

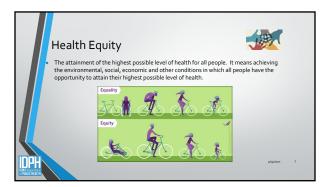








## What makes a plan "strategic" Continual attention to changes in the organization and environment and the potential impacts on the organization. Roadmap to achieve your vision Alignment of efforts to increase efficiency and results Careful, artful planning of action to achieve goals



### Why use a Health Equity Lens?



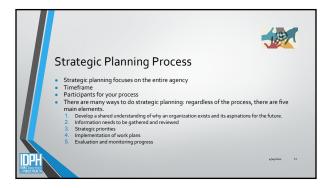
- Structural inequities are often produced inadvertently
- These internal structures, policies, processes, etc. are so embedded into the organization that it may be difficult to "see" the inequities

  Every decision an organization makes has an impact on people both inside the
- organization and externally Good ideas can play out in ways that inadvertently disadvantage or harm certain
- groups. Provides an objective means of ensuring that health equity is considered  $% \left( 1\right) =\left( 1\right) \left( 1\right)$

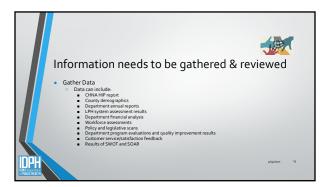
### Why does Strategic Planning Matter?

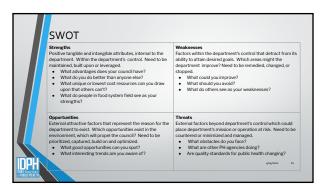
- Sets forth what an organization plans to achieve, how it will achieve it, and how will it know if it has achieved it.
- Addresses your county's public health needs while allowing you to adapt to a changing environment.
- Fundamental tool for effective management
- Plan provides criteria for monitoring progress and outcome of the plan to justify the use of local and state resources.

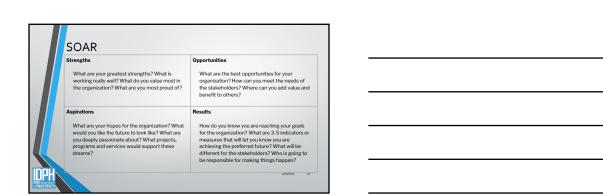


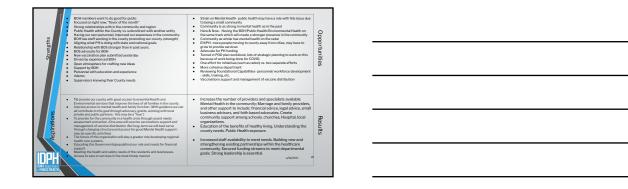


### Develop a shared understanding of why an organization exists and its aspirations for the future Vily you exist, what you want to achieve, what defines you Why you exist - why you exist, what you do, and who you serve Example - Protecting and improving the health of lowans. What you want to achieve - what does success in what you do look like? Example - Healthy lowans in healthy communities. What defines you - what do you care about, what sets you apart from other public service providers. Example: Accountability Collaboration/teamwork Communication Health Equity Quality Results Oriented Workforce Development









### Information needs to be gathered and reviewed



- Gather data (cont.)

- By the four perspectives or some variation of perspectives. By stakeholder input







# Implementation of work plans • Strategic issues can be sorted in three categories. 1. Those for which no action is required at present, but which must be monitored 2. Those that are coming up on the horizon and are likely to require some action in the future and perhaps some action now 3. Those that require an immediate response.

### Implementation plans include the following:

- Specific programs, activities and interventions that will be implemented to address each objective.
- Who is responsible or accountable for each activity (i.e. staff member, team or department).
- Timeline for completion.
- Measurement plan showing when and how goals and objectives will be measured.



4/14/2021

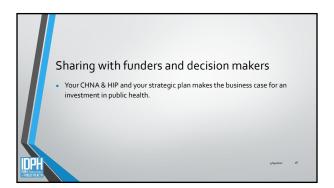
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# Evaluation and monitoring progress Strategic plans should be reviewed and revised regularly Establish a process for monitoring implementation and evaluation of the plan Use QI to improve processes and outcomes Maintain flexibility with the plan as the environment changes Update the plan as needed Communicate successes and results through annual reports and other sharing methods.



## Who should be involved County-based BOH members - actively involved in the process All department/agency staff (not just process) BOS members - findings are shared with BOS members BOS members - findings are shared with BOS members BOS members - findings are shared with BOS members BOS members - findings are shared with BOS members BOS members - findings are shared with BOS members BOS members - findings are shared with BOS members BOS members - findings are shared with BOS members BOS members - findings are shared with BOS members BOS members - findings are shared with BOS members BOS members - findings are shared with BOS members BOS members - findings are shared with BOS members





### Resources NACCHO Strategic Planning Guide Strategic Planning Guide- Guidance and Resources to Assist State and Territorial Health Agencies in Developing a Strategic Plan. ASTHO What Can I Do to Advance Health Equity? Practice Using A Health Equity Lens! Minnesota Department of Health.

