
OUR CORE VALUES

Teamwork: *We support each others' efforts, contributing and working together to achieve the common goals of the organization.*

Integrity: *We conduct assessment, policy development and assurance while adhering to high professional principles and standards.*

Service Excellence : *We deliver excellent, accessible consumer-focused services through best practices offered by competent, innovative and empathetic people.*

Accountability: *We create an environment of responsibility where goals, processes and outcomes are evaluated, and readily available for review by internal and external partners. This transparency represents our commitment to continuous quality improvement.*

Communication: *We respectfully communicate clear, accurate, relevant, and consistent information within the Public Health Department and throughout the community.*

Advocacy: *We act on behalf of the community's health.*

Empowerment: *We foster environments that provide tools, support decisions and allow innovation that facilitate making positive changes.*

Eliminate Health Disparities: *Identify groups, regions, and populations where health disparities are emerging and develop strategies to mitigate.*

COUNTY OF VENTURA PUBLIC HEALTH DEPARTMENT 2012-2014 STRATEGIC PLAN

As the Director of the Ventura County Public Health Department, I am looking forward to working side by side with our staff and partners as we forge new and better ways to be responsive to the needs and challenges before us. As many of you may know, the County of Ventura recently launched its inaugural Strategic Plan in September of 2011. The County has made a commitment to work together to continuously improve the performance of our services to the people who live and work in the County of Ventura.

One way that the Public Health Department will contribute to meeting the County's goals is to raise our own performance bar by becoming accredited with the National Public Health Accreditation Board. National accreditation means that our local Public Health Department will adopt a set of standards that will measure and improve our performance, enhance management, develop leadership, and strengthen relationships with the members of our community. Every member of the Ventura County Public Health team, shares the vision of creating a *Healthy Ventura County*. It is our intention to continuously strive to challenge ourselves to find the best way to meet our mission which is, to "Empower community members and partner organizations to improve their health and emergency preparedness; and prevent disease, injury, and disability."

It is my privilege to present the County of Ventura Public Health Department's 2012-2014 Strategic Plan. This plan will stimulate innovations, raise the visibility of public health services, improve access, and promote the training of the next generation of public health leaders.

The strategic priorities described are designed to leverage the entire public health system and its stakeholders to secure the health of our County. I am grateful to the more than 250 passionate Public Health employees, from diverse backgrounds and disciplines each of whom are focused on developing and improving approaches to maintain strong community relationships that create a healthy Ventura County. The vision of the Ventura County Public Health Department is to have healthy people and healthy families in healthy communities. To do this, it is essential that we make a deliberate and collective effort through sound planning and determined implementation.

Sincerely,

Barry R. Fisher

OUR MISSION

Empower the community to promote health and emergency preparedness; and prevent disease, injury, and disability.

Goal # 1: Prevent illness, injuries and the spread of disease

Goal # 1 Measures by Objective

- 1) a-Number of child restraints inspected
b-Number of SIDS presentations provided in 2013
c-Number of media campaigns
- 2) a-CMR system is online and available by 2013
b-Public Health Lab electronic reporting and results are available by 2013
- 3) Number of influenza vaccine clinics (target increase by 10% by 2014)

OBJECTIVES

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|-------------|--|
| 2012 | 1. All Public Health programs will promote child safety. |
| 2013 | 2. All Public Health programs will be compliant with Centers for Medicare & Medicare Services (CMS) reporting Electronic Health Record (EHR) standards |
| 2014 | 3. All Public Health programs will promote influenza vaccines. |

Goal # 2: Assure highest quality and accessible health services

Goal # 2 Measures by Objective:

1. a-Number of WIC client screened for maternal depression
b-Increase the number providers using 4P's Plus screening tool by 10%.
2. Program managers will ensure that each program has implemented a health insurance referral system. Plans will be in place by 2012.
3. a-Percentage of children utilizing their dental coverage increases 1% in each measured age group by the end of fiscal year 2012- 013
b-Identify a partner(s) who will provide 100 dental screens for youth without dental coverage.

OBJECTIVES

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|-------------|---|
| 2012 | 1. All Public Health programs will promote maternal health. |
| | 2. All Public Health programs will assess clients for health coverage and refer as needed. |
| 2013 | 3. All Public Health programs will encourage dental and medical providers to promote regular oral exams per American Pediatric Academy standards. |

Goal # 3: Promote and model healthy behaviors

Goal # 3 Measures by Objective:

1. Program managers will ensure that each program has implemented a messaging system by 2013.
2.
 - a-Cities with increased number of farmers markets.
 - b Schools with increased offering salad bar programs and/or vegetable garden plots
 - c Neighborhoods with increased number of community gardens and/or walking clubs

OBJECTIVES

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|-------------|---|
| 2013 | 1. All Public Health programs will incorporate physical activity, healthy eating in their messaging to the public by 12/2013. |
| 2014 | 2. Public Health will influence partners to implement healthy living strategies and initiatives. |

Goal # 4: Prepare for and respond to emergencies and disasters and assist communities in recovery

Goal # 4 Measures by Objective

1.
 - a) Develop an HCA emergency preparedness committee to foster better communication and joint training opportunities among departments.
 - b) Activate the DOC within 60 minutes of initial call 24 hours a day, 7 days a week
 - c) Number of media messages educating the public about nuclear threats.

OBJECTIVES

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| 2013 | 1. Improve preparedness, responsiveness, and recovery to threats to the well being and health of the public. |
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Goal # 5: Develop structures and systems to enhance high performance organization

Goal # 5 Measures by Objective

1. Number of Public Health employees nominated
2. 100% of Performance evaluations are completed on time
3.
 - a) All Public Health programs are represented in the department CQI committee.
 - b) Each program reports one improvement a year.
4.
 - a- Public Health Core competencies are incorporated in performance evaluations by 2012
 - b-Accredited by PHAB within 12 months of application
 - c- Policy and Procedure process improvement

OBJECTIVES

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|-------------|---|
| 2012 | 1. Recognize employee accomplishments by nominating employees for county-wide awards. |
| 2013 | 2. All Public Health program managers will comply with performance evaluation timelines. 3. All Public Health staff are engaged with department process improvement efforts. |
| 2014 | 4. Meet all requirements for PHAB Accreditation. |

| Goals and Objectives/Portfolio | | | |
|---|----------------|----------|--------|
| TITLE | CHAMP/LEAD | BASELINE | TARGET |
| Goal # 1: Prevent illness, injuries and the spread of disease | | | |
| 1. a- Number of child restraints inspected | Erin/Monique | | |
| b- Number of SIDS presentations in 2013 | Erin/Claudia | | |
| c- number of media campaigns | Erin/Adrienne | | |
| 2. a- CMR system is online and available by 2013 | Barry/Kim | | |
| b- Public Health Lab electronic reporting and results are available by 2013 | Rigo/Brett | | |
| 3. Number of influenza vaccine clinics (target increase by 10% by 2014) | Rigo/Bev | | |
| Goal # 2: Assure highest quality and accessible health services | | | |
| 1. a-Number of WIC client screened for maternal depression | Erin/Claudia | | |
| b-Increase the number providers using 4P's Plus screening tool by 10%. | Erin/Seleta | | |
| 2. Program managers will ensure that each program has implemented a health insurance referral system. Plans will be in place by 2012. | Barry/Managers | | |
| 3. a-Percentage of children utilizing their dental coverage increases 1% in each measured age group by the end of fiscal year 2012- 013 | Evy/Lety | | |
| b-Identify a partner(s) who will provide 100 dental screens for youth without dental coverage. | Evy/Lety | | |
| Goal # 3: Promote and model healthy behaviors | | | |
| 1. Program managers will ensure that each program has implemented a messaging system by 2013. | Barry/Managers | | |
| 2. a-Cities with increased number of farmers markets. | Selfa/Alicia | | |
| b Schools with increased offering salad bar programs and/or vegetable garden plots | Selfa/Sylvia | | |
| c Neighborhoods with increased number of community gardens and/or walking clubs | Selfa/Sylvia | | |

| Goals and Objectives/Portfolio | | | |
|--|--------------------------|----------|--------|
| TITLE | CHAMP/LEAD | BASELINE | TARGET |
| Goal # 4: Prepare for and respond to emergencies and disasters and assist communities in recovery | | | |
| 1. a) Develop an HCA emergency preparedness committee to foster better communication and joint training opportunities among departments. | Steve/Barbara | | |
| b) Activate the DOC within 60 minutes of initial call 24 hours a day, 7 days a week | Steve/Barbara | | |
| c) Number of media messages educating the public about nuclear threats. | Dr. Levin/Barbara | | |
| Goal # 5: Develop structures and systems to enhance high performance organization | | | |
| 1. Number of Public Health employees nominated | Barry/Managers | | |
| 2. 100% of Performance evaluations are completed on time | Barry/Managers | | |
| 3. a) All Public Health programs are represented in the department CQI committee. | Barry/Managers | | |
| b) Each program reports one improvement a year. | Dan/Managers | | |
| 4. a- Public Health Core competencies are incorporated in performance evaluations by 2012 | Barry/Doman 8 | | |
| b-Accredited by PHAB within 12 months of application | Barry/Steering Committee | | |
| c- Policy and Procedure process improvement | Patty/Susan | | |