

Strategic Planning Update

Durham County Department of Public Health
Board of Health - June 9, 2022
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Defining Strategic Planning

“Strategic planning is a process for defining and determining an organization’s roles, priorities, and direction over three to five years. A strategic plan sets forth what an organization plans to achieve, how it will achieve it, and how it will know if it has achieved it.”



Why we need a new strategic plan?

- ↳ Gathers information about an organization into one document
- ↳ Provides clear direction of where we want to go as an organization
- ↳ Provides agency with priorities to guide the performance management system

Why we need a new strategic plan?

- ↳ Allows proper allocation of resources
- ↳ Alignment with community health assessment and community health improvement plan
- ↳ Changes in DCoDPH leadership and COVID-19 pandemic

National Association of County and City Health Officials (NACCHO) - Six Steps of Strategic Planning

1. Laying the Groundwork for Strategic Planning
2. Developing Mission, Vision, and Values
3. Compiling Relevant Information

NACCHO - Six Steps of Strategic Planning

4. Analyzing Results and Selecting Strategic Priorities
5. Developing the Strategic Plan and Implementation Plan
6. Implementing, Monitoring and Revising as Needed

DCoDPH Strategic Planning Process

- ▶ NACCHO's strategic planning process introduced to leadership and all staff
- ▶ SWOT (Strengths, Weaknesses, Opportunities, and Threats) conducted in early April
- ▶ Strategic Planning Team formed consisting of DCoDPH staff from all levels and divisions
- ▶ Board of Health Input Survey
- ▶ Next Steps: Analyze results, complete an environmental scan, determine emerging trends/cross-cutting themes, and selecting priorities

Questions?

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