



**Excerpt from Minutes of the State Board of Health
July 8, 2009
The Inn at Port Hadlock, Port Hadlock, WA**

14. STRATEGIC PLANNING – PRELIMINARY DISCUSSION

Mr. McLaughlin referenced the documents behind Tab 14 and gave an overview of status of the 2007 Five-Year Strategic Plan. He proposed that the Board update the plan using a process very similar to the process it used in 2007. Chair Katz said the mission and vision should not need revision each time the plan is updated. Dr Hayes stated that she would like to see the addition of a goal that public health be a concept considered in all policies, not just policies set by health agencies. She said that in a future of fewer resources, the Board might have a greater effect on the public's health by trying to influence policy makers and boards working at the local level. Chair Katz asked for examples. Dr Hayes referred to social determinants of health such as housing, academic achievement, and neighborhood resources (i.e. sidewalks, markets with fresh produce, etc).

There was discussion about the mission statement bullet about "promoting system partnerships." Members VanDusen and Ortiz suggested it be revised to say "promoting partnerships that enhance the health of the public." The Board members agreed to that change, but decided there was no need to change the vision and goals.

Mr. McLaughlin asked the Board to take a few minutes to brainstorm about what strategies or activities they would like to consider adding to the plan. Member Austin expressed concern about the impact to public health of about 40,000 people that might be losing their health insurance. Donna Wright, SBOH Member, suggested staff bolster the Board's relationship with city-county associations to jointly develop ideas on how to strengthen public health finance. Member VanDusen suggested trying to help set priorities for public health during times of budget shortfalls. Member Ortiz suggested increasing communication with primary health care professional associations. Dr. Hayes suggested that public health needs to be a lens through which all policy is made at the local level. Member Tonasket said more effort should be devoted to marketing public health to the public. Chair Katz said that a central problem is that everyone works in silos. Member Tonasket said he gets frustrated with strategic planning processes because the Board primarily responds to what DOH brings to it to review, rather than the Board developing new ways to address problems.

Chair Katz asked when staff would have a memo clearly explaining the differences between Alternatives A and B of the school rule proposal. Vice Chair Higman said the target should be at least a week before the August Board meeting. Mr. McLaughlin responded that staff would try to get something to members two weeks before the August meeting. Member VanDusen asked what staff needs from members. Mr. McLaughlin responded that it was important for the Board's committees to provide guidance to staff. Member VanDusen shared a discussion she had with Dr. Tom Locke during lunch about inviting rural hospitals to come and address the Board about their concerns.