

Monterey County Health Department

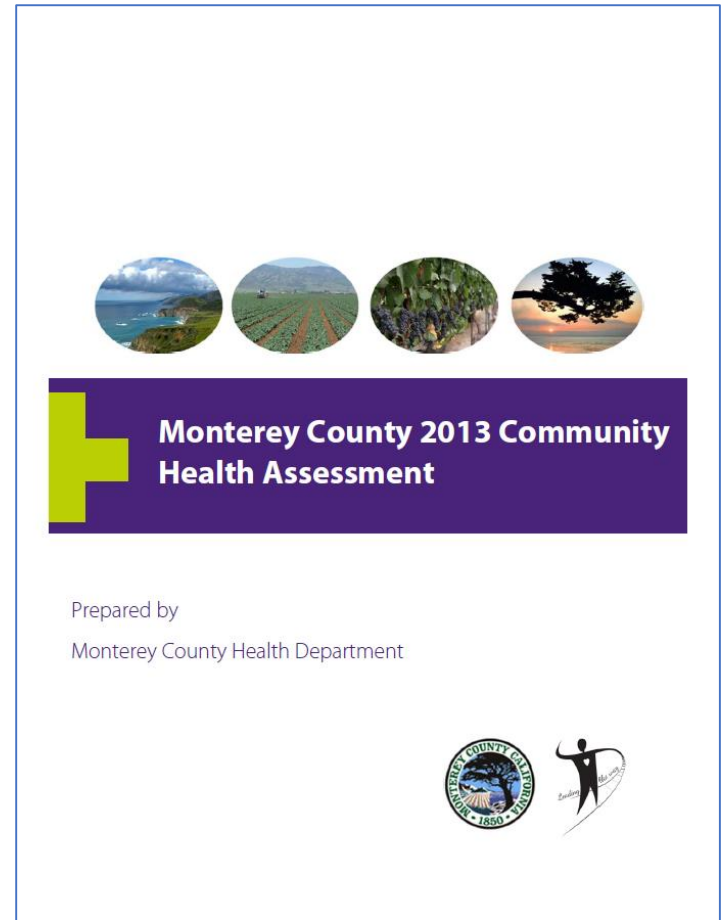
DRAFT 2018-2022 Strategic Plan



Presentation to
Monterey County Board of Supervisors
June 12, 2018

Our Journey

- 2011 began accreditation process
- Developed first Strategic Plan (2011), Community Health Assessment (2013), Community Health Improvement Plan (2015)



Accreditation Achieved!

- **1 of 11** accredited health departments in California, **1 of 223** in the nation
- **6-year effort** to improve services
- **331** documents reviewed for compliance in **12** categories
- Developed and implemented plans, policies, management procedures, and service protocols



Prior Strategic Plan

2011-2015 plan focused on 3 areas:

- Community empowerment
- Public health prevention
- Accessible care



**2011-2015
Strategic Plan**

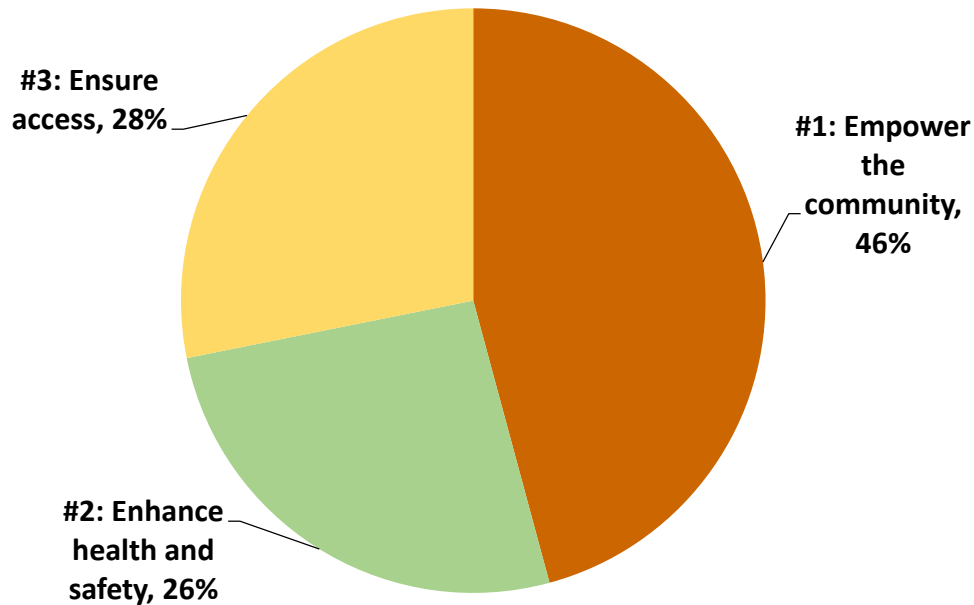
Monterey County
Health Department



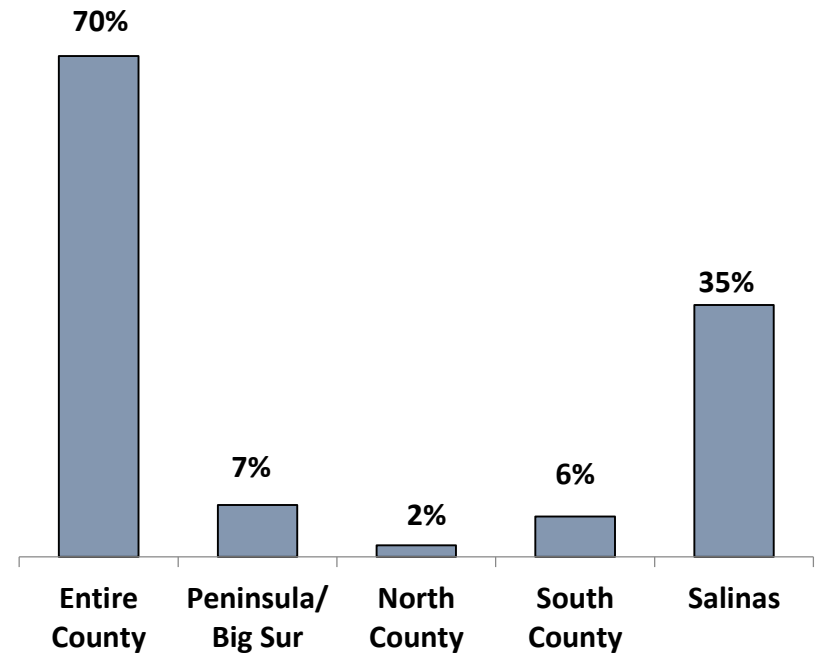
2011-2017 Accomplishments

Cumulative Accomplishments July 2011 through June 2017:

By Initiative



By Region



Goal 1: Improvements

Goal 1

- Empower the community to improve health

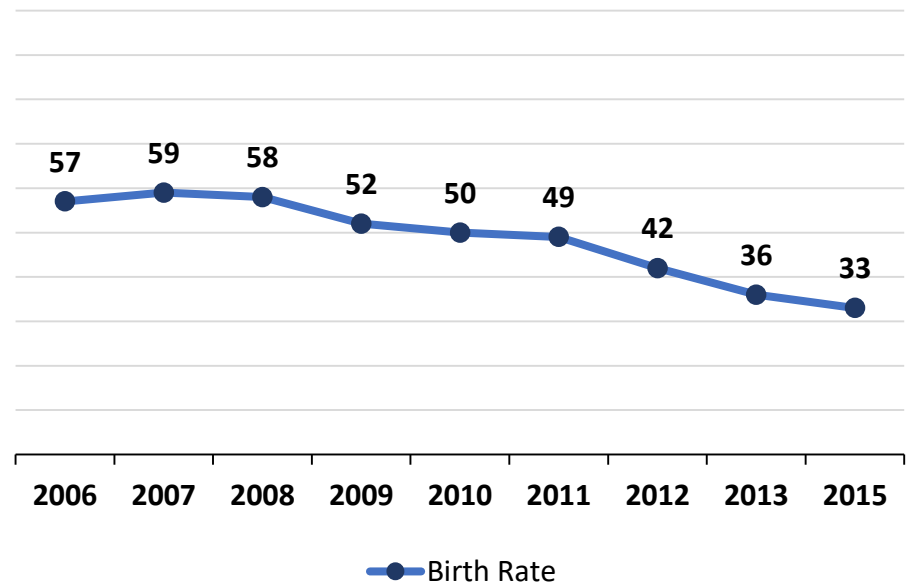
Objective

- Develop and support a network of volunteers and peers that advocate for and support community health-oriented solutions

Strategies

- Increase youth empowerment and healthy relationship training for youth
- Promote safe sex practices & resources

**Monterey County Teen Birth Rate
per 1,000, 2006 to 2015**



Goal 2: Improvements

Goal 2

- Enhance community health and safety by emphasizing prevention

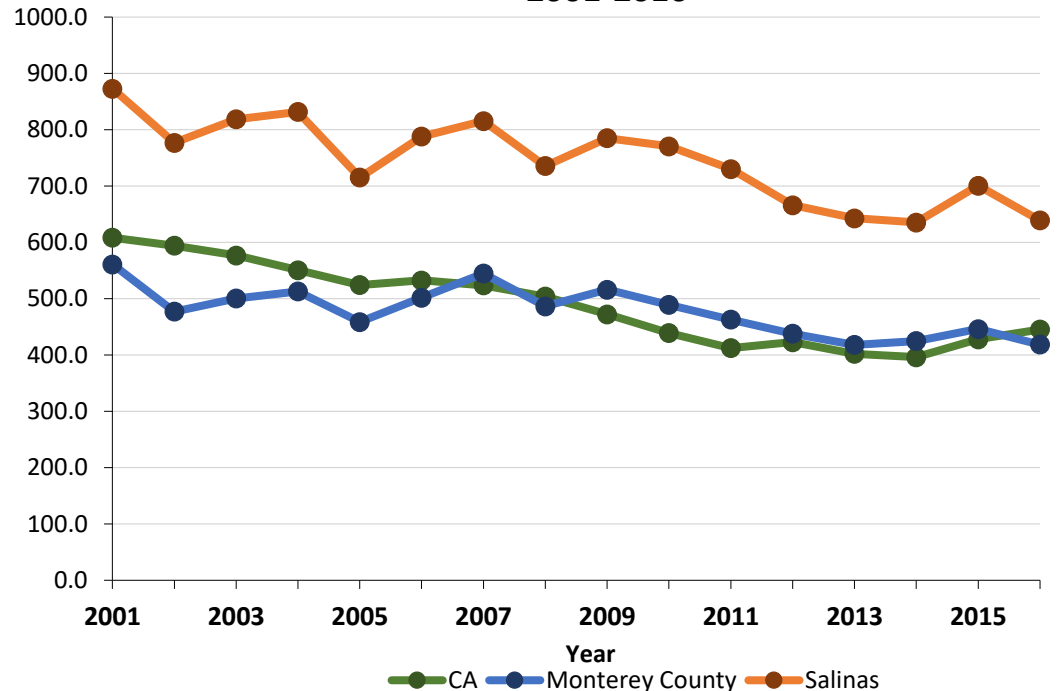
Objective

- Engage community organizations, businesses, and other governmental agencies in assessing and preventing violence and reducing injuries in the community

Strategies

- Expand anti-bullying education and policies in schools
- Enhance neighborhood safety through built environment improvements

**Violent Crime Rates for
California, Monterey County, and Salinas
2001-2016**



Goal 3: Improvements

Goal 3

- Ensure access to culturally and linguistically appropriate, customer-friendly, quality health services

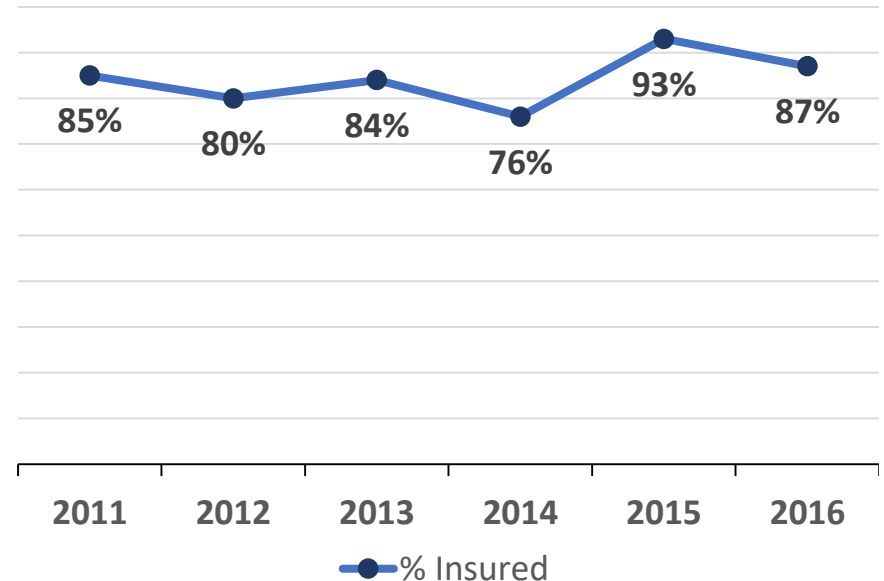
Objective

- Maximize prevention and wellness opportunities as funded by health care reform

Strategies

- Support ACA enrollment assistance

Percent of Monterey County Insured Residents, 2011 to 2016



Health Equity Award

2017 Arnold X. Perkins
Award for Outstanding
Health Equity Practice
by a Health Department



Updating Plan

- Reviewed information from community assessments
- Conducted staff surveys
- Worked with consultant to update goals and develop action plan
- Ensured alignment with MCHD, Monterey County, and Impact Monterey County values

2015-2016:

IMC results,
staff surveys

2016-2017:

Draft objectives,
strategies

2017-2018:

Refine and align,
finalize draft



Continued Focus

MCHD VISION

Creating a legacy
of health together

MCHD MISSION

To enhance, promote, and
protect the health of Monterey
County individuals, families,
communities, and environment

Aligned with Monterey County Board of Supervisors' Strategic Initiatives:

*Health and Wellness
for Monterey County Residents*

Improve health and quality of life
through County supported
policies, programs, and services;
promoting access to equitable
opportunities for healthy choices and
healthy environments in
collaboration with communities



2018-2022 Goals



Goal 1 Empower the Community to Improve Health



Goal 2 Enhance Public Health & Safety through Prevention



Goal 3 Ensure Access to Culturally & Linguistically Appropriate,
Customer-Friendly, Quality Health Services



Engage MCHD Workforce & Improve Operational
Goal 4 Functions to Meet Current & Developing Population
Health Needs



Objectives

- 11 total, 2-4 per goal
- Lead to achievement of each goal
- E.g. Goal 1: Engage the Community to Improve Health



Objective 1.1. Engage community members in policy development & planning

Objective 1.2. Develop & support population health initiatives with meaningful participation of community members



Developing Strategies & Activities

- Identified through a process of reviewing 15 state, county and partner plans and metrics
- Planning session with staff
- Refined with internal working team and Bureau Chiefs
- Final draft plan organized by strategies, activities, metrics for tracking progress
- Identify Bureau-specific and cross-Bureau involvement



Equity focus

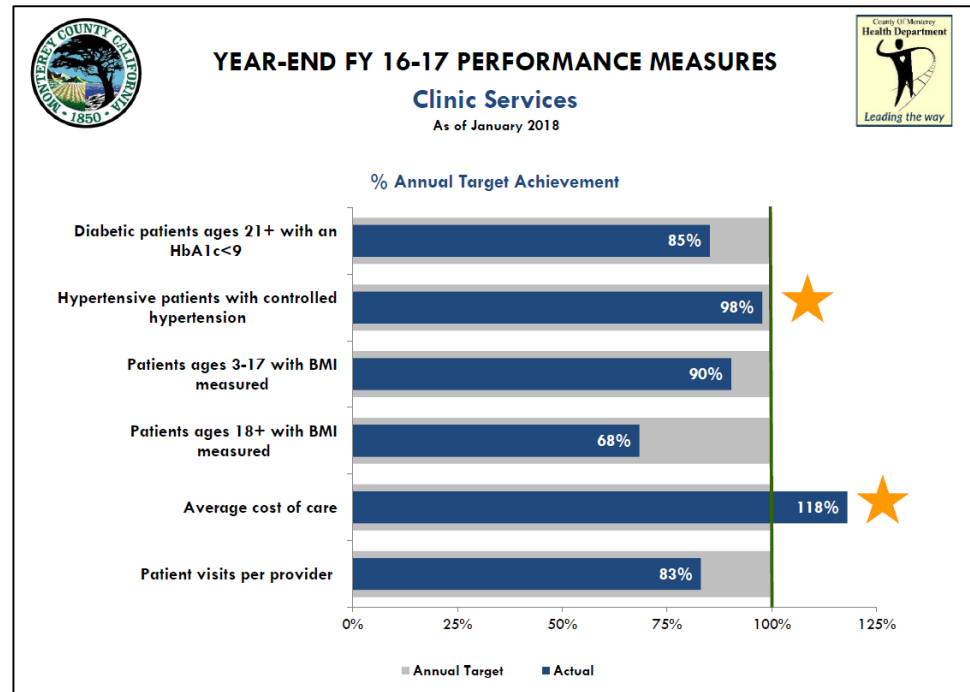
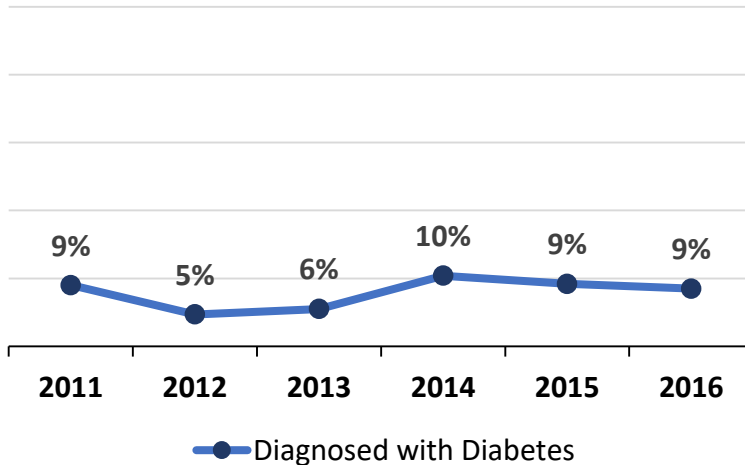
- Equity infused throughout
- Government for Racial Equity
- Community engagement



Tracking Progress

- 4-5 long-term outcomes for each goal
- Example metrics for each strategy

**Percent of Monterey County Adults
Diagnosed with Diabetes
2011 to 2016**



Goal 1: Empower the community to improve health

Objective

Engage community members in policy development & planning

Strategy

Support community members in policy and advocacy education related to community initiatives

Activity

Continue to support and grow opportunities for training that strengthens participant's skills to advocate for, lead, and own efforts to transform their community (e.g., EnLACE, Community Health Workers, Postpone, Active Transportation Program)

Example Metric	Source	Target
New teen peer educators (#) participating in Postpone (a youth leadership development training program to prevent teen pregnancy)	MCHD 17-18 Public Health Bureau Performance Measures	50



Next Steps

- Approval
- Staff roll out
- Refine, track, and report metrics

