

Public Health Update

Montgomery County Board of
County Commissioners

May 23, 2007



Purpose of Presentation

- Review strategic planning process
- Review May 2, 2007 Board of Health Resolutions
- Report current status
- Review upcoming focus areas

Review of Process

Scope of Work includes:

- Strategic Plan
- Community Relations Plan
- Health Disparities Action Plan

Strategic Planning Participants

- Staff
- Executive Team
- Board of Health Members
- Community Stakeholders
- Worldways Social Marketing

Strategic Planning Phases

Prep/Research

Workgroups:

- Board/Executive Leadership
- Community Relations
- Environmental Assessment
- Health Disparities

Oct '06 – Dec '06

Phase 1: Planning

Strategic Priority Teams:

- Branding/ Communications
- Community Relations
- Health Disparities
- Strategic Finance
- Workforce Development

Jan '07 – March '07

Phase 2: Implementation

Implementation Team

March '07 -

Strategic Thinking and Planning Priorities

- Transformational Vision of Public Health and PHDMC
- Governance, Management Structure/Process, Partnerships and Alliances
- Workforce Development
- Income and Investment Portfolio Management
- Community Engagement and Relationship Management
- Health Equity
- Program and Service Effectiveness

Two Bold Strategic Objectives

Objective 1:

Advance a transformational vision of public health in Montgomery County – positioning PHDMC as the most progressive health department in the nation and as an innovative, enduring public health organization serving *all* communities.

Two Bold Strategic Objectives

Objective 2:

Integrate core strategic planning imperatives – such as outcome-based budgeting, revenue portfolio evaluation and growth, workforce development, program evaluation, and appropriate organizational structure – into *all* PHDMC operations.

Strategic Planning Teams

- Branding/Communications
- Community Relations
- Health Disparities (Healthy Communities)
- Strategic Finance
- Workforce Development

May BOH Resolutions

- Mission Statement
- Vision Statement
- Brand Platform Statement
- New Name
- New Logo

Mission Statement

***Our mission is** to lead and innovate by working with our community to achieve the goals of public health: prevention, promotion, and protection.*

Vision Statement

Our vision is to be an innovative leader in achieving the highest possible health and well-being for Dayton/Montgomery County residents and visitors. To that end, we provide vital, cost-effective and culturally proficient health services that protect and promote people's health and support and create healthy environments and communities. Through our services, we:

- **Prevent** the spread of disease
- **Protect** against health threats in air, food and water
- **Promote** healthy behaviors
- **Reach out** to vulnerable populations, linking or providing direct services
- **Mobilize** community action through partnerships
- **Prepare for and respond** to public health emergencies
- **Serve** as a public health information resource to physicians and others working in the interests of health

Brand Platform

Our brand stands for *public health* leadership and innovation.

It stands for advocacy for the health and well-being of our entire community.

It stands for collaboration with our community to achieve the cornerstones of progress in health –
prevention, promotion, and protection.



Public Health

Prevent. Promote. Protect.

**Dayton &
Montgomery
County**

Current Status

- All Strategic Priority Teams are completing tasks
 - Branding
 - Community Relations
 - Health Disparities
 - Strategic Finance
 - Workforce Development
- Implementation Team has started its work

Implementation Team Role

This team will lead the organization through the development of action plans and budgets consistent with the Strategic Plan.

Implementation Structure



Upcoming Focus Areas

- Continuation of Priority Teams' work
- Initiation of Implementation Team work
- Introduction of new name and logo to community
- Internal administration of name and logo changes
- Development of outcome-based budgeting process
- Redevelopment of web site