

**Santa Rosa CHD Alignment with
Agency Strategic Plan**

Agency Strategic Plan Goal	Agency Strategic Plan Strategy No.	Agency Strategic Plan Strategy	Santa Rosa CHD Objective, aligned to State Strategy NOTE: Target dates for strategic objectives must be no later than Dec. 31, 2015
Protect the Population from health threats	1.1.1	Prevent and control infectious disease	<ul style="list-style-type: none"> • Maintain the number of two year old clients who are fully immunized greater than 95% per the DOH-Santa Rosa snapshot for 2013 by December 31, 2015. • Notifiable disease report will be disseminated within Santa Rosa County, and to the Florida Department of Health, by December 31 through 2015. • Produce and disseminate a plan with protocols and procedures for enhanced surveillance for real time/data reporting during an event by December 31, 2015.
Protect the Population from health threats	1.1.2	Prevent and reduce illness, injury and death related to environmental factors	<ul style="list-style-type: none"> • A review of the Environmental Public Health Performance assessment will be conducted to determine gaps and opportunities and create action plans by December 31, 2015. • Ensure that 90% of illness outbreaks associated with regulated facilities are inspected within 48 hours of report by December 31, 2013. • Complete 90% of inspections of all permitted facilities by September 30, 2014.
Protect the Population from health threats	1.1.3	Minimize loss of life, illness, and injury from natural or man-made disasters	<ul style="list-style-type: none"> • Complete After Action Reports and Improvement Plans within 30 days of exercise or real event by December 31 through 2015. • Conduct all Hazard Community Meeting semi-annually by December 31 through 2015. • Disseminate risk communications messages to the public within three hours of an incident by June 30 through 2015. • Increase collaboration with community partners to participate in significant public health, medical and mental or behavioral health-related emergency preparedness efforts from 10 to 14 by June 30, through 2015.

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Protect the Population from health threats	1.1.4	Prevent and reduce intentional and unintentional injuries.	<ul style="list-style-type: none"> • Collaborate with Lifeguard Ambulance for elderly “Fall” program by December 31, 2015. • Annually update data sources in the Florida Injury Surveillance Data System and disseminate to local public health partners by December 31, 2015.
Reduce chronic disease morbidity and mortality	1.2.1	Increase the proportion of adults and children who are at a healthy weight.	<ul style="list-style-type: none"> • Annually collect BMI data on 95% of mandated grade level students by June 30 through 2015. • Provide BMI data to six community partners by July 1 through 2015. • Provide three health education programs to DOH-Santa Rosa clients and partners beginning June 30, 2014 through 2015.
Reduce chronic disease morbidity and mortality	1.2.2	Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure.	<ul style="list-style-type: none"> • Assess tobacco related data by December 31 through 2015. • Increase youths’ participation in tobacco related community activities by 10% by May 1, 2015.
Improve maternal and child health	1.3.1	Reduce infant mortality.	<ul style="list-style-type: none"> • Participate in three community partnerships or coalitions quarterly by December 31, 2015. • Provide three health education programs to DOH-Santa Rosa clients and partners beginning June 30, 2014 through 2015.
Improve maternal and child health	1.3.2	Meet special health care needs of children.	<ul style="list-style-type: none"> • Provide case management services for homeless children in the school system, addressing their health needs, by June 30, 2014. • Participate in three community partnerships or coalitions quarterly by December 31, 2015.
Improve efficiency and effectiveness	2.1.1	Use information technology and systems to efficiently support disease prevention, intervention and epidemiological activities.	<ul style="list-style-type: none"> • Implement an electronic system for new applications and renewals of applicable environmental health program permits and licenses by December 31, 2015. • Train one epidemiologist to use FPICN data in ESSENCE by December 31, 2013.

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Improve efficiency and effectiveness	2.1.2	Use public health information technology and systems to efficiently improve business practices	<ul style="list-style-type: none"> • Implement DOH-Santa Rosa communications cloud services to fully leverage scalability and interoperability with e-mail, office suite and collaboration tools by December 31, 2015. • Develop a safety net to remind employees of licensure renewal 30 days prior to expiration by December 31 through 2015. • Implement an automated system for completion of employee performance appraisals by January 31, 2014.
Improve efficiency and effectiveness	2.1.3	Adopt certified electronic health record software	<ul style="list-style-type: none"> • Implement Santa Rosa Health Management System Billing Redesign Project to automate all major billing functions and establish 100% electronic interaction with health care plans by December 31, 2015. • Establish a work group to review and evaluate third party electronic billing by December 31, 2013.
Improve efficiency and effectiveness	2.1.4	Connect agency providers and electronic health record systems in a network that consists of a state-level Health Information Exchange, Direct Secured Messaging and local health information exchanges and gateways	<ul style="list-style-type: none"> • Santa Rosa will be using DOH certified electronic health records in accordance with criteria established by the Federal Office of National Coordination by December 31, 2013.

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Improve efficiency and effectiveness	2.1.5	Implement tools, processes and methods that support accountability and provide transparency in DOH administrative management systems.	<ul style="list-style-type: none"> • Establish a Quality Improvement team for quarterly review of EHR by December 31, 2013 • Implement business report to show variances in budget and client services by December 31, 2014.
Maximize funding to accomplish the public health mission	2.2.1	Maximize Medicaid and other third party revenue to help county health departments and Children's Medical Service providers to retain the infrastructure necessary to meet the public health needs of their community.	<ul style="list-style-type: none"> • Implement Santa Rosa Health Management System Billing Redesign Project to automate all major billing functions and establish 100% electronic interaction with health care plans by December 31, 2015 • Establish a work group to review and evaluate third party electronic billing by December 31, 2015.
Maximize funding to accomplish the public health mission	2.2.2	Review and update fee policies and fee schedules.	<ul style="list-style-type: none"> • DOH-Santa Rosa will have a documented fee analysis or fee adjustment process to better align fees with actual costs by December 31, 2015. • Annual review of DOH-Santa Rosa fees to ensure alignment with neighboring counties by October 1 through 2015.
Promote a culture of organizational excellence.	2.3.1	Collect, track and use performance data to inform business decisions and continuously improve.	<ul style="list-style-type: none"> • DOH-Santa Rosa will have produced current (in the past four years) pre-requisite documents (e.g. Health Status Assessment, Health Improvement Plan and Strategic Plan) for accreditation by June 30, 2013. • DOH-Santa Rosa will be accredited by the Public Health Accreditation Board by January 31, 2015. • DOH Santa Rosa strategic plan will align with CHIP by August 31, 2013.

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Promote a culture of organizational excellence.	2.3.2	Maintain a sustainable performance management framework.	<ul style="list-style-type: none"> • Develop a plan for employee mentoring and succession planning programs to encourage professional development by December 31, 2014. • Establish and implement a Customer Service team to review concerns and recommend improvements by December 31, 2013.
Promote a culture of organizational excellence.	2.3.3	Develop, implement and sustain integrated quality improvement processes throughout organizational practice, programs, processes and interventions.	<ul style="list-style-type: none"> • Develop a Quality Improvement Plan for DOH Santa Rosa by December 31, 2013. • Create and implement programmatic indicators for quality control and issues; December 31, 2013. • Review of programmatic indicators for quality control and issues; by every December through 2015.
Optimize communications.	2.4.1	Develop, implement and improve internal and external communication strategies and plans.	<ul style="list-style-type: none"> ▪ Implement DOH rebranding internally and externally by July 1, 2013. ▪ PIO to produce a routine template for healthy prevention strategies and measures for distribution within the Santa Rosa community by December 31, 2013.
Promote an integrated public health system.	3.1.1	Implement and link health improvement planning at state and local levels.	<ul style="list-style-type: none"> • Develop a Community Health Improvement Plan for DOH Santa Rosa by June 30, 2013. • Begin quarterly Community Healthy Improvement Committee (CHIC) meetings to share information with community partners by December 31, 2015.
Promote an integrated public health system.	3.1.2	Integrate planning and assessment processes to maximize partnerships and expertise of a community in accomplishing its goals.	<ul style="list-style-type: none"> • DOH-Santa Rosa will establish a mechanism for sharing data and information about community assessment work across organizations by December 31 through 2015. • Begin Community Healthy Improvement Committee (CHIC) meetings to share information with community partners, quarterly by December 31, 2015.

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Promote an integrated public health system.	3.1.3	Support local efforts to revitalize communities.	<ul style="list-style-type: none"> • DOH-Santa Rosa will have public health attendance in their community planning processes with each of the 3 health related boards by July 31, 2013. • DOH-Santa Rosa will participate on 3 community boards by December 31, 2015..
Assure access to health care	3.2.1	Increase access to care for underserved populations.	<ul style="list-style-type: none"> • Increase access to care for underserved populations by providing oral care services to eligible pregnant women via a "one time" DOH grant by June 30, 2014. • Partner with Good Samaritan Clinic to provide adult oral health care to eligible clients through a MOA between DOHSanta Rosa and Good Samaritan by June 30, 2013.
Assure access to health care	3.2.2	Provide equal access to culturally and linguistically competent care.	<ul style="list-style-type: none"> • 90% of staff will be trained annually in cultural diversity by December 31 through 2015. • Implement cultural awareness segment to quarterly team meetings by December 31, 2015.
Expediently license all healthcare professionals who meet statutorily mandated standards of competency.	3.3.1	Provide an efficient licensure process that meets statutory requirements.	<ul style="list-style-type: none"> • Develop a "safety net" to remind employees of licensure renewal 30 days prior to expiration by December 31, 2015.
Attract, recruit, and retain a competent and credentialed workforce.	4.1.1	Implement a competency-based framework for recruitment and training.	<ul style="list-style-type: none"> • All employees to complete annual TRAIN requirements designated by DOH; by June 30 through 2015. • Behavioral event interview questioning for all new employees; by December 31 through 2015.
Attract, recruit, and retain a competent and credentialed workforce.	4.1.2	Provide trainings and resources that support and develop current public health employees.	<ul style="list-style-type: none"> • Develop a plan for employee mentoring and succession planning programs to encourage professional development by December 31, 2014. • Encourage and support employees who are furthering education initiatives by December 31, 2015.

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Ensure partnerships, systems and processes to support the future workforce.	4.2.1	Develop, sustain and improve an Agency Workforce Development Plan to ensure continuity of competent and credentialed workforce.	<ul style="list-style-type: none"> • By June 30 of each year, 95% of activities identified in Agency Workforce Development Plan are complete based on established schedule 2015. • Ensure employee compliance of mandatory annual trainings by June 30 through 2015.