



HEALTH DEPARTMENT STRATEGIC PLAN

2018-2020 - EXECUTIVE SUMMARY

Healthy People in a Healthful Community

Strategic Priorities, Goals and Objectives

With the voices of representative community partners and La Crosse County Health Department (LCHD) employees heard, the Strategic Planning Updating Committee (SPC) felt that four themes emerged from the data:

1. The value of LCHD employees' knowledge, dedication, and expertise;
2. The importance of building intentional relationships internally and externally;
3. The importance of ensuring LCHD has the right people working on the right projects;
4. The importance of improving the visibility and transparency of LCHD.

Mission, Vision and Values

Mission Statement:

Working collaboratively as a trusted leader and partner, preventing illness and injury, promoting health and well-being to protect and improve our community where we live, work, learn, and play.

Vision Statement:

Healthy People in a Healthful Community

Values

Collaborate, Advocate, Lead, Serve, Communicate

About the Plan

This plan was prepared following the framework outlined in the [National Association of County and City Health Officials \(NACCHO\) Developing a Local Health Department Plan: A How-To Guide](#). A Strategic Plan Updating Committee (SPC) was formed to include employees from various divisions within our department, Health & Human Services board representation and community partners. A Strengths, Challenges, Opportunities and Threats (SCOT) analysis was conducted. Input was collected and analyzed from employees and the community, and a review of our current Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) was completed. With this information, the SPC focused on the key components of the plan: value statements, vision statement, mission statement and strategic priorities.

Contact Us

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The 2018-2020 Strategic Plan in its entirety is available on our website.
<http://www.lacrossecounty.org/health/docs/Administration/Strategic%20Plan.pdf>

Strategic Priorities

PRIORITY #1: Invest in La Crosse County Health Department Employees	Performance Measures
<p>Strategy: Ensure a work environment where employees feel supported and valued.</p> <p>Result: Develop and implement activities and interventions to both recognize and appreciate as well as support training and skill development of employees.</p>	<p>Performance Measure 1 A: By December 31, 2020, Employee Feedback Survey data will reflect that 88% of employees feel they receive recognition and/or appreciation for a job well done.</p> <p>Performance Measure 1 B: By December 31, 2020, Employee Feedback Survey data will reflect that 97% of employees feel that training and skill development is effective.</p> <p>Performance Measure 1 C: By December 31, 2020, Employee Feedback Survey data will reflect that 75% of employees feel they have the opportunity to fully participate in LCHD committees, workgroups etc. if they so desire.</p>
PRIORITY #2: Build Intentional Relationships	Performance Measures
<p>Strategy: Build intentional relationships to support and enhance the work of LCHD.</p> <p>Result: Develop and strengthen relationships within the LCHD, relationships with other departments, and relationships with community partners.</p>	<p>Performance Measure 2 A: By December 31, 2020, Employee Feedback Survey data will reflect that 85% of employees feel that information sharing and communication within LCHD is effective.</p> <p>Performance Measure 2 B: By December 31, 2020, Employee Feedback Survey data will reflect that 85% of employees feel that information sharing and communication between departments and with the community is improving.</p>
PRIORITY #3: Program/Staff with Intention	Performance Measures
<p>Strategy: Create a process to evaluate existing/proposed programs, as well as incoming funding.</p> <p>Result: Develop and implement checklists to ensure that existing and proposed programs are in alignment with department priorities (strategic plan, CHA, and/or CHIP).</p>	<p>Performance Measure 3 A: By December 31, 2020, all non-mandated programs will be evaluated for alignment with department priorities.</p> <p>Performance Measure 3 B: By December 31, 2020, five existing programs will be prioritized for evaluation of need, efficacy, evidence base, appropriateness of staffing and alignment with department priorities.</p> <p>Performance Measure 3 C: By December 31, 2020, 100% of incoming funding for proposed programs will be evaluated to document need and alignment with department priorities (strategic plan, CHA, and/or CHIP).</p>
PRIORITY #4: Improve Visibility and Transparency	Performance Measures
<p>Strategy: Make intentional efforts to improve visibility and transparency of LCHD.</p> <p>Result: Develop and implement measures to increase visibility and transparency of LCHD in all of La Crosse County.</p>	<p>Performance Measurement 4 A: By December 2020, LCHD will develop a plan for marketing and branding.</p>