



May 4, 2012

# Local Health Department Strategic Plan

*What You Need to Know for  
PHAB Requirements*

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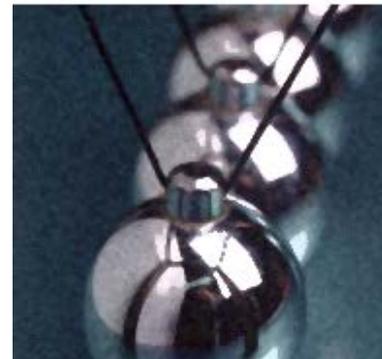


# Overview

- Review the purpose, importance, and components of Strategic Plan
- Review the PHAB Requirements for the Strategic Plan
- Provide recent NACCHO resources

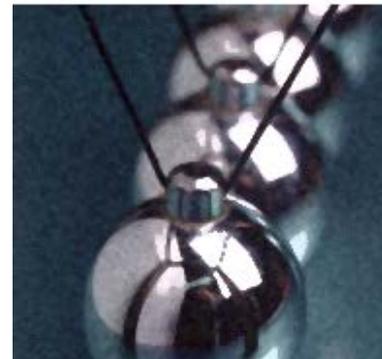


# Purpose, Importance, and Components



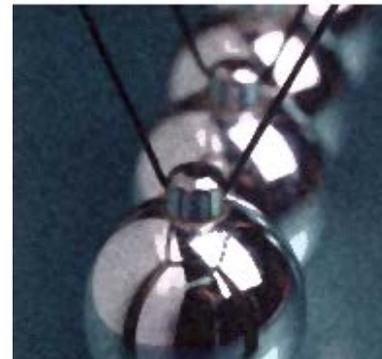
# What Is Strategic Planning?

- A process for defining and determining an organization's roles, priorities, and direction over three to five years.



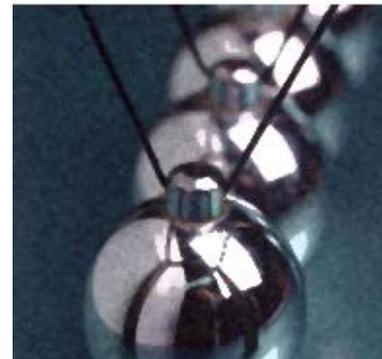
# Why Is it Important?

- A strategic plan sets forth what an organization plans to achieve, how it will achieve it, and how it will know if it has achieved it.



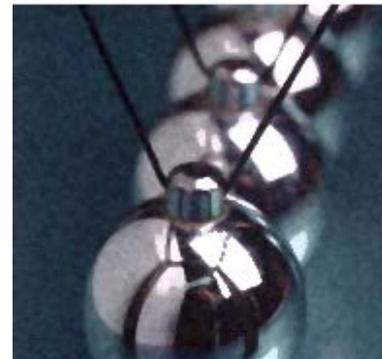
# Purpose of Strategic Plan

- Shapes and guides what the health department does and why it does it
- Provides a guide for making decisions on allocating resources and on taking action to pursue strategies and priorities
- Focuses on the entire health department



# Components of Strategic Plan

- Sets forth the department's:
  - Vision
  - Mission
  - Guiding principles
  - Values
  - Strategic priorities



# Components of Strategic Plan

- Describes the:
  - Goals (broad)
  - Objectives (SMART)
    - **S**pecific
    - **M**easurable
    - **A**chievable
    - **R**ealistic
    - **T**ime-framed



# Content of Strategic Plan

- Should include steps to implement portions of the community health improvement plan (**CHIP**) as well as other strategic issues for the department.
- May include program-specific strategic plans that complement and support the health department's organizational strategic plan.
- The strategic plan links directly to Standard **5.3, 9.1, & 9.2** and related measures.

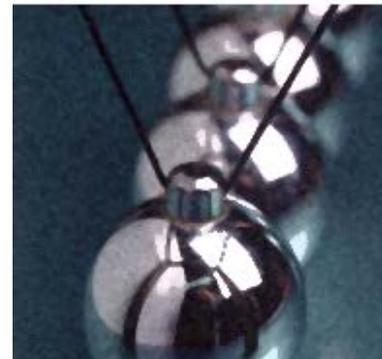


# PHAB Requirements



# Domain 5

- Focuses on the development of written **policies** and **plans**.
  - Tools to guide the health department's work
  - Bring structure and organization to the department
  - Serve as a resource to staff as well as the public
  - Help to orient and train staff, inform the public and partners
  - Serve as a key component of developing consistency in operations and noting areas for improvement
  - Can be a vehicle for community engagement and shared responsibility for addressing population health improvement



# Domain 5 Includes 4 Standards

- **Standard 5.1 – 3 Measures**
  - Serve As a Primary and Expert Resource for Establishing and Maintaining Public Health Policies, Practices, and Capacity
- **Standard 5.2 – 4 Measures**
  - Conduct a Comprehensive Planning Process Resulting in a Tribal/State/Community Health Improvement Plan
- **Standard 5.3 – 3 Measures**
  - **Develop and Implement a Health Department Organizational Strategic Plan**
- **Standard 5.4 – 3 Measures**
  - Maintain an All Hazards Emergency Operations Plan

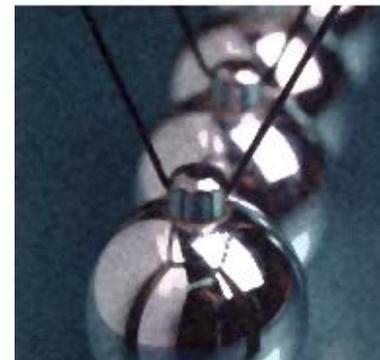


**STANDARD 5.3:  
DEVELOP AND  
IMPLEMENT A HEALTH  
DEPARTMENT  
ORGANIZATIONAL  
STRATEGIC PLAN.**



# Measure 5.3.1 A

- Conduct a department strategic planning process
  - REQUIRED DOCUMENTS
    - Description of the elements of the planning process used to develop the organization's plan
      - a. Documentation of the membership of the strategic planning group
      - b. Documentation of the strategic planning process steps
        - » Summary or overview
        - » Number of meetings, duration of the process
        - » Method used for review by stakeholders



# Measure 5.3.2 A

- Adopt a department strategic plan
  - REQUIRED DOCUMENT
    - Health department strategic plan dated within the last five years that includes:
      - Vision, Mission, Values, Guiding principles
      - Strategic priorities
      - Goals and objectives
      - Identification of external trends, events, or factors that may impact community health or the HD
      - Assessment of HD strengths and weaknesses
      - Link to the health improvement plan (CHIP) and quality improvement plan (**Standard 9.2**)

**Standard 9.2** *Develop and Implement Quality Improvement Processes Integrated Into Organizational Practice, Programs, Processes, and Interventions*



# Measure 5.3.3 A

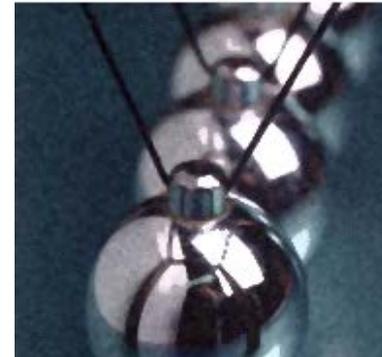
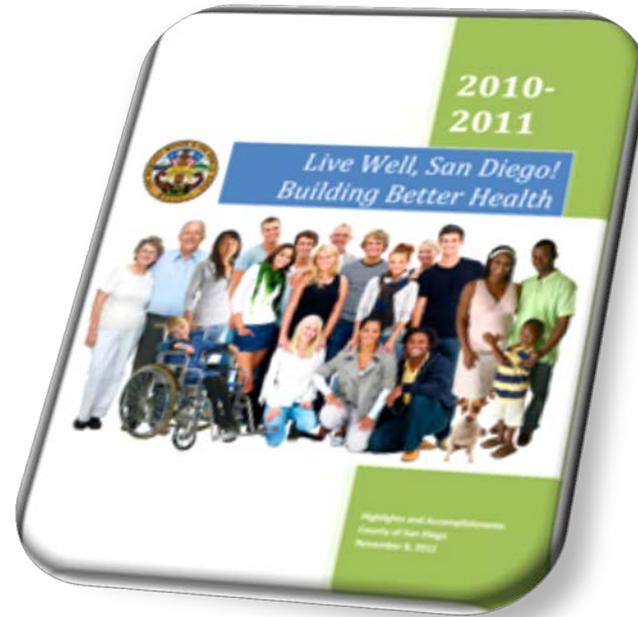
- Implement the department strategic plan
  - **REQUIRED DOCUMENTS**
    - Annual reports of progress towards goals and objectives contained in the plan, including monitoring (***Standard 9.1***) and conclusions on the progress toward meeting targets
    - The plan must include how the targets are monitored
    - The plan must be revised based on work completed, adjustments to timelines, or changes in available resources

***Standard 9.1: Use a Performance Management System to Monitor Achievement of Organizational Objectives***

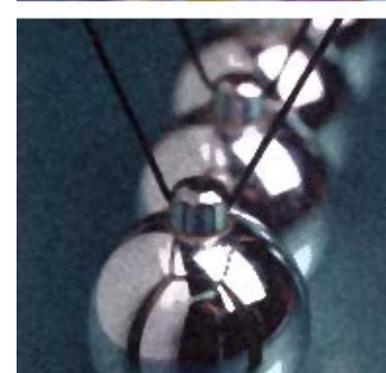
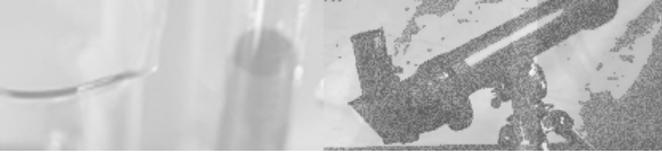


# Summary

- **5.3.1 A** – Conduct a department strategic planning process
- **5.3.2 A** – Adopt a department strategic plan
- **5.3.3 A** – Implement the department strategic plan

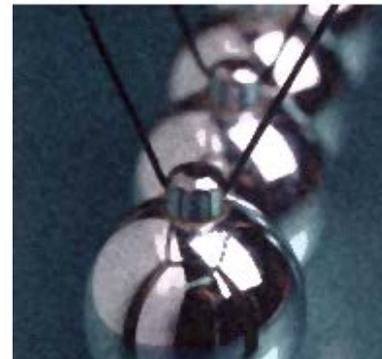


*New*  
**Resources**



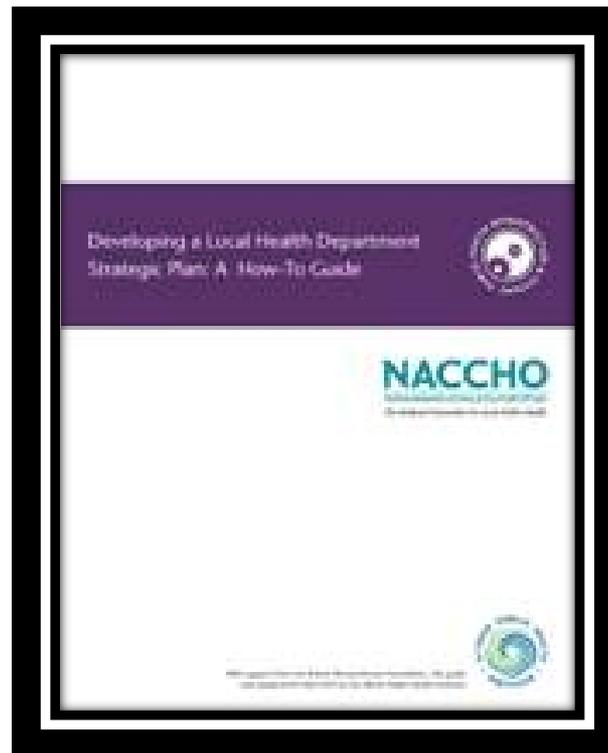
# Exciting Resources

- How-to Guide
- Free Webinar
- One-Day Workshop



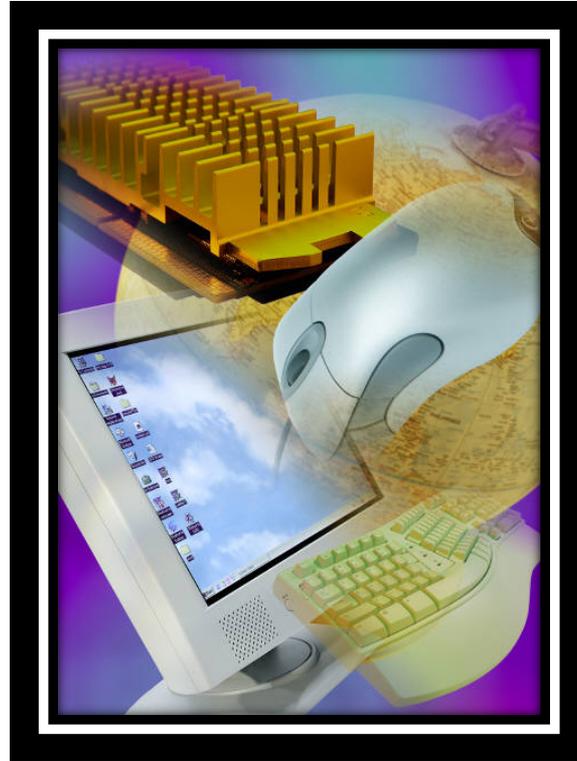
# NACCHO Strategic Planning: A How-To Guide for LHDs

- 61% of LHD do not have a completed strategic plan
- 79-pages, robust how-to guide
- Aligns with PHAB requirements



# NACCHO Free Webinar

- NACCHO's next Accreditation webinar: *Conducting a Local Health Department Strategic Planning Process*
- Scheduled for **Wednesday, May 16 at 3:00-4:30 PM ET.**



# NACCHO Workshop

- Hosting a one-day Strategic Planning **Pre- Conference Workshop**
- In conjunction w/NACCHO Annual Conference, Los Angeles
- **July 11, 2012**



# Questions & Discussion

