

# Pondera County Strategic Plan Revised

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# Pondera County Health Department Strategic Plan (2016-2019) Introduction

In Pondera County, residents thrive in an agriculturally based rural community and report high quality of life. A 2013 Community Health Assessment found that residents define healthy community as good schools, access to health care and spiritual values as the most important aspects of a healthy community while listing Cancer, Alcohol and Substance Abuse and Overweight/Obesity as the top three Community Health Concerns. In the recent County Health Rankings by Robert Wood Johnson Foundation, Pondera County ranked 10<sup>th</sup> healthiest of the 56 counties in Montana. A healthier Pondera County is the goal and aim of Pondera County Health Department. The department recognizes that healthy children are better students, healthy adults make a more productive work force, and health seniors enjoy more satisfying retirement years. A healthy population is not only essential to a healthy economy, but to the sustainability of the quality of life residents currently enjoy.

This plan, based on the outcomes of Community Health Assessments performed by Pondera County Health Department and Pondera Medical Center in 2013, and following the Community Health Improvement Plan for the health department written in 2016, outlines strategies to improve the health of Pondera County residents and strengthen the public health system. The Pondera County Health Department will use these strategies to focus our work from 2016-2019; providing a cohesive health agenda for Pondera County.

The plan outlines the following community health status objectives:

- Prevent, identify and manage chronic conditions
- Promote the health of mothers, infants and children
- Prevent, identify and control communicable disease
- Prevent injuries
- Improve mental health and reduce substance abuse

In addition, the plan outlines the following long-term organizational viability improvements:

- Prepare the department for eventual accreditation by attaining efficiencies and meeting standards
- Plan for workforce development
- Plan to assure that all resources are used effectively and efficiently

- Plan to efficiently pursue funding and activities that address identified community needs
- Plan to improve performance through focused efforts and regional implementation possibilities

## Our Mission Statement:

The Mission of the Pondera County Health Department, in cooperation with Pondera County and aligned with the Montana Department of Public Health and Human services is to encourage public wellness through population based health strategy and individual interaction. This includes promotion of healthy lifestyle practices and implementation of evidenced based prevention measures. Our goal is to provide these services efficiently and without bias to our customers, the residents of Pondera County.

## What we hope to Accomplish (2016-2019)

### Objective 1: Prevent, identify and manage chronic conditions

#### Health Indicators (Measures):

#### Preventive Screenings, Tobacco Use Reduction

##### Adult:

- Increase the proportion of adults who report they are up to date with colorectal, breast, and cervical cancer screening from 74% to 81%(colorectal), 76% to 83% (breast) and 84% to 92% (cervical)to utilizing the Montana Cancer Screening Program when appropriate(BRFSS).
- Decrease the proportion of adults who report they are current smokers from 22.7% to 18% (BRFSS).
- Decrease the proportion of adults who report they use smokeless tobacco from 11.2%to 9% (BRFSS).
- Decrease the proportion of women who report they smoke during pregnancy from 24% to 19% (Vital Statistics)

##### Youth:

- Decrease the proportion of youth who report they have smoked cigarettes in the past 30 days from 16% to 13%(YRBS).

#### Strategies:

1. Support REACT program within the county Schools. This may be facilitated by the Pondera County Health Department or by assisting with facilitation of this program through school counselor. REACT students should also be encouraged to attend state meetings and community coalition meetings to increase youth buy-in and diversity
2. Support worksites and local schools to implement health promotion policies. This includes cooperation with businesses to implement events including the Great American Smokeout, and distribution of Quit Spit Kits and Chew Tobacco reduction Kits that are accompanied by Quitline Referral Information

3. Implement worksite wellness policies and programs with the employees of Pondera County through cooperation with regional worksite wellness program. This includes distribution of FOBT tests during Flu Shot seasons(FluFit Activities)
4. Promote the implementation of smoke free multi-unit housing as directed by MTDPHHS through the Tobacco Prevention Specialist.
5. Support and promote community businesses and the county to adopt and implement policies addressing the built environment that promote smoking cessation such as clean indoor air. This includes assistance in obtaining appropriate signage, facilitating enforcement and reporting of violations by the Pondera County Tobacco Prevention Specialist in accordance with MTDPHHS.
6. Increase awareness of chronic disease prevention and control through public education and promotional efforts. This includes flyers, posters, and

## Objective 2: Promote the health of mothers, infants and children

### Health Indicators (Measures):

- Increase the percentage of participation of eligible women, infants and children who participate in WIC within Pondera County from 43.7% to 48%.
- Increase the number of women within the Pondera County WIC program who initiate breastfeeding from 87.8% to 90.9% (WIC Breastfeeding Report)
- Increase the number of women in the Pondera WIC program who exclusively breastfeed for 3 months from 18% to 25% (WIC Breastfeeding Report )

### Strategies:

1. Support worksites to implement health promotion policies that promote maternal, child, and infant health including worksite breastfeeding policy which provide areas and time to pump or breastfed infants and clean indoor air policies which reduce exposure to tobacco smoke.
2. Identify WIC enrolled women who smoke and refer to the Quitline.
3. Partner with local Office of Public Assistance, Food Bank and SNAP to identify women who may be adjunctively eligible for WIC.
4. Implement evidence-based breastfeeding promotion programs in WIC program including availability of breastfeeding professionals such as Certified Lactation Counselors and Breastfeeding Peer Counselors
  - Provide health care providers with current WIC income guidelines to distribute to high risk and otherwise eligible women and children
  - Institute Breastfeeding Peer Counselor Program within the Teton WIC region

## Objective 3: Prevent, identify and control communicable diseases

### Health Indicators (Measures):

- Using MIDIS system for measures, increase the percentage of communicable disease reports that are received within 24 hours of diagnosis, and provide complete data including demographic information

- Maintain a greater than 90% average for children 10-35 months who are complete for 4:3:1:3:3:1 as identified objective of Healthy People 2020.
- Maintain a greater than 90% average for children ages 12-14 who have received their 1<sup>st</sup> adult Tdap. (Currently 93% via Immtrax system 5/8/2014)
- Increase the proportion of 11-19 yr olds who are considered Up-to-Date for receipt of Meningococcal (MCV4) vaccine from 64% to 70% (Currently 64% via Immtrax System 5/8/2014)
- Increase the proportion of children 11- 17 who are considered Up-To-Date for HPV vaccine from 22% to 27% (Currently 22% via Immtrax system 5/8/2014)

#### Strategies:

1. Support health care settings including hospital and clinics to implement policies encouraging appropriate immunizations for employees and patients according to ACIP schedule
2. Give Vaccine via standing order.
3. Increase awareness of communicable diseases and their occurrences including prevention strategy and control through public education in key settings such as schools, local clinics, long term care housing and medical staff meetings. Examples may include education about immunizations including flu shots, awareness of mandatorily reportable diseases list , changes in immunization recommendations (child, adolescent and adult immunization in schools and health care settings).
4. Improve access to child, adolescent and adult immunization services using evidence based practices which include after hours clinic availability, school located clinics for required school immunizations and flu shots, flu shot clinics throughout county, public private partnerships using Carevan Blue Cross/Blue Shield).
5. Maintain ability to respond 24/7 to communicable disease reports presenting public health threat. Accomplished through the carrying of a health Department assigned smartphone.

## Objective 4: Prevent Injury

#### Health Indicators (Measures):

##### Adult:

- Reduce the number of adults within the North central Region who report never wearing a seat belt from 30.4% to 25% (Montana BRFSS)
- Reduce the number of adults within the North central Region who report drinking and driving within the last 30 days from 5.2% to 4.5% (Montana BRFSS)

##### Youth:

- Reduce the number of survey responders in the North Central High School Region who reply that they texted or emailed while driving from 55.8% to 52.5% (YRBS)
- Reduce the number of survey responders who answered anything less than always in response to 'How often do you wear a seatbelt when riding in a car driven by someone else?' from 69% to 65% (YRBS)

#### Strategies:

1. Support worksites and schools to implement health promotion policies that promote motor vehicle crash prevention, (Includes seatbelt education and policy)

2. Support health care settings to screen for and educate to clientele and staff regarding seatbelt use and avoidance of texting and driving (Red Thumb Reminder Day)
3. Increase awareness of motor vehicle safety through public education and in key settings (childcare, schools, and health care settings)
4. Support training and education of occupant restraint best practices by health departments, law enforcement and health care providers
5. Support Primary Seatbelt Law in alignment with Montana Department of Transportation Efforts

## Objective 5: Improve mental health and reduce substance abuse

### Health Indicators (Measures):

#### Adult

- Reduce the number of adults who report binge drinking in the last 30 days from 20.5% to 15%. (Montana Regional Health Map 2010, BRFSS)

#### Youth

- Decrease the proportion of youth who report using alcohol in the past 30 days from 37.83% to 34% (Montana YRBS 2013)
- Decrease the proportion of youth who report feeling so sad or hopeless almost every day for two weeks or more in a row that they stopped doing some usual activities from 26.38% to 24%

### Strategies:

1. Support and attend the Mental Health Advisory Board meetings in Pondera County
2. Support worksites and schools to implement mental health including suicide prevention programs
3. Maintain mental health professional representation on Board of Health to input regarding strategy and intervention
4. Support Community Education Efforts such as DUI Taskforce to educate public regarding dangers of drinking and driving
5. Provide Responsible Alcohol Server's Training or support DUI Taskforce to offer these trainings
6. Partner with Gateway Prevention Services to Implement School based trainings including Alcohol Edu at the high school level
7. Great Minds Campaign
  - Suicide Awareness Speaker
  - Mental Health First Aid Training
  - ACES Awareness Training

## Our Future and how we Plan to Maintain our Gains (Sustainability)

- Prepare department for accreditation by attaining efficiencies and meeting standards as evidenced by formation of a quality improvement team and development of a performance management system.
- Broaden Strategic Planning to include and incorporate Environmental Health Strategy under a Public Health Banner
- In cooperation with DPHHS Emergency Preparedness and Disaster and Emergency Services, incorporate Emergency Planning into day to day department planning
- Implement plans to increase employee growth in skill and ability to effectively perform work as evidenced by development and implementation of a procedure book and workforce development plan.
- Assure that all resources are used effectively and efficiently as evidenced by creation of a Community Health Improvement Plan, new accounting system and contracts with health insurance plans.

Strategies:

1. Train staff in quality improvement and develop quality improvement team.
2. Establish a performance management system.
3. Adopt and implement a formal workforce development plan.
4. Develop and implement a procedure book.
5. Strengthen partnerships between health care sector and health department.
6. Strengthen local board of health.
7. Collaborate with health care system and public to create Community Health Improvement Plan.
8. Implement a new accounting system.
9. Establish and maintain contracts with health insurance plans.