

**BENZIE LEELANAU DISTRICT HEALTH DEPARTMENT
STRATEGIC PLAN JULY 2022 TO JUNE 2025 AT-A-GLANCE
YEAR 3 UPDATE**

VISION: <i>What do we hope to achieve in the long term?</i>							Confirmed April 22, 2022
Optimal community health and well-being supported by equitable services, outreach, and education, delivered by expert, caring and compassionate trusted public health professionals							
MISSION: <i>What are we doing to achieve the vision?</i>							Confirmed April 22, 2022
Prevent disease, prolong life, and promote public health through prevention and control of environmental health hazards, prevention and control of disease, prevention and control of health problems of particularly vulnerable populations, development of health care facilities and health services delivery systems, regulation of health care facilities and health services systems to the extent provided by law							
PRACTICAL VISION: <i>What do we want to see in the Benzie-Leelanau District Health Department as a result of our own actions in three years?</i>							Confirmed April 22, 2022 Detailed report
Effective marketing communication tools	Focus on health equity	Supportive outreach in the community	Improved internal tools and technology	Highly engaged and satisfied staff	Authentic collaborative relationships in the community	Efficient and effective service delivery	Financially secure agency
UNDERLYING CONTRADICTIONS: <i>What is blocking us from achieving our Practical Vision?</i>							Created April 22, 2022 Detailed report
Complex conditions surrounding equity	Long-term trauma to staff	Unprecedented organizational growth	Underdeveloped marketing outreach plan	Inadequate resources	Polarized and extreme political divisions	Technical deficiencies	Traumatic leadership transition
STRATEGIC DIRECTIONS: <i>What innovative, substantial actions will deal with the Underlying Contradiction and move us toward our Practical Vision?</i>							Created April 22, 2022 Detailed report
Reinvigorating community engagement and equitable access to services		Capitalizing on workforce potential		Supporting staff with healthy workplace culture/strong leadership		Maximizing financial resources	
FOCUSED IMPLEMENTATION PLANS: <i>What will we have accomplished by June 2025?</i>							Updated March 6, 2024 Detailed report and Timeline
<ul style="list-style-type: none">Enveloped outreach in CQI CommitteeIntegrated health department services with Kindergarten RoundupDeveloped plans to offer immunization clinics in schoolsIncreased awareness of EH programs and online services		<ul style="list-style-type: none">Began to convene EH staff meetings on a regular basisRe-engaged Employee CommitteeCreated Staff Directory with photosOrganized Teams channels/Policies and ProceduresHired an MIHP/PC MSWOffered safety training		<ul style="list-style-type: none">Identified sufficient, fully functional work stations for all who need themExplored feasibility of Employee Wellness ProgramCreated landing space for staff at Leelanau officeEvaluated organizational structureDeveloped Succession Plan		<ul style="list-style-type: none">Educated legislators re need for increased hearing and vision fundingEducated legislators re need for increased SDoH fundingEducated legislators re need for CPBC Block FundingReviewed existing Fund Balance Policy	

- Outreached to community to increase numbers
- Shared benefits of PC with community residents
- Developed objective productivity measures
- Monitored website metrics and updated regularly
- Sought out speaking opportunities with community groups



- Developed Transition Plan
- Completed Plan of Organization
- Began prep for Accreditation
- Hosted staff picnic with Board of Health
- Hired new Admin Services Director with overlap time for training
- Brought back Town Halls with program-specific presentations
- Identified landing space for staff at Benzie office
- Completed renovations at BCRC
- Updated Personnel Policy

- Prioritized CDC infrastructure funding to address needs efficiently
- Renegotiated contracts with Medicaid managed health plans
- Increased MIHP revenue