STRATEGIC PLAN UPDATE

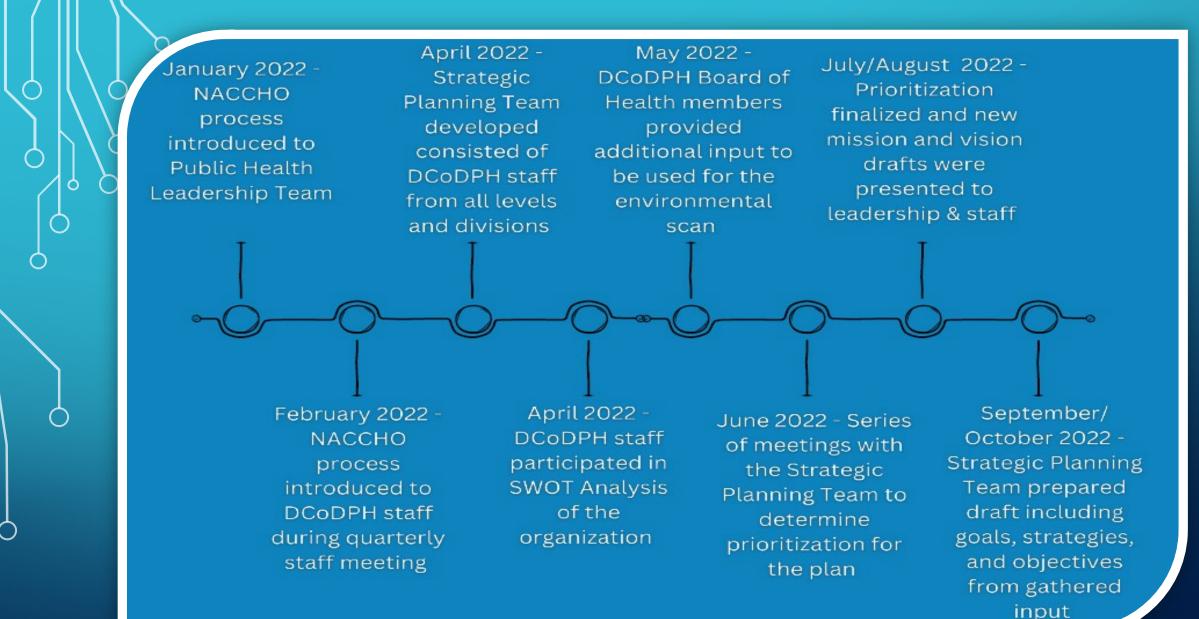
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ANTREL THOMAS BRANCH

2/9/2023

AGENDA

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



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

 COMMUNITY FOCUS & ENGAGEMENT
WORKFORCE DEVELOPMENT & ENGAGEMENT
ADVANCING RACIAL & HEALTH EQUITY
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

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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?

STRATEGIC PLANNING UPDATE

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THANK YOU

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