



Public Health

Prevent. Promote. Protect.

Door County

2023-2025 STRATEGIC PLAN



Published November 2023



Public Health
Prevent. Promote. Protect.
Door County

MISSION

Prevent. Promote. Protect.
Working together to support the health
and well-being of our community.

VISION

Our vision is to be trusted to lead the way to
a safe, vibrant, and healthy community for all.

VALUES

● RESPONSIVENESS

We adapt our response to meet the challenges in our
community's health, the environment, and in emergencies.

● COMPASSION

We approach every interaction with compassion and strive to
offer the highest quality of service.

● INTEGRITY

We aim to be a trusted and committed resource by being
respectful, accountable, and confidential.

● EQUITY

Through education and advocacy, we help our community
overcome barriers to health so everyone has the opportunity to
reach their fullest potential.

● COLLABORATION

We continually assess community health needs and partner
with local agencies to identify and address those needs.

GOAL 1:

Enhance communication to demonstrate credibility and increase visibility

Credibility & Visibility

Outcome 1.1

By December 2025, 50% of survey respondents will know three or more of the programs and services of Door County Public Health.

Strategy A

Issue a baseline survey to Door County residents to gather feedback on programs and perception of Door County Public Health and offer the survey on an annual basis.

Strategy B

Establish an outreach calendar of events, a marketing plan/budget, and track outreach.

Strategy C

Annually host an open house during Public Health Week, the first week of April.

Strategy D

Publish our *2023-2025 Community Health Improvement Plan* and *Strategic Plan* and provide updates via an online dashboard to increase transparency.

Outcome 1.2

By June 2024, Door County Public Health will have at least one interaction with the media (print/radio/television) per month. In addition, social media posts will be made at least three times per week.

Strategy A

Health Officer to develop a communication policy, including approved content and budget.

Strategy B

Explore various media outlets to determine options and fees.

Strategy C

Establish a plan for scheduling media outreach, including social media; reestablish an Instagram account.

Strategy D

Develop a professional and unified image, including apparel, outreach materials, and consistent email signature and business cards.

GOAL 2:

Be a proactive leader in building a healthier community through preventative education, services, and resources.

Proactive
Leadership

Outcome 2.1

By January 2024, identify at least four primary prevention program areas of focus to strengthen and enhance.

Strategy A

Clarify and promote the following program areas of focus:

- 1.) Maternal Child Health/WIC
- 2.) Preparedness
- 3.) Immunizations/Communicable Disease
- 4.) Education/Health Screenings

Strategy B

Update the Public Health brochure and website based on primary prevention program areas. Re-evaluate program details annually.

Strategy C

Assess the current policies and procedures to determine necessary updates.

Outcome 2.2

By December 2025, we will have best practice program directives documented for each of the focus areas.

Strategy A

Research Health Rankings and Roadmaps “What Works for Health” website and other sources for effective evidence-based strategies.

Strategy B

Choose strategies internally and in collaboration with strategic partners in each of the four focus areas.

Strategy C

Internal programs will include additional education offerings at existing clinics and screenings. Foster relationships with strategic partners to coordinate growth of programs and services.

Strategy D

Create and implement program evaluation measures for Public Health programs.

GOAL 3:

Build and strengthen collaborative relationships to positively impact the health of our community.

Relationship
Building

Outcome 3.1

By December 2023, four agencies will take strategy lead roles for the Community Health Improvement Plan (CHIP) goals.

Strategy A

Published Community Health Assessment data from December 2022 was presented to strategic partners and community organizations.

Strategy B

Public Health will meet regularly with strategy leads and leadership team members in order to build and strengthen relationships.

Outcome 3.2

By December 2025, identify and grow collaborative relationships with three new and three existing partners.

Strategy A

Define collaborative relationships as it relates to identifying partners.

Strategy B

Review our stakeholder analysis from initial strategic planning session.

Strategy C

Quarterly evaluation will occur at staff meetings to analyze overall impact of partner relationships. We will continue to meet with external partners, network, and participate on committees and other methods of engagement.

Outcome 3.3

By December 2025, increase collaboration with other Door County Health and Human Service divisions and within the Public Health team.

Strategy A

Expand employee education on services of other divisions. (Examples: attend other division's team meetings, new employee scavenger hunt, Health and Human Services orientation, one-on-one meetings with division managers)

Strategy B

Employees will meet with the Health Officer to evaluate job descriptions and define roles and responsibilities within Public Health for a more streamlined response to needs. Position-specific orientation guides will be updated.

Strategy C

Research EHR (electronic health records) systems for future implementation to improve consistency in documentation, needs screening, and referrals tracking.