



Victoria County Public Health Department Strategic Plan

Mission

To promote, protect, and respond to the residents of Victoria County and the communities we serve by providing public health services essential for healthy communities.

Vision

The Victoria County Public Health Department will be a recognized leader in advancing the health and safety of the community.

Values: ACE IT!

Accountability:

- We shall strive to continually learn and improve in order to achieve the highest ideals of public service and take responsibility for performance in all decisions and actions.

Customer Service:

- We shall value and respect diversity and recognize the benefit it brings in service to the community and approach all people with respect, understanding, compassion, and dignity.
- We shall continually provide the highest quality customer service by engaging and listening intently to customer concerns and expectations.

Education:

- We shall continually seek to educate and learn; to build on our successes and failures; and to cultivate openness and curiosity to learn from anyone, anywhere, anytime.

Integrity:

- We shall adhere to the highest ethical and moral standards in performing our duties and conduct ourselves with a high level of professionalism while treating the community and colleagues with fairness and respect.

Teamwork:

- We shall leverage the abilities of all team members to the greatest possible extent to meet common goals and take the initiative in developing and executing solutions to community health issues.

- We shall treat all team members, customers, partners, suppliers and any other individuals with respect and sensitivity, recognizing the imperative of diversity.

Strategic Plan Goals

1. Increase Visibility to Community and Stakeholders

Action Steps

- Provide quarterly activity reports to stakeholders (city of Victoria, counties served and incorporated cities) to begin with 3Q 2015.
 - Responsibility: Leadership Team to provide information to Public Health Director no later than the fifth day of the month following the end of each quarter (e.g. October 5th, 2015, January 5, 2016, April 5, 2016, etc).
- Determine process to re-vamp website by December 31, 2015.
 - Responsibility:
 - Public Health Director to update website with new mission, vision, values by May 31, 2015.
 - Public Health Director to meet with Director of IT for the county by July 30, 2015.
 - Leadership Team to update each divisional webpage by August 31, 2015.
- Identify community events that Public Health Department can participate in to provide education and public outreach by June 30, 2015.

2. Employee Engagement in Mission, Vision, and Values

Action Steps

- Update website mission, vision and values by May 31, 2015
 - Responsibility: Leadership team to coordinate with Public Health Director.
- Disseminate mission, vision and values to all employees by May 22, 2015
 - Responsibility: Leadership team is responsible for disseminating to each department.
- Organization-wide Meeting: June 25, 2015 at 1 pm.
 - Responsibility: Leadership team to ensure staff participation. Public Health Director to coordinate invitations to the County Commissioners, City Council, Board of Health, Community Health Improvement Plan stakeholders and local media.

3. Actively Engage in Internal and External Policy (QI Plan)

Action Steps

- Identify gaps in internal standard operating procedures (no specified date – movement is fluid/process is ongoing).
 - Responsibility: Public Health Director and Leadership Team
- Identify non-aligned city ordinances and county orders (no specified date – movement is fluid/process is ongoing).
 - Responsibility: Public Health Director and Leadership Team