

2011 Department Strategic Plan

Board Goals

1. Preserve beautiful and healthy environment
2. Safety of community
3. Focus on health and economic well-being of all people
4. Collaborate with other units of government
5. Risk-taking and innovation to increase efficiency/effectiveness of services
6. Ready and easy access to government services
7. Emphasize fiscal responsibility in planning for today and the future

Board Goal	Department Goal	Department Tactic	Estimated Duration (No. of Months)	Estimated Completion Date (Month/Year)
7	Realign Health Department staffing and priorities to adjust to changing economic climate.	Get input from Administration staff for a restructuring of staffing to match health priorities with available funding.	6	3-2011
5,6,7	Evaluate the current Health Services Building plans for renovation and/or construction of a new facility to meet community needs.	Assist in the 2025 Grand Traverse County Capital Improvement Plan.	12	2025
3,6	Enhanced Health Department Website.	Make Health Department Website fresher and easier to use. Monitor hits to website. Develop client satisfaction survey to gauge perceived value of Environmental and Personal Health programs and to elicit suggestions for improvement.	Ongoing	Ongoing
3,4,6	Access to Human Services Committee Materials.	Place material on website for easy access by County officials and general public. Monitor hits to this feature.	Ongoing	Ongoing
3,4,6	New Community Health Survey.	Collaborate with partners to complete survey.	3	Ongoing
4,5,7	Utilize State of Michigan CHAMPS (Community Health Automated Medicaid Processing System) for billing and eligibility verification as system becomes operational.	1. Attend CHAMPS Training Sessions. 2. Review billing processes with assistance of I.T. staff and Mitchell & McCormick (M&M) software Vendor to establish efficient and cost effective practices. 3. Educate staff regarding use of eligibility verification. 4. Pursue direct billing of Medicaid services to State of Michigan without Netwerkes Clearinghouse.	12	Ongoing
2,3,4,5, 6,7	Protect and promote the quality of public health through the sustainment and enhancement of core, mandated and priority health department services.	1. Meet or exceed all minimum requirements of core, mandated and priority services and the Accreditation program. 2. Procure sufficient funding and reduce costs to assure provision of all core, mandated and priority services. 3. Procure sufficient staffing to assure	12 12 12	1-2012 Ongoing Ongoing

More data and program descriptions at www.gtchd.org

		<p>provision of all core, mandated and priority services.</p> <ol style="list-style-type: none"> 4. Arrange for staff education to meet or exceed minimum requirements of core, mandated and priority services and the Accreditation program. 5. Prepare and update as necessary a systematic approach to disaster planning involving collaboration of relevant core, mandated and priority services and external agencies. 	12	Ongoing
2,3,4,5, 6,7	Protect and promote the quality of public health through the sustainment and enhancement of collaborative and ancillary Health Department services.	<ol style="list-style-type: none"> 1. Meet or exceed all minimum requirements of relevant collaborative and ancillary services. 2. Procure sufficient funding and reduce costs to assure provision of relevant collaborative and ancillary services. 3. Promote and foster collaborative efforts to address all key health-related issues identified through community health assessment and similar initiatives. 4. Expand BCCP to include the Wise Woman program. 5. Collaborate with TCAPS School Nurses to address the medical needs of the school population in Grand Traverse County. 	12	Ongoing
5,6	Establish system to allow for payment of Environmental Health Division permits and Animal Control Division fees on line.	Set up credit card program for the Environmental Health Division and Animal Control Division. Monitor dollars received.	12	Ongoing
1,3	Enhance Beach Monitoring.	Expand public swimming monitoring/sampling on inland lakes. Monitor sample results.	12	Ongoing
1,3	More sanitary surveys on public beaches and/or water tributaries (i.e. Mitchell Creek, Boardman River).	Get MSU, etc to assist in E.coli tracking. Monitor results.	12	Ongoing
1,2,4	Continue to support Long Lake Township in their Time of Sale Ordinance. Review and evaluate program for possible county-wide implementation.	Collaborate with Long Lake Township on their Time of Sale Ordinance.	12	Ongoing
1,2,3,4	Environmental Health Division would enforce "No Smoking" law in restaurants and bars.	Continue participation with the Grand Traverse Tobacco Coalition. Work to promote freedom from tobacco addiction.	12	Ongoing
2,3,5,6	Develop quality improvement process across Department programs.	Apply knowledge gained through MLC-3 grant to implement systematic process for improving quality of programs.	12	Ongoing
5,6	Make Septic and Well documents available (pending legal review and clearance) to public by converting the documents to electric format with future access through the County's website.	Explore grant funding opportunities to implement conversion of Septic and Well documents to electronic format.	12	Ongoing

3,4,5	Explore software utilized in other community settings to assure coordination and continuity of care (i.e. Veterans, Munson Medical Care, etc.)	Administration to meet with healthcare and environmental health providers regarding their software capabilities and evaluate its usefulness for public health.	12	9-2011
3,4,6	Improve and enhance health services for adolescents including services to reduce substance abuse.	<ol style="list-style-type: none"> 1. Contract with Third Level to work with at risk youth at both adolescent health clinics with an emphasis on crisis counseling and substance abuse. 2. Seek funding opportunities to enhance services to include dental and vision care. 3. Seek funding opportunities to expand the hours/capacity of the adolescent health clinics. 4. Complete and assess an annual needs assessment of both target and populations to assure optimal planning. 	12	12-2011
3,6	Collaborate with MLUI to ensure access to fresh local foods for Grand Traverse County residents.	Grand Traverse County Health Department staff participates in Fresh Food Partnership activities.	Ongoing	Ongoing
3,5,7	Demonstrate fiscal responsibility in all programs & efficient management of resources.	<p>Identify & utilize potential funding sources, monitor program billing and spending, and maximize use of computer technology in Personal Health program S.</p> <p>Managers and Finance Team to review all fees and services to determine that revenues are maximized in accordance with program guidelines.</p> <p>Pursue grant funding when available.</p>	Ongoing	Ongoing
1,2,3,4, 5,7	Foster/strengthen relationships with community volunteer resources.	Meet/offer training opportunities to community volunteer resources i.e. Red Cross, Salvation Army, Ham Radio, Civil Air Patrol, etc.	Ongoing	Ongoing
1,2,3,4, 5,7	Provide planning and coordination for local events and festivals	Participate in planning sessions, offer coordination of resources for National Cherry Festival, Traverse City Film Festival.	Ongoing	Ongoing
1,2,3,4, 5,6,7,	Establish working relationships with City, County, Village and Township Governments.	Attend governmental meetings, establish network with government officials and offer resources as requested.	Ongoing	Ongoing
1,2,4,5, 6,7	Provide leadership and training to area schools and colleges to provide a secure environment for our children.	Plan/participate in semi-annual lockdown drills, provide tabletop drills, and provide direction to staff in emergency planning process.	Ongoing	Ongoing
1,2,3,4, 5	Participate/provide training to Emergency Services/Local Emergency Planning communities to better fulfill responsibilities related to SARA Title III.	Attend monthly Local Emergency Planning Committee (LEPC) meetings – offer HAZMAT – Incident Management training opportunities.	Ongoing	Ongoing
1,2,3,4, 5,7	Develop funding mechanism to provide Federal/State resources to the local community.	Take leadership roles in the Region 7 Federal Grant process and the 7 th District Emergency Management Association.	Ongoing	Ongoing

1,2,3,4, 5,6,7	Author/Update Emergency Plans for Hazardous Materials Facilities – Public Facilities – Private Industry.	Monitor updates and author, when needed, Emergency Action Guidelines, Public Response Plans, Mass Care Services.	Ongoing	Ongoing
2,4,5,6	Remain current with Michigan State certification of Professional Emergency Manager.	Attend training and conferences mandated by State Emergency Management/Homeland Security Division.	Ongoing	Ongoing
2,3,4,5	Coordination between Emergency Management and Local Emergency Preparedness for Personal Health emergencies.	Emergency Management Coordinator and Emergency Planning Coordinator integrate plans as appropriate.	Ongoing	Ongoing
3,4,6	Provide Healthcare for Low Income Persons	Collaborate with Traverse Health Clinic and the Michigan Primary Care Association to seek Federal Funding for primary care for low income persons which would include Federally Qualified Health Center(s).	12	12-2012
3,5,6,7	Increase access to Maternal Child Health Services through utilization of improved processes and technology.	<ol style="list-style-type: none"> 1. Collaborate with Munson Medical Center to provide WIC services and Healthy Futures/MIHP outreach onsite to families in Maternity unit. 2. Enhance Children's Special Health Care Services by increasing care coordination and nursing case management to families including development of electronic, individualized plans of care. 3. All MIHP staff trained in program redesign which focuses on standardized, evidence-based care. All new forms are electronic ready. 	6-12 6-12 6-12	8-2011 8-2011 8-2011
3,6,7	Increase availability of childhood blood lead testing which is required by Medicaid, Head Start, and WIC. Decrease Department costs by training clerical staff as technicians, allowing RN's and RD's to focus on work which requires their skills.	Increased allocation of WIC funding allowed for promotion of two WIC clerks to level of technician. Plan to utilize additional allocation when available to fund two additional promotions. Increases availability of lead testing during daily clinics and promotes client convenience.	6-12	8-2011
2,3,6,7	Protect and preserve the health of mothers and babies through collaboration with other agencies to promote perinatal health.	Ongoing participation in discussion and committee work surrounding perinatal services including regional perinatal discussion, prenatal substance abuse prevention, Child Death Review, and infant mortality prevention.	Ongoing	Ongoing
3,6	Protect infant/child health outcomes by expansion of breastfeeding services	Implementation of WIC Breastfeeding Peer Counselor Program utilizing grant funding received for pilot program.	12	10-2011
3,4,5,7	Prepare to align with MDCH on expansion of home visiting services to pregnant women and children.	Monitor status of federal funding applied for by MDCH on behalf of the State for the purpose of expansion of home visiting services.	Ongoing	Ongoing
6	Relocate the Animal Control Division to the County Animal Control Shelter location at 2571 Keystone Road – with appropriate remodeling as needed.	Remodel Animal Shelter as needed and move Animal Control Division to new location when completed.	12	7-2011
2,4	Collaborate with the AC Paw, Cherryland Humane Society and HANDDS to facilitate the adoption of dogs into new safe and loving homes.	Hold periodic meetings with animal rescue groups to discuss ways to improve dog adoption rates.	Ongoing	Ongoing

More data and program descriptions at www.gtchd.org

Note any changes, additions, and deletions here: