



## Strategic Plan for 2013 – 2016

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## **Administrator's Welcome**

Thank you for taking the time to review the Yakima Health District strategic plan. I want to personally welcome you to our website and hope that the information contained within meets your health needs and expectations.

The Yakima Health District is the oldest health district in the nation and has a proud tradition of providing public health services to people living in, working in and visiting Yakima County for over 100 years. While we honor our tradition of trust and service to the local community, we are actively setting the groundwork for the next 100 years of public health service.

Some of you may wonder: What is Public Health and what does the Health District do? Public Health is varied and responds to the needs of the public on many levels; we work with individuals and businesses to insure that the food we eat is safe and we minimize health risks to the environment. We work with local health providers to insure that our community has access to vaccines. We prepare for public health crises so that we may respond to the needs of the public when their health is imperiled. And we collaborate with community partners to collectively improve the health and welfare of all people, regardless of their position in our society. All of this is done to insure that people living in our cities and county are safe and free from harm.

We believe strongly that the more each individual knows about public health, the better equipped we all become to improve the health of our community. The Yakima Health District's Strategic Plan demonstrates how we intend to meet future public health needs of the community.

Again, I want to thank you for reviewing our Strategic Plan and investing your valuable time learning about what we accomplish every day on behalf of the public's health. We welcome your input and involvement in improving the health of our community and would be happy to respond to any questions you may have. Our commitment will remain the same as it has for over 100 years—namely, to insure the health and welfare of the public. It is our privilege to serve you and the greater Yakima Community.

## Vision

The Yakima Health District develops comprehensive strategies to prevent illness, promote healthy communities, and encourage healthy lifestyles.

## Our Mission

The Yakima Health District works to protect and improve the health of Yakima County.

## Values

- **Collaboration.** Community partnerships have proven to produce well-supported and cost-effective health outcomes by bringing people, resources and organizations together for a common goal.
- **Customer Service and Accountability.** As stewards of the public's trust, we will provide services that are responsive and accountable to the community's needs.
- **Data-driven, Science-based Services.** Effective public health interventions depend on the use of the best and most up-to-date research and information available.
- **Prevention and Promotion.** Strategies that avert disease and promote healthy living and healthy environments lead to long term benefits for everyone.
- **Skilled and Innovative Employees.** A well-trained, dedicated and resourceful workforce is the foundation of our ability to effectively assess and address the health and needs of our community.
- **Social Justice and Diversity.** A healthy community recognizes that everyone's health matters equally, and services and solutions must be accessible, affordable and appropriate for all. Inequity in health can offer a footing for illness to spread throughout the population.

## **Our Work:**

The Health District conducts activities necessary for the preservation of health, prevention of disease, and protection of the public's health. Each division of the Health District, in some capacity, is responsible for activities mandated by Washington Statute and/or Washington Administrative Codes. To that end, the Yakima Health District is responsible for administration and enforcement of public health and environmental health laws of federal, state, and local government.

The work of the Health District is organized around nationally developed core functions and essential services, which are the basis of public health practice. These standards are as follows:

### **The Three Core Functions of Public Health:**

1. **Assessment** – Assess extent of health problems and services
2. **Policy Recommendation** – Includes community planning and developing public health policies, rules/laws and programs that support public health
3. **Assurance** – Guarantee that services are available and accessible, that programs are achieving desired outcomes and that service personnel are proficient. This also involves the coordination and non-duplication of services.

### **The Ten Essential Services of Public Health:**

1. **Monitor Health** status to identify community health problems
2. **Diagnose and Investigate** health problems and health hazards in the community
3. **Inform, educate, Empower** people about health issues
4. **Mobilize Community partnerships** to identify and solve health problems
5. **Develop Policies** and plans that support individual and community health efforts
6. **Enforce Laws** and regulations that protect health and ensure safety
7. **Link to & Provide Care** to needed personal health services and assure the provision of health care when otherwise unavailable
8. **Assure Competent** public health and personal health care workforce
9. **Evaluate** effectiveness, accessibility, and quality of personal and population-based health services
10. **Research** for new insights and innovative solutions to health problems

## **Our Priorities:**

- Align with Department of Health, CDC, and our professional partners around the state and in our communities.
- Protect the public from illness from communicable disease, environmental hazards, and other public health threats.
- Employ a community health model whereby we promote healthy communities in which people live, work, and play.
- Create and expand community partnerships.
- Employ qualified, engaged and well-trained workforce.

**Goal #1:** Yakima Health District will provide public health services that are in alignment with Department of Health, Centers for Disease Control, and our other professional partners in the state and the local communities.

**Objective #1a:** Provide timely education and direction of staff; clarify public health role/responsibilities.

**Performance measures:** 10.1, 10.2, 10.3, 10.4

**Objective #1b:** Annual review of county assessment data, surveillance trends, and emerging public health issues within the context of our strategic plan.

**Performance measures:** 1.1, 1.2, 1.3, 12.6, 12.7, 12.8

**Goal #2:** Protect the public from illness associated with communicable disease, environmental hazards, and other public health threats.

**Objective #2a:** Maintain communicable disease surveillance, identify weaknesses and improve upon our data collection and retrieval system.

**Performance measures:** 2.7, 4.1, 4.4, 4.5

**Objective #2b:** Evaluate and enhance the readiness to meet and respond to environmental hazards.

**Performance measures:** 4.7, 4.8, 4.10, 4.11, 5.1, 5.2, 5.4, 5.5, 8.8, 8.9

**Objective #2c:** Collaborate with community partners to address threats to public health threats.

**Performance measures:** 4.1, 4.2, 4.3, 4.5, 4.6, 4.7, 5.1

**Goal #3:** Employ a community health model whereby we work in partnership with communities to promote healthy environments, healthy lifestyles, and reduce health disparities.

**Objective #3a:** Engage community partners to enact policy or system changes that support healthy lifestyles.

**Performance measures:** 6.4

**Objective #3b:** Work with community partners to reduce health inequities in communities that experience a disproportionate burden of disease.

**Performance measures:** 7.1, 7.2, 7.3, 8.4

**Goal #4:** Improve access to health services through the creation and/or expansion of community partnerships.

**Objective #4a:** Promote high quality, preventive screening to underserved populations.

**Performance measures:** 7.2, 7.3, 7.4, 8.4

**Goal #5:** Maintain a highly qualified, well-trained, engaged staff that is able to meet current and future public health challenges.

**Objective #5a:** Establish core leadership competencies for manager/supervisors and provide training program for new managers/supervisors.

**Performance measures:** 8.1, 8.2, 8.3, 8.5, 8.7

**Objective #5b:** Establish core competencies for staff and develop cross-training plan to enhance agency's ability to respond to needs.

**Performance measures:** 10.1, 10.2, 10.3, 10.4, 10.5