
Objective # 2	Reduce the Infant mortality death rate by 5% for Sampson County		
Baseline Data	Sampson County Infant Mortality Rate: 8.5 per 1,000 in 2008 Source: State Center for Health Statistics		
CHA Priority Addressed	Diabetes		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Collaborate with all known agencies and organizations in the county providing prenatal care services in Sampson County.	Maternal Health Coordinator Maternity Care Coordination staff. Child Service Coordination staff	Local providers Sampson Regional Medical Center	Ongoing
Implement new Pregnancy Medical Home policy	Maternal Health Coordinator New Pregnancy Care Coordination Staff	Local Providers	July 2011
Revise smoking education for prenatal patients to include Quit One, Quit Two process	Health Educator		July 2011
To evaluate billing for Non-Medicaid clients	Accounting technician		Ongoing
Implement childbirth education classes	Maternal Health OB/GYN staff		October 2011

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Goal 1 (continued)	To improve the health status and prevent premature death for all the residents of Sampson County.		
Objective # 3	Decrease the adolescent pregnancy rate among females ages 10-17 by 5%. Decrease the percentage of repeat pregnancies to teens aged 17 and under by 10%.		
Baseline Data	Sampson County Pregnancy rate for 15-19 year old group was 69.6 per 1,000 in 2009. 34% of the total was repeat pregnancies.		
CHA Priority Addressed	Teen Pregnancy		
Activities	Lead Person(s)	Partners N=new/E=existing	Timeframe
Family Planning staff, Health educator, case management staff will provide contraceptive counseling and link to health department services to teens with one pregnancy.	Family Planning Coordinator, Health Educator	E- Health Educator, Case Management Staff N-Adolescent Pregnancy Prevention Advisory Committee.	Ongoing
Develop a plan to re-establish family planning education classes in the school systems	Health Educator	N-Adolescent Pregnancy Prevention Advisory Committee	October 2011
Expand family planning services to include long term contraceptive devices such as IUDs and Implants (Current number-0)	Family Planning Coordinator		July 2011

Continue to provide emergency contraceptive services.	Family Planning Coordinator		Ongoing
Implement the Peer Education Program. (Current number of schools offering peer education program-0)	Health Educator	N-Sampson County City and County Schools, Adolescent Pregnancy Prevention Committee E- Sampson County Partners for HC.	August 2011
Provide communication education events to assist/encourage teens in making wise contraceptive choices including abstinence. (Current number of events-0)	Health Educator	N-Health Education staff, School System	Ongoing

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Goal 1	To improve the health status and prevent premature death for the residents of Sampson County.		
Objective # 4	Reduce the death rate resulting from the leading causes of cancer death, heart and circulatory death by 5%.		
Baseline Data	Sampson County Rates: Heart Disease rate (2009) was 195.7 per 100,000 Stroke Disease rate (2009) was 45.9 per 100,000 Cancer Disease rate (2009) was 214.0 per 100,000 Source: State Center for Health statistics		
CHA Priority Addressed	Chronic Diseases		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Provide Breast and Cervical Control Program Services (BCCCP) for a minimal of 70 women meeting the BCCCP eligibility criteria.	BCCCP Program Coordinator	E-Local Health Care providers, Sampson Regional Medical Center.	Ongoing
Increase public awareness of breast cancer and cervical cancer risk and resources available through the Sampson County Health Department.	BCCCP Program Coordinator	E-Breast and Cervical Cancer Control Advisory Committee, Health Department Staff.	Ongoing

Implement ESMM for clients that attend health department services such as Family Planning, Child Health Etc	Health Educator		July 2011
Partner with Childcare centers to develop nutrition and physical activity policies. Will utilize the Nutrition and Physical Activity Self Assessment for Child Care (NAP SACC).	Health Educator	N-Childcare centers	June 2012
Expand Fitness Renaissance Program to incorporate into one elementary school and the More at Four Program. Goal is to decrease BMI by 2%.	Health Educator	E-Local physician, Sampson County Partners for Healthy Carolinians, Partnership for children, Local school system	June 2012
Offer Eat Smart Move More Weigh Less (ESMMWL) classes twice a year.	Health Educator	E-Cooperative Extension	June 2012
Partner with three minority churches (African American, Hispanic, and Native American) to implement the Body and Soul Wellness Program for the purpose of decreasing cancer deaths	Health Educator	N-Faith organizations, Partners for Healthy Carolinians E. Breast and Cervical Cancer Advisory Board	June 2012

Sponsor Breast and Cervical Cancer Annual health fair and rally for the purpose of promoting awareness in our minority population	Health Educator	E. Breast and Cervical Cancer Advisory Board	June 2012
Provide Chronic Disease education to the public through newspaper articles, flyers, health fairs, and pamphlets.	Health Educator	E-Sampson Partners for Healthy Carolinians	On-Going

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Goal 1	Improve the health status and prevent premature death for all residents of Sampson County.		
Objective # 5	Increase the number of children served through the public health department by 5%. Provide comprehensive services to the children of Sampson County in the form of outreach, referral, immunizations and well child clinical services.		
Baseline Data	Services provided during 2010 fiscal year-129.		
CHA Priority Addressed	Immunizations		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Increase the number of Child Health referrals for clinical services by 10% (Current number=129).	Child Health Coordinator	E-DSS, Head Start, Local providers.	June 2012
Increase Child Service Coordination referrals to the Sampson County Health Department by 2%. (Current number = 78).	Child Service Coordinator program Coordinator	E-Local providers, Local hospital	June 2012

Continue to provide consultation services to 100% of the childcare providers in Sampson County. (Current numbers =69).	Immunization Coordinator.	E-Partnership for children, headstart	Ongoing
Increase the number of children immunized with the 4Tdap; 3 Polio; 2 MMR, 3 HIB, 3 Hep B series by 24 months of age from 84% to 89%.	Immunization Coordinator	E-Local Providers	June 2012
Increase the number of private medical providers in our county documenting into the Immunization Registry to 100%. (Current number is 9).	Immunization Coordinator	E-Local Providers	June 2012

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Goal 2	Provide a coordinated Public Health response to a manmade or natural disaster or communicable disease outbreak		
Objective # 1	Implement a communicable disease surveillance system that will allow for timely reporting of diseases as required by NC Communicable Disease Laws (10A NCAC 41A.0101).		
Baseline Data	Approximately 60% of the communicable diseases are reported to our agency by the local physicians. There are a total of 42 physician practices located in Sampson County. Of these 42 offices, only 60% consistently report to the local health department as required by NC Communicable Disease Laws. Those diseases that do not require reporting in 24hrs are not reported in a timely manner.		
CHA Priority Addressed	State Mandated Goal		
Activities	Lead Person	Partners N=new/E=existing	Timeframe

Provide education to local providers and local public health staff twice a year on diseases and conditions that are reportable according to NC Communicable Disease Laws. (New measure, data not previously collected.)	Communicable Disease Program Coordinator	E- Local health providers in Sampson County	Ongoing
Implement and use in-house tracking system to monitor CD reports received from providers.	Communicable Disease Program Coordinator	E- Local health providers in Sampson County.	June 2012
Continue to respiratory fit test 100% of staff and provide with an N95 mask or appropriate substitute.	Communicable Disease team	E-Local Health Department Staff E-PHRST Team	Annually
Continue to maintain an active Epi team through quarterly meetings and as needed to discuss and review agency plans regarding communicable disease outbreaks, train for response to outbreaks and other issues.	Epi Team Chair		Ongoing

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Goal 2 (continued)	Provide a coordinated Public Health response to a bioterrorism event or communicable disease outbreak.		
Objective # 2	Improve operational readiness for management of man-made, natural disasters, including bioterrorist threats, emerging communicable diseases, and weapons of mass destruction		
Baseline Data	Not available		
CHA Priority Addressed	State Mandated Goal		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Maintain Preparedness Coordinator	Health Director		Ongoing

Maintain up-to-date shelter protocol inclusive of staff training for use in instances of disaster	Nursing Supervisor	E-American Red Cross, Director of Social Services and Emergency Manager	Ongoing
Conduct or participate in a full-scale Strategic National Stockpile (SNS) exercise.	Nursing Supervisor/Preparedness Coordinator	E-EM, PHRST, SRMC, LEPC	Annually
Conduct a minimum of 2 preparedness exercises to address Quarantine or Isolation policy, Communication plan, and strategic National Stockpile and submit an after action plan report within 45 days of exercise.	Nursing Supervisor/Preparedness Coordinator	E-EM, PHRST, SRMC, LEPC	Annually
Continue development of All hazards Plan, including Strategic National Stockpile and Pandemic Influenza Plans	Nursing Supervisor/Preparedness Coordinator	E-Local EMS, LEPC, Local Hospital, PHRST	Ongoing
Attend preparedness Coordinators Meeting and collaborate with other counties in the region during plan development to maximize resources in the event of disaster.	Nursing Supervisor, Preparedness Coordinator/Others as assigned by the health director.	E-PHRST	Ongoing

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Goal 3	Maintain a competent public health workforce		
Objective # 1	Workforce will be equipped to provide the best quality services possible through the use of best practices for recruitment, continuing education/training and retention practices and through the addition of staff necessary to increase capacity to respond to public need.		
Baseline Data	Vacancy rate for FY 2009- 12% (3 RN, 1 Nutritionist, 1 retiree)		
CHA Priority Addressed	Having a competent workforce is essential for meeting the CHA targets for improved health care and increased access to care.		
Activities	Lead Person	Partners N=new/E=existing	Timeframe

Train staff as appropriate to become/remain current with trends in communicable disease prevention care and treatment.	Nursing Supervisor/Management Team		On-going
Sampson County Health Department (SCHD) managers continue to apply current departmental training requirements	Management Team		On-going
All SCHD staff will attend a minimum of 8 hrs of continuing education related to their position in addition to required departmental training	Management Team		On-going
The average annual vacancy rate will not exceed 12% annually	Management Team		June 2012
Obtain funding to establish a Family Planning Coordinator	Health Director		June 2012
Maintain number of bilingual staff. (Current number=6.)	Management Team		June 2012
Licensed, registered or certified staff will be monitored to insure they are receiving the minimum number of contact hours.	Management Team		June 2012

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Goal 4	To improve public health services and programs and increase collaboration among fiscal agencies/health care providers leading to improved patient care.
Objective # 1	Implement North Carolina Department of Public Health's new Health Information System (HIS) for automated means of capturing, monitoring reporting and billing services.
Baseline Data	The health department currently uses HIS system for billing and other features are not available.
	HIS would make health care more accessible by creating a

CHA Priority Addressed		standardized patient record with most community services.	
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Identify training needs for staff since implementation of the HIS system	Management Team/HIS coordinator	E-State HIS Project Team	Ongoing
Evaluate and define optimal billing/eligibility services workflow	Management Support/Accounting Supervisor		June 2012
Follow-up on all open billing/patient accounts issues and tickets	HIS Coordinators	E-State HIS Project Team	June 2011/ongoing
On-going billing and eligibility training and education	HIS coordinators		On-going
Implement insurance billing on the HIS Computer system.	Accounting Supervisor	E-State HIS Project Team	On-going
Education on Client Services Data Warehouse (CSDW) Reports	Accounting supervisor	E-State HIS Project Team	June 2011
Research and prepare for implementation of "Meaningful use"	Management Team	N-Regional AHEC	Ongoing

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Goal 4	To improve public health services and programs and increase collaboration among fiscal agencies/health care providers leading to improved care.		
Objective # 2	Improve coordination of efforts among divisions within the health department		
Baseline Data	Currently there is not an Adolescent Pregnancy Coordinator in Sampson County.		
CHA Priority Addressed		Access to Care	
Activities	Lead Person	Partners N=new/E=existing	Timeframe

Formally organize an Adolescent Prevention Coalition to review data and develop action plans to reduce teenage pregnancy in Sampson County.	SCHD Health Educator	E-Sampson County Partners for Healthy Carolinians N-School Systems	July 2012
Partner with local agencies for the purpose of development of the Community Health Assessment.	SCHD Health Educator	N-Local agencies, hospital, private agencies E-Sampson County Partners for Healthy Carolinians	December 2011
Continue to partner with all community stakeholders including animal control, law enforcement, schools, local providers and other to advance positive public health outcomes	Management Team		On-going
Review services provided by different divisions to the same client in order to provide coordinated care and better serve the clients	Quality Improvement Team.		On-going

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Goal 4 (continued)	To improve public health services and programs and increase collaboration among fiscal agencies/health care providers leading to improved patient care.		
Objective # 3	To assure quality service delivery in all health department programs and activities		
Baseline Data			
CHA Priority Addressed			
Activities	Lead Person	Partners	Timeframe

		N=new/E=existing	
Maintain Quality Improvement team leader	Health Director		On-going
Continue the department's quality improvement plan to develop internal improvement plans for services and programs	QI team leader		Ongoing
Develop corrective action plans in response to program audits and reviews and use them to improve program services.	Program Coordinators/QI team leader.	E-State consultants	July 2011

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Goal 5	Increase public awareness of public health programs and services in Sampson County.
Objective # 1	Increase knowledge of the health department and environmental health services. Improve the image and reputation of the Sampson County Health Department and Environmental Health Services in the Community
Baseline Data	

CHA Priority Addressed			
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Develop and implement the recently developed Public Relations Plan for the Sampson County Health Department	Health Educator		On-going beginning July 2011
Request feedback on departmental facilities and services provided by health department customers	Management Team		On-going
Seek consumer feedback on all programs and services provided by the Sampson County Health Department.	Management Team		On-going
Develop mechanism for analyzing and responding to consumer feedback.	OI/Management Team		Ongoing
Revise and update the Health department Website	Management Team	E-Information Technology	Ongoing

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Goal 6	To safeguard life, promote human health and protect the environment through the practice of modern environmental science, the use of technology, rules and public education.
Objective # 1	Protect the public from food borne outbreaks through a diligent inspection program, education and by maintaining a well trained staff.

	Insure high standard of water quality in private wells through water sampling and education. Protect the environment from pollution		
Baseline Data			
CHA Priority Addressed	State Mandated Service		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Offer Servsafe training to at least 30 managers and employees of food establishments to ensure a high food service standard within the county	Environmental Health Supervisor	E-Cooperative Extension	Annually
Staffing and assignments will be monitored and adjusted to ensure the highest number of compliance inspections.	Environmental Health Supervisor		On-going
Continue to educate stakeholders and community about the state requirement for new wells	Environmental Health Supervisor		On-going
Continue to monitor community response to HB2 smoking regulations	Environmental Health Supervisor		On-going
Implement electronic recycling Plan	Environmental Health Supervisor		July 2012

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VII. Next steps:

In order to solicit community input to the Strategic Plan, the plan will be made available on the Sampson County Health Department Website and announced in the local newspaper. Public feedback will be requested.

All health department staff will receive a copy of the strategic plan as an e-mail attachment. Hard copies of the Strategic Plan will be available for public review at the health department or environmental health site.

Recognizing that a strategic plan provides a sense of direction, there is also the need to remain flexible to changing needs, resources and requirements. This plan will be reviewed and updated annually by the health department staff and the Board of Health.

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