

Benton-Franklin Health District Strategic Plan 2018-2020



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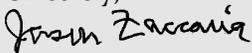
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Message from the District Administrator

Dear Colleagues, Partners, and Friends...

The Benton-Franklin Health District (BFHD) is pleased to present our newly updated 2018-2020 Strategic Plan. This document has been shortened from the full version, presenting plan highlights in a summary format. The 2018-2020 Strategic Plan represents months of collaboration, data analysis, and information sharing by a cross-representation of BFHD leadership, management, and staff, along with our Board of Health and others. As you read through the highlights of this document, you will find BFHD has incorporated new public health priorities for improving the overall health and quality of life for residents throughout Benton and Franklin counties.

Strategic planning is a recognized best practice in accelerating an organization and to keep it on a deliberate, forward moving collective trajectory. This strategic plan will provide BFHD with focus and direction for the next three years and position this organization for growth, maximizing all available resources for the greatest public health impact possible. We look forward to continuing to work with our valued community partners as we work through the six chosen priorities over the next three years.

Sincerely,

Jason Zaccaria, M.H.A.
District Administrator



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Vision

BFHD is a proactive leader uniting knowledgeable staff and proven practice with strong partners and informed residents to form a resilient, healthy community where all of us can learn, work, play, and thrive to our greatest potential.

Values

Excellence
Diversity
Communication and Collaboration
Integrity and Accountability
Effectiveness

Mission

BFHD provides all people in our community the opportunity to live full productive lives by promoting healthy lifestyles, preventing disease and injury, advancing equity and protecting our environment.

254 STAFF HOURS USED

68 ADDITIONAL RESOURCES REVIEWED

Introduction and Overview

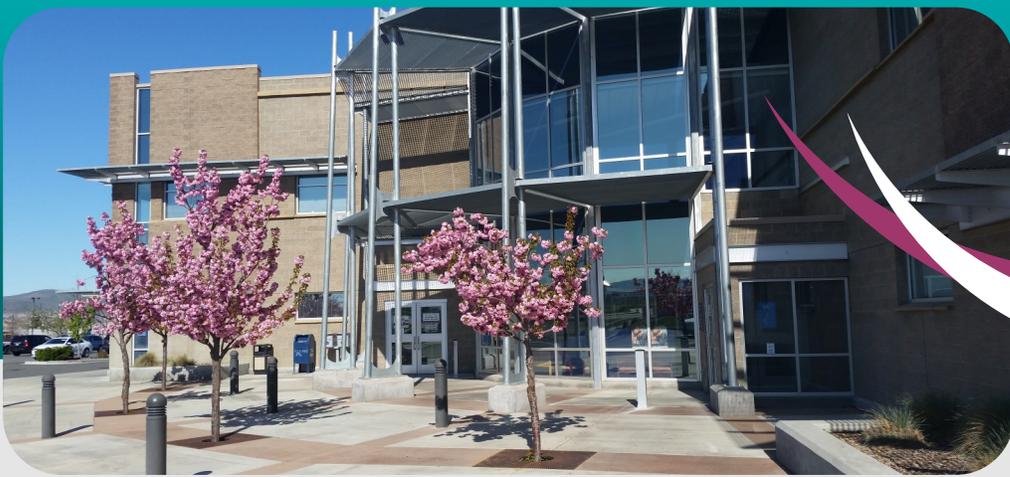


The aim of creating a Strategic Plan is to provide a unified, guiding roadmap for the agency, outlining where the organization plans to go and how it plans to get there for the next 3-5 years. A Strategic Planning Team, comprised of individuals of all levels from throughout the agency, was formed to provide a well-rounded and representative sample group of staff to lead the planning process. The team utilized best practices from the previous strategic planning experience as well as reviewed suggestions from other reputable sources, and decided to follow the guidelines laid out by the National Association of County and City Health Officials (NACCHO) in creating the new Strategic Plan. NACCHO guidelines outlined seven modules to assist in the creation of a new Strategic Plan that would also align with requirements from the Public Health Accreditation Board (PHAB) domains.

SWOT Analysis and data

A strategic planning process that follows the NACCHO guidelines includes a SWOT analysis of an organization's internal Strengths and Weaknesses and external Opportunities or Threats. The goal of the planning process is to help the organization use its strengths to seize new opportunities and minimize any potential threats while developing a plan to address its weaknesses so they do not hinder the success of the organization. BFHD used an internal SWOT in 2017 to evaluate progress by comparison with results from 2013 and to guide the agency moving forward with the new 2018-2020 Strategic Plan.

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attribute of the organization)	S Strengths	W Weaknesses
External origin (attribute of the environment)	O Opportunities	T Threats



Six Priorities

Health Strategy

BFHD provides expertise in population health information and promotes health in all policies through our programs, community coalitions and partnerships.

- Engage Stakeholders and Policy makers to ensure work is responsive to community needs
- Develop the staff expertise needed to promote health in all policies
- Promote BFHD as an expert in population health information

Health Equity

BFHD promotes positive health outcomes by addressing health equity through our community partnerships and internal programs and policies.

- Align internal processes and practices across the agency to Advance health equity and address social determinants of health
- Support our community partners and decision makers to identify health disparities and address efforts to advance health equity

Engagement

BFHD actively engages staff and our community to shape our team and services to meet community needs.

- Ensure BFHD maintains a presence with community stakeholders, policy makers and under represented populations
- Develop BFHD's image to better align with the changing vision and focus of public health nationwide
- Improve staff engagement and internal communication process.

Quality

BFHD utilizes and adheres to a fully integrated, agency wide quality culture.

- Design, update and implement organization wide continuous Quality Improvement activities
- Ensure structure and process is maintained for PHAB accreditation throughout agency
- Focus on data supported decision making

Risk Management

BFHD strives to manage internal and external risks through regulatory compliance and maintaining a safe and healthy workforce.

- Create and emphasize a risk management focused environment
- Strengthen worksite wellness and employee health and safety efforts
- Ensure regulatory compliance across the agency

Community Health Priorities

BFHD supports healthy living and lifestyles through emphasis on community health priorities and other public health concerns.

- Support Community Health Improvement Plan activities that align with BFHD priorities
- Identify and address emerging public health concerns

About Us



About Benton & Franklin Counties



283,830
Total Bi-County
Population

71,352
Families



32
Median Age



1.7%
Growth Rate



About Benton-Franklin Health District

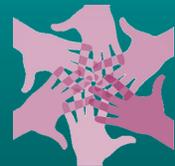
95
Staff
Members



2,942.55
Total Bi-County
Square Miles Served



66
Active
Programs



Serving the
Community
Since 1946

