



STRATEGIC PLAN UPDATE

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AGENDA

- ❖ Strategic Planning Process
 - ❖ Incorporating Equity
- ❖ SWOT Analysis
- ❖ Strategies, Goals, and Objectives
- ❖ Next Steps
 - ❖ Measuring Success

January 2022 -
NACCHO
process
introduced to
Public Health
Leadership Team

April 2022 -
Strategic
Planning Team
developed
consisted of
DCoDPH staff
from all levels
and divisions

May 2022 -
DCoDPH Board of
Health members
provided
additional input to
be used for the
environmental
scan

July/August 2022 -
Prioritization
finalized and new
mission and vision
drafts were
presented to
leadership & staff

February 2022 -
NACCHO
process
introduced to
DCoDPH staff
during quarterly
staff meeting

April 2022 -
DCoDPH staff
participated in
SWOT Analysis
of the
organization

June 2022 - Series
of meetings with
the Strategic
Planning Team to
determine
prioritization for
the plan

September/
October 2022 -
Strategic Planning
Team prepared
draft including
goals, strategies,
and objectives
from gathered
input

SWOT ANALYSIS

- Strengths

- Great Quality Staff & Customer Service
- Quality Clinical Care/Range of Services
- Health & Human Services Building/Location
- Partnerships/Collaboration

- Weaknesses

- Staff Turnover/Understaffed
- Collaboration within the Department
- Lack of Promotion of Services/Advertising
- Stigma with Using Health Department Services

SWOT ANALYSIS (CONTINUED)

- Opportunities
 - Community Engagement
 - Marketing/Promotion
 - Telehealth
 - Team Building within the Department
- Threats
 - Funding
 - Political Changes
 - Inflation
 - Staffing/Employee Retention



STRATEGIC PRIORITY AREAS

1. COMMUNITY FOCUS & ENGAGEMENT
2. WORKFORCE DEVELOPMENT & ENGAGEMENT
3. ADVANCING RACIAL & HEALTH EQUITY
4. ORGANIZATIONAL CULTURE OF CONTINUOUS QUALITY IMPROVEMENT

PRIORITIES (CONTINUED)

COMMUNITY FOCUS & ENGAGEMENT

Goal: Enhance access to services through community engagement and collaboration

- Promotion of public health services
- Building and maintaining partnerships
- Community outreach

WORKFORCE DEVELOPMENT & ENGAGEMENT

Goal: Build organizational capacity to better address the needs of the communities of Durham County

- Exploring strategies to recruit and maintain quality staff
- Professional development
- Coaching and mentoring staff

PRIORITIES (CONTINUED)

ADVANCE RACIAL & HEALTH EQUITY

Goal: Build community and internal capacity to increase racial and health equity

- Identify any barriers to diversity, equity, and inclusion in the hiring process
- Policy revision with equity lens

ORGANIZATIONAL CULTURE OF CONTINUOUS QUALITY IMPROVEMENT

Goal: Achieve an organizational culture of innovation and continuous quality improvement where staff are engaged and empowered

- Assurance of state and national accreditation standards
- Support staff to participate in the agency's quality improvement process

NEXT STEPS

- Assignments of staff and/or committees to strategies, goals, and objectives
- Presenting the plan to all Durham County Department of Public Health staff
- Implementation of the new plan
 - Assuring equity throughout the process

QUESTIONS?

THANK YOU

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