

2009 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 future
 - a. Address state/federal funding issues

| Board Goal | Department Goal | Department Tactic | Estimated Duration (No. of Months) | Estimated Completion Date (Month/Year) |
|------------|---|---|------------------------------------|---|
| 3,4,6 | Improve health services and reduce substance abuse of adolescents including pregnant youth. | <ol style="list-style-type: none"> 1. Contract with Third Level to work with youth at adolescent health clinic with emphasis on crisis counseling and substance abuse. 2. Collaborate with other mental health and substance abuse agencies to further goals. 3. Expand adolescent health clinical services. <ol style="list-style-type: none"> a. Seek planning grant to determine additional needs. b. If grant received make plans based on data and local interest (e.g. schools, local government, etc.) c. If plan funded set up additional clinic by locating new clinic and staffing clinic. | 3 months from time of approval | Ongoing |
| 1,2,3,4,6 | Improve the health of our beaches by reducing the source of E.coli. | <ol style="list-style-type: none"> 1. Increase testing. 2. Better communication. 3. Education. 4. DNA testing of E.coli. 5. Collaboration with City of Traverse City, Watershed Center, Michigan State University, United States Geological Survey | 5 12 5 5 5 | 09-2009 (Ongoing) 12-2009 09-2009 09-2009 09-2009 |
| 2,3,5,6 | Enhance outreach activities through the improvement of communication to the public. | <ol style="list-style-type: none"> 1. Procure Funding. 2. Get approval from Grand Traverse County Board of Commissioners. 3. Human Resources set job description. 4. Human Resources advertise and interview. 5. Hire Community Outreach Coordinator. 6. Community Outreach Coordinator starts position. 7. Implement Educational Program. | 1 1 1 1 1 1 1 | 01-2009 02-2009 04-2009 05-2009 07-2009 08-2009 10-2009 |
| 2,3,5,6 | Reduce lead exposure to the children of Grand Traverse County. | <ol style="list-style-type: none"> 1. Educate the public on the danger of lead poisoning. 2. Acquire a lead testing machine. 3. Train Public Health Nurses. 4. Train Sanitarians. 5. Start Lead Abatement program. | 12 1 3 4 4 | 12-2009 03-2009 05-2009 08-2009 12-2009 |

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| | | 6. Children to receive treatment. 7. Source of the lead identified, removed and controlled. | 12 12 | Ongoing 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 provision of all core, mandated and priority services. 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. 6. Continue to improve the Medical Examiner program through education, cadaver transportation and more cooperation with the medical community. | 12 12 12 12 12 12 | Ongoing Ongoing Ongoing Ongoing Ongoing 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. Examples of collaborative services include: <ul style="list-style-type: none"> • Work with Petsafe, Cherryland Humane Society, and AC Paws to facilitate adoption of animals to promote community health and safety. • Dental Clinics North with Northwest Michigan Community Health Agency • Traverse Bay Watershed Center for beach monitoring. • Healthy Futures with Munson Medical Center • Serve as a training center for University of Michigan, Michigan State University, Central Michigan University, Ferris State University, and Northern Michigan University • Project Fresh with Michigan State University Extension • Adolescent School Based Clinic with Traverse Bay Intermediate School District • Grand Traverse Community Collaborative • Traverse Health Clinic & Coalition • Women's Unmet and Children's | 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. | 12 12 12 | Ongoing Ongoing Ongoing |

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| | <p>Special Health Care Needs Fund supported by Munson Health Care Foundation and other community donors</p> <ul style="list-style-type: none"> • Family Oasis Tent at Cherry Festival with 15 community agencies • Breast Cancer Cervical Screening Program for low-income women between 40-64 years of age | | | |
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Note any changes, additions, and deletions here: