

# **Sampson County Health Department Strategic Plan 2018-2022**



**Adopted 12/03/2018**

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**I. Purpose:**

It is the objective of this document to set forth priorities for the focus of the Sampson County Health Department for the next four years July 1, 2018 to June 30, 2022.

The areas selected are based upon:

- 2017 Community Health Assessment
- 2018 SOTCH Report
- Data relative to health status indicators of the population of Sampson County
- Public input and community surveys
- Judgment of key personnel as to resources required to achieve tasks included.
- Experience and expertise of the Sampson County Board of Health and the Health Advisory Board in identifying resources and needs.

**Policy:**

The priority areas of influence identified in this document are intended to outline areas of emphasis based upon community needs, but are not designed to exclude or discourage other programmatic goals and interests. Management team members and other staff are urged to continue to seek creative opportunities to address public health problems/issues related to their routine duties and responsibilities within the restraints of available resources and contractual program requirements. This plan is intended to serve as a general guide for the relatively short term of four years. The changeable nature of Public Health does not lend itself to planning for the longer term in any realistic manner. This document may be amended at any time that new or emerging issues demand the attention of this health department.

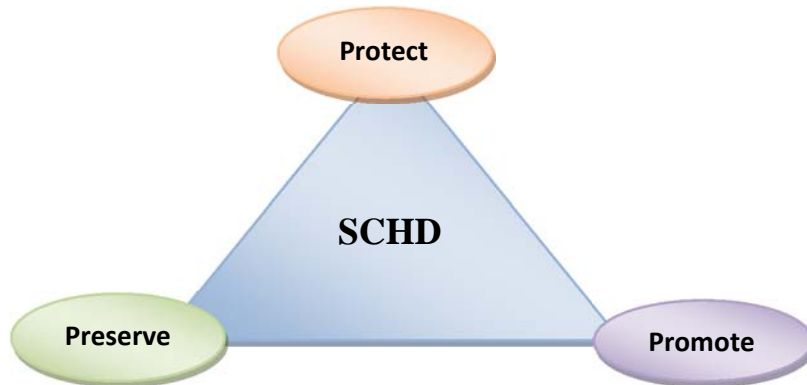
**Method:**

Based upon a review of the findings of the Community Health Assessment, discussions with the Board of Health, and meetings with the staff, a list of potential priority items were assembled. These were separated by a work group into different areas. The areas of priority identified in this document are not in priority order. Since each item applies to different program areas, it was felt that these could be accomplished concurrently. The planning group will meet at least annually to report on progress and /or revise the document as required.

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**II. Mission, Vision and Values**

**MISSION, VISION AND VALUES**



**Mission:**

The mission of Sampson County Health Department is to preserve, protect and promote the health, environment and well-being of the citizens of Sampson County.

**Vision:**

The vision of Sampson County Health Department is to provide services, prevent adverse outcomes and promote efforts to improve the quality of life for the residents of Sampson County.

**Values and Objectives:**

**Caring** - We will be compassionate when dealing with others and to show concern for the interest and needs of others.

**Commitment** - We will be dedicated, loyal and empathetic in what we do for the customer and the public.

**Communication** - We will provide direct, sincere communications to customers, the public and co-workers.

**Community Service** - We will provide services to the community through education, outreach and other venues to help ensure the health, safety and welfare of the community.

**Excellence in Customer Service** - We will meet or exceed customer expectations.

**Privacy** - We will respect the confidentiality and privacy of others and be committed to confidential care for customers and the public.

**Professionalism** - We will treat customers and co-workers with DIGNITY, RESPECT, INTEGRITY and COMPASSION at all times.

**Productiveness** - We will work to the best of our ability to provide efficient, effective, quality care for our customers and the public.

**Responsibility** - We are accountable to customers and the public for what we do.

**Teamwork** - We will work together to provide the best possible care for customers and the public. There is no "I" in team.

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**III. General Information:**

This plan reflects the areas of focus of the Sampson County Health Department during the next four year period of 2018-2022.

The Sampson County Health Department is committed to carrying out the following action plan to improve the health of Sampson County residents.

The Management Team of the Sampson County Health Department envisions an agency that strives to meet the following guiding principles:

- Health Department maintains Local Health Department Accreditation Standards, as defined in policies; protocols are maintained by all programs.
- Service deliverables and expansions are driven by community need.
- Improved efficiency is attained in all divisions.
- Health Department recruits, develops and retains a well-qualified, diverse workforce.
- Public image of the Health Department is positive.
- Quality of services is assured through implementation of the Quality Improvement/Quality Assurance plan.
- Residents experience improved health outcomes and quality of life.
- Health Department is accountable to the public in fiscal responsibility and service delivery.
- Efforts are conducted through improved internal collaboration and communication.
- Health Department is considered to be an employer of choice.
- Expanded service availability for county residents.
- Physical facilities are available or in the planning stage to address growing community needs and support newest technologies.
- Funding is available to support and improve our programs.
- Best practices, as recognized by the public health community, are utilized in service provision.
- Department is capable of providing a comprehensive response to Public Health Emergencies.

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**IV. Review and analysis of factors that impact the delivery of service:**

**Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis**

SWOT Analysis is a tool that identifies strengths, weaknesses, opportunities, and threats of an organization. Specifically, SWOT is a basic model that assesses what an organization can and cannot do, as well as potential opportunities and threats that impact what an organization can accomplish. The Strategic Planning Team identified the following SWOT that can impact delivery of health services to Sampson County communities.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>◆ Local Government Support and funding</li> <li>◆ Strong community partnerships</li> <li>◆ Competent, well-trained, dedicated staff</li> <li>◆ On-going professional development for employees</li> <li>◆ Access to quality technological resources</li> <li>◆ Bilingual staff</li> <li>◆ Grant funding-allows innovation</li> <li>◆ Highly qualified, knowledgeable billing support staff</li> <li>◆ Inviting public health facilities</li> <li>◆ Enhanced health education and outreach programs</li> <li>◆ Comprehensive clinical services</li> <li>◆ Electronic health record system</li> <li>◆ New partnerships and regional collaborations</li> <li>◆ Strong collaboration with emergency management to respond to public health preparedness concerns</li> <li>◆ Quality improvement initiatives</li> <li>◆ Responsible and proactive to emerging issues and trends</li> </ul>	<ul style="list-style-type: none"> <li>◆ Future Medicaid Reform uncertainties</li> <li>◆ Potential for cuts in Federal/State Public Health Programs</li> <li>◆ Ability to compensate professional staff at levels that attract highly qualified workers</li> <li>◆ Ability to recruit in some professional fields such as nursing and nutrition</li> <li>◆ Availability of mental health resources and providers in the county</li> <li>◆ Limited primary care and chronic disease management services</li> <li>◆ Economically diverse population</li> <li>◆ Challenges related to a rapidly changing population</li> <li>◆ Internal and external communication</li> <li>◆ Limited transportation</li> <li>◆ Reliable county vehicles</li> <li>◆ High no show rates</li> <li>◆ High RN/Nutritionist/NP turnover</li> </ul>

<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>◆ Emerging technologies to promote more efficient service delivery</li><li>◆ Established relationship with media outlets</li><li>◆ Leadership roles of staff in various professional organizations, regional, state and nationally</li><li>◆ Safety Net provider for uninsured and underinsured</li><li>◆ Up-to-date electronic equipment and other tools for staff to perform more efficiently</li></ul>	<ul style="list-style-type: none"><li>◆ Lack of public transportation</li><li>◆ Limited funding in chronic disease, health promotion and disease prevention services</li><li>◆ Potential cuts to federal, state and local programs</li><li>◆ Limited primary care providers in the county for the under and uninsured population</li><li>◆ Limited services for men.</li></ul>



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**V. Summary of the Sampson County Community Health Assessment:**

Sampson County performed the 2017 Community Health Assessment with the assistance of the Partners for Healthy Carolinians Task Force and other community partners. The following is a summary of the assessment findings.

**Overview of the Process of Data Collection:**

The collection of data for the Community Health Assessment involved multiple collection processes that included:

- A. Surveys: The Community Health Assessment (CHA) Team distributed paper surveys to various sites throughout the county and electronic surveys via Survey Monkey links on Healthy Carolinians and Sampson Regional Medical Center websites. A total of 960 surveys were collected.
- B. Secondary data: was also collected from a variety of sources, including the North Carolina Center of Health Statistics, LINC and other sources.

**Data Results:**

After compiling the data from the assessment process, the findings were categorized into the following areas: community health concerns, barriers to health care and community needs.

- A. Top Ten Community Health Concerns:
  - 1. Substance Abuse
  - 2. Low Income/Poverty
  - 3. Physical Activity/Nutrition
  - 4. STDs/Pregnancy Prevention
  - 5. Tobacco/Second Hand Smoke
  - 6. Chronic Disease
  - 7. Mental Health/Support/Counseling
  - 8. Teen Health/Activities
  - 9. Alcohol Abuse
  - 10. Weight Management

**B. Barriers to Care:**

1. No Health Insurance
2. Other
3. Insurance didn't cover what I/we needed
4. Couldn't get an appointment
5. Deductible/co-pay was too high
6. Doctor wouldn't take insurance or Medicaid
7. Wait was too long
8. Pharmacy wouldn't take insurance or Medicaid
9. Dentist wouldn't take insurance or Medicaid
10. No way to get there

**C. Community Health Care Needs:**

1. Higher Paying Employment
2. Positive Teen Activities
3. Availability of Employment
4. Better/More Recreational Facilities
5. More Affordable Health Services
6. Road Maintenance
7. Better/More Healthy Food Choices
8. Counseling/Mental Health/Support Groups
9. Child Care Options
10. Other

**Healthy Carolinians Objectives:**

After careful review and discussion of all the information obtained from the community assessment, the CHA Team chose to address three health related issues that were cited in the data: Substance Abuse; STDs/Sexual Activity/Pregnancy Prevention; and Chronic Disease.

1. **Substance Abuse:** Substance abuse has a major impact on individuals, families, and communities. The effects of substance abuse are cumulative, significantly contributing to costly social, physical, mental, and public health problems. In 2016, there were 136 medication or drug overdoses in Sampson County.
2. **STDs/Sexual Activity/Pregnancy Prevention:** STDs can be present in, and spread by, people who do not have any symptoms of the condition and have not yet been diagnosed with an STD. Therefore, public awareness and education about these infections and the methods of preventing them is important. Sampson County's STD rates fluctuated from 2013-2015. There are several safe and highly effective methods of contraception to prevent

unintended pregnancy. It is important to prevent teen pregnancy because it brings extensive social and economic costs through immediate and long-term impacts on teen parents and their children. Sampson County's 2011-2015 teen pregnancy rate for females ages 15-19 was 56.7 while North Carolina's rate was 36.2.

3. **Chronic Disease:** According to the Centers for Disease Control and Prevention (CDC), chronic diseases such as heart disease, stroke, cancer, diabetes, obesity, and arthritis are among the most common, costly, and preventable of all health problems in the U.S. These diseases also cause major limitations in daily living for people. The leading causes of death in Sampson County from 2011-2015 were: cancer, heart disease, cerebrovascular disease, diabetes, and chronic lower respiratory diseases.

### **Action Plans:**

Community Action Plans have been developed to address each of the issues chosen by the Community Health Assessment (CHA) Team. Interventions will include, but not be limited to: educational sessions; assistance with achieving active lifestyles; community events; media campaigns; and website information.

### **Dissemination of the Community Health Assessment Document:**

The Sampson County Partners for Healthy Carolinians Task Force will disseminate the document to task force members, community partners, government agencies, stakeholders and the general public with the hope that the information contained in the document will enable various agencies and stakeholders to use the information to assist with meeting the needs of the public and improving and promoting the health and well-being of the citizens of Sampson County.

Dissemination of the Community Health Assessment document will include, but not be limited to:

1. Sampson County Partners for Healthy Carolinians Task Force members.
2. Sampson County Health Department
3. Sampson County Board of Health
4. Sampson County Board of Commissioners.
5. Sampson County government offices
6. Sampson County Public Libraries
7. Sampson Regional Medical Center
8. News articles in the Sampson Independent highlighting the major findings of the assessment.
9. Sampson County website
10. Healthy Carolinians website

**Summary:**

Health issues continue to be a concern for the residents of Sampson County. Access to care is often difficult for residents due to: lack of health insurance or inadequate insurance; lack of available physicians and specialists who are accepting new patients and are available to schedule more immediate appointments; and lack of transportation. According to the US Census Bureau, 23.6% of Sampson County residents are uninsured. For those with health insurance, their insurance may not cover all of their medical needs. Residents may have difficulty receiving needed health care due to the lack of available physicians/specialists and the lack of immediate appointments. Lack of transportation is also a barrier to access to care due to Sampson County's sparsely populated rural communities and no public transportation system.

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**VI. Strategic Goals:**

<b>Goal 1:*</b>	To improve the health status and prevent premature death for all residents of Sampson County.
<b>Goal 2:</b>	Provide a coordinated Public Health response to manmade or natural disaster or communicable disease outbreak.
<b>Goal 3:</b>	Maintain a competent public health workforce.
<b>Goal 4:</b>	To improve public services and programs and increase collaboration among fiscal agencies/health care providers leading to improved patient care.
<b>Goal 5:</b>	Increase public awareness of public health programs and services in Sampson County.
<b>Goal 6:</b>	To safeguard life, promote human health and protect the environment with the use of technology, rules and public education.

\*Address Community Health Assessment Priorities

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<b>Goal 1:</b>	To improve the health status and prevent premature death of all residents of Sampson County.		
<b>Objective # 1</b>	Reduce the premature death rate by 10% for Sampson County		
<b>Baseline Data</b>	Sampson County Diabetes death rate: 51.5 per 100,000 from 2012-2016 Source: North Carolina States Center for Health Statistics		
<b>CHA Priority Addressed</b>	Chronic Disease/Diabetes		
<b>Activities</b>	<b>Lead Person</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Collaborate with all known agencies and organizations in the county working towards diabetes prevention and treatment.	Diabetes Program Coordinator  Health Promotion Coordinator	E-Sampson County Partners for Healthy Carolinians  E-Local providers  E-Sampson Regional Medical Center	Ongoing
Sponsor health fair during Diabetes Awareness Month	Health Educator.  Diabetes Program Coordinator	E-Sampson County Partners for Healthy Carolinians	November- annually
Increase the number of diabetics served through clinical services by 10% annually  <b>(Current number= 8 monthly.)</b>	Diabetes Program Coordinator	E-Sampson County Partners for Healthy Carolinians  E-Local Providers	July 2019
Market Diabetes services and awareness. a. Submit diabetes awareness and prevention articles to local papers quarterly b. Send monthly diabetes support group notices to paper/health care providers c. Provide diabetes information packets	Health Educator/ Diabetes Program Coordinator		Ongoing

to providers at least every six months. d. Publicize community diabetes events in paper, radio, local cable channel and website.			
Implement a Diabetes Support group.  <b>(current number-0)</b>	Diabetes Program Coordinator		June 2019
Increase access to flu vaccine for residents of Sampson County.	Immunization Coordinator	N-Faith based organizations, schools, local providers	Ongoing

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<b>Goal 1:</b>	To improve the health status and prevent premature death of all residents of Sampson County.		
<b>Objective # 2</b>	Reduce the Infant mortality death rate by 1% for Sampson County		
<b>Baseline Data</b>	Sampson County Infant Mortality Rate: 7.2 per 1,000 in 2016 Source: North Carolina State Center for Health Statistics		
<b>CHA Priority Addressed</b>	Teen Pregnancy Prevention		
<b>Activities</b>	<b>Lead Person</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Collaborate with all known agencies and organizations in the county providing prenatal care services in Sampson County.	Maternal Health Coordinator  Maternity Care Coordination staff.  Child Service Coordination staff	E-Local providers  E-Sampson Regional Medical Center	Ongoing
Update local providers about the Pregnancy Medical Home Program policy	Maternal Health Coordinator  Pregnancy Care Management Coordination Staff	E-Local Providers	June 2019
Provide smoking education for prenatal patients to include Quit One, Quit Two process	Health Educator		Ongoing
Implement childbirth education classes	Maternal Health OB/GYN staff/ Health Educator		June 2019



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<b>Goal 1:</b> (continued)	To improve the health status and prevent premature death for all the residents of Sampson County.		
<b>Objective # 3</b>	<p>Decrease the adolescent pregnancy rate among females ages 10-17 by 5%. Decrease the percentage of repeat pregnancies to teens aged 17 and under by 10%. Reduce the percentage of positive results amongst individuals aged 15-24 years tested for Chlamydia, Gonorrhea and Syphilis.</p>		
<b>Baseline Data</b>	<p>Sampson County Pregnancy rate for 15-19 year old group was 52.4 per 1,000 in 2016 with 19.3% of the total being repeat pregnancies. For 2017, North Carolina ranks 5th in the country for Gonorrhea cases, 6th in the country for Chlamydia cases and 8th in the country for Syphilis cases. Sampson County has a rate of 44.6 for Gonorrhea, 154.5 for Gonorrhea and 37.8 for Syphilis. North Carolina Congenital Syphilis cases have increased from 0 cases in 2012 to 23 in 2017.</p>		
<b>CHA Priority Addressed</b>	STDs/Sexual Activity/Pregnancy Prevention		
<b>Activities</b>	<b>Lead Person(s)</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Family Planning staff, Health educator, case management staff will provide contraceptive counseling and link to health department services to teens with one or more pregnancies	Family Planning Coordinator,  Health Educator  Case Management Staff	E- Health Educator, Case Management Staff E. Academic Abundance	Ongoing
Develop a plan to re-establish family planning education classes in the school systems	Health Educator Family Planning Coordinator	E- Academic Abundance	Ongoing
Expand family planning services to include long term contraceptive devices.	Family Planning Coordinator/Health Educator		Ongoing
Continue to provide emergency contraceptive services.	Family Planning Coordinator		Ongoing
Offer “Reducing the Risk” to 9 <sup>th</sup> grade	Health Educator	N-Sampson County City and County	Ongoing

students in participating high schools to decrease to reduce the percentage of untended pregnancy, STDs and HIV		Schools, Academic Abundance E- Sampson County Partners for HC.	
Offer NC Healthy Living Standard Course of Study in the School systems.  <b>(Current number of events-0)</b>	Health Educator	N-Health Education staff, School System	Ongoing
Outreach activities to include Teen Health Fair held annually to focus on middle and high school students	Health Educator	E-Sampson Partners for Healthy Carolinians	Annually
Offer/provide STD testing services to all clients as requested or required	Clinic staff, STD ERRN, NPs		Ongoing
Provide individual and community education regarding STDs and potential complications	Clinic Staff, Health Educator		Ongoing
Provide STD/Teen Pregnancy Outreach in the community to the public with an emphasis on teens	Health Educator	E-Academic Abundance	Ongoing

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<b>Goal 1:</b>	To improve the health status and prevent premature death for the residents of Sampson County.		
<b>Objective # 4</b>	Reduce the death rate resulting from the leading causes of cancer death, heart and circulatory death by 5%.		
<b>Baseline Data</b>	<p>Sampson County Rates:2012-2016 Heart Disease rate- 180.2 per 100,000 Stroke Disease rate - 53.9 per 100,000 Cancer Disease rate -192.0 per 100,000 Source: State Center for Health statistics</p> <p>Sampson County Rates 2017-Adult Obesity:37%, Physical Inactivity:32% Source: County Health Rankings and Roadmaps</p>		
<b>CHA Priority Addressed</b>	Chronic Disease/Cancer/Obesity		
<b>Activities</b>	<b>Lead Person</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Provide Breast and Cervical Control Program (BCCCP)/ Wisewoman services for a minimal of 50 women meeting the BCCCP eligibility criteria.	BCCCP Program Coordinator	E-Local Health Care providers, Sampson Regional Medical Center.	Ongoing
Increase public awareness of breast cancer and cervical cancer risk and resources available through the Sampson County Health Department.	BCCCP Program Coordinator/Health Educator	E-Breast and Cervical Cancer Control Advisory Committee, Health Department Staff.	Ongoing
Implement Health Coaching Curriculum for BCCCP/WW Program. (Includes 3 classes)	BCCCP Program Coordinator/Health Educator		Ongoing

Promote Eat Smart, Move More, Maintain don't gain! Holiday Challenge each Year.	Health Educator		Ongoing
Sponsor Breast and Cervical Cancer Annual Rally and Health Fair for the purpose of promoting awareness in the minority population	Health Educator	E-Breast and Cervical Cancer Advisory Board	Annually-October
Provide education on the Chronic Diseases and preventative measures to decrease risk factors through articles, flyers, health fairs and pamphlets	Health Educator	E-Sampson County Partners for Healthy Carolinians	Ongoing
Implement Primary Care Clinic to provide Health Services for the un and underinsured population	Director of Nursing/Adult Health Clinic Manager		Ongoing
Provide Chronic Disease education to the public through newspaper articles, flyers, health fairs, and pamphlets.	Health Educator	E-Sampson Partners for Healthy Carolinians	On-Going
Implement the "Journey to Health" Program	Health Educator	E-Sampson County Partners for Healthy Carolinians/Sampson Regional Medical Center	Ongoing

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<b>Goal 1:</b>	Improve the health status and prevent premature death for all residents of Sampson County.		
<b>Objective # 5</b>	Increase the number of children served through the public health department by 5%. Provide comprehensive services to the children of Sampson County in the form of outreach, referral, immunizations and well child clinical services.		
<b>Baseline Data</b>	Services provided during 2017 fiscal year-247.		
<b>CHA Priority Addressed</b>			
<b>Activities</b>	<b>Lead Person</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Increase the number of Child Health referrals for clinical services by 10%	Child Health Coordinator	E-DSS, Head Start, Local providers.	June 2019
Meet state requirements for referrals to the Care Coordination for Children Program and ensure all children that qualify are offered the program.	Care Coordinator for Children Program Coordinator	E-Local providers, Local hospital, Department of Social Services	Ongoing
Continue to provide immunization consultation services to 100% of the childcare providers in Sampson County. ( <b>Current numbers =38</b> ).	Immunization Coordinator.	E-Partnership for children, Headstart	Ongoing
Increase the number of children immunized with the 4Tdap; 3 Polio; 2 MMR, 3 HIB, 3 Hep B series by 24 months of age to 90% .	Immunization Coordinator	E-Local Providers	June 2019
Increase the number of private medical providers in our county documenting into the Immunization Registry to 100%.	Immunization Coordinator	E-Local Providers	June 2019

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<b>Goal 1:</b>	Improve the health status and prevent premature death for all residents of Sampson County.		
<b>Objective # 6</b>	Reduce the unintended poisoning mortality rate due to substance abuse.		
<b>Baseline Data</b>	Sampson County Medication /drug overdose: 2016- 136 NC Detect		
<b>CHA Priority Addressed</b>	Substance Abuse		
<b>Activities</b>	<b>Lead Person</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Investigate and implement evidence based substance abuse prevention programs	Health Educator	E-Substance Abuse Coalition, Healthy Carolinians N- Eastpointe, Inc	Ongoing
Community Education on the use or misuse of prescription and other medications	Health Educator	E-Substance abuse Coalition, Healthy Carolinians N-Eastpointe, Inc	Ongoing
Continue to promote and provide Naloxone kits to the community residents	Health Educator, Health Department staff	E-Substance Abuse Coalition, Healthy Carolinians  N-Eastpointe,Inc	Ongoing
Offer two Take Back Events this fiscal year	Health Educator	E-Substance Abuse Coalition, Healthy Carolinians	June 2019
Promote QuitlineNC and offer the 5As counseling method to decrease the percentage of adults, middle and high school students who are current smokers to include e-cigarettes/juuls	Health Educator	E-Substance Abuse Coalition, Healthy Carolinians	June 2019

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<b>Goal 2:</b>	Provide a coordinated Public Health response to a manmade or natural disaster or communicable disease outbreak		
<b>Objective # 1</b>	Implement a communicable disease surveillance system that will allow for timely reporting of diseases as required by NC Communicable Disease Laws (10A NCAC 41A.0101).		
<b>Baseline Data</b>	Approximately 60% of the communicable diseases are reported to our agency by the local physicians. There are a total of 42 physician practices located in Sampson County. Of these 42 offices, only 60% consistently report to the local health department as required by NC Communicable Disease Laws. Those diseases that require reporting in 24hrs are not reported in a timely manner.		
<b>CHA Priority Addressed</b>	State Mandated Goal		
<b>Activities</b>	<b>Lead Person</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Provide education to local providers and local public health staff twice a year on diseases and conditions that are reportable according to NC Communicable Disease Laws.	Communicable Disease Program Coordinator	E- Local health providers in Sampson County	Ongoing
Implement the North Carolina Electronic Disease Surveillance System- NCEDSS- to monitor CD reports received from providers.	Communicable Disease/TB Program Coordinator, Immunization Coordinator, STD Coordinator	E- Local health providers in Sampson County.	Ongoing
Continue respiratory fit testing for 100% of staff and provide with an N95 mask or appropriate substitute.	Communicable Disease Coordinator	E-Local Health Department Staff	Annually
Continue to maintain an active Epi Team to meet as needed or quarterly to discuss and review agency plans regarding communicable diseases, outbreaks, train for response to outbreaks and other issues.	Epi Team Chair	E- Local Health Department Epi Team	Ongoing

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<b>Goal 2:</b> (continued)	Provide a coordinated Public Health response to a bioterrorism event or communicable disease outbreak.		
<b>Objective # 2</b>	Improve operational readiness for management of man-made, natural disasters, including bioterrorist threats, emerging communicable diseases, and weapons of mass destruction		
<b>Baseline Data</b>	Not Applicable		
<b>CHA Priority Addressed</b>	State Mandated Goal		
<b>Activities</b>	<b>Lead Person</b>	<b>Partners</b> N=new/E=existing	<b>Timeframe</b>
Maintain two Preparedness Coordinators	Health Director		Ongoing
Maintain up-to-date shelter protocol inclusive of staff training for use in instances of disaster	Nursing Director	E-American Red Cross, Director of Social Services, Emergency Management Director	Ongoing
Conduct or participate in a full-scale Strategic National Stockpile (SNS) exercise.	Nursing Director/Preparedness Coordinator	E-EM, SRMC, LEPC	Annually
Conduct a minimum of 2 preparedness exercises to address the annual state required component of preparedness and submit an after action plan report within 90 days of exercise.	Nursing Director/Preparedness Coordinator	E-EM, SRMC, LEPC,	Annually
Continue development of Public Health Hazards Response Plan to include Strategic National Stockpile and Pandemic Influenza Plans	Nursing Director/Preparedness Coordinator	E-Local EMS, LEPC, Sampson Regional Medical Center, PHPR-ERO	Ongoing



Attend monthly preparedness Coordinators Meeting and collaborate with other counties in the region during plan development to maximize resources in the event of disaster.	Nursing Director, Preparedness Coordinator/Others as assigned by the Health Director.	E-PHPR-ERO	Ongoing
Ensure Preparedness Coordinators have received HSEEP Training per State requirements.	Health Director	E-PHPR-ERO	As Needed

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<b>Goal 3:</b>	Maintain a competent public health workforce		
<b>Objective # 1</b>	Workforce will be equipped to provide the best quality services possible through the use of best practices for recruitment, continuing education/training and retention practices and through the addition of staff necessary to increase capacity to respond to public need.		
<b>Baseline Data</b>	Vacancy rate for FY 2017- 30%		
<b>CHA Priority Addressed</b>	Having a competent workforce is essential for meeting the CHA targets for improved health care and increased access to care.		
<b>Activities</b>	<b>Lead Person</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Train staff as appropriate to become/remain current with trends in communicable disease prevention care and treatment.	Director of Nursing /Management Team		On-going
Sampson County Health Department (SCHD) managers continue to apply current departmental training requirements	Management Team		On-going
All SCHD staff will attend a minimum of 8 hrs of continuing education related to their position in addition to required departmental/ position training	Management Team		On-going
The average annual vacancy rate will not exceed 30% annually	Management Team		ongoing
Recruit and retain professional staff-NP, Nurses, Nutritionist	Management Team		Ongoing
Maintain number of bilingual staff. <b>(Current number=6.)</b>	Management Team		ongoing

Licensed, registered or certified staff will be monitored to insure they are receiving the minimum number of contact hours.	Management Team		Ongoing
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**Sampson County Health Department  
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<b>Goal 4:</b>	To improve public health services and programs and increase collaboration among fiscal agencies/health care providers leading to improved patient care.		
<b>Objective # 1</b>	Implement information system for automated means of providing improved patient care, capturing patient information, monitoring reporting and billing services.		
<b>Baseline Data</b>	The health department currently uses CureMD and multiple state electronic systems to capture information.		
<b>CHA Priority Addressed</b>	An annual review of electronic equipment to include replacement of inventory to make health care more accessible by ensuring appropriate electronic devices and systems are available to provide patient care, capturing patient information, monitoring reporting and billing services.		
<b>Activities</b>	<b>Lead Person</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Identify training needs of staff for evaluation and update of the EHR system	Management Team/Accounting Supervisor	State Agencies, CureMD Team, TAC Team	Ongoing
Evaluate and define optimal equipment needed to provide health department services.	Management Support/Accounting Supervisor/Department Supervisor	Department Supervisors, TAC Team	Ongoing
Follow-up on all needed equipment to include purchasing	Management Support	Sampson County IT,TAC Team	annually
On-going training and education based on the type of system to include system updates	Department Supervisors	N- Cure MD staff E-State CRUSH Project staff, CRUSH local team	On-going
Implement insurance billing on the Cure-MD/CRUSH Computer system.	Accounting Supervisor	CureMD staff, State agencies, TAC Team	On-going
Education on Client Services Data Warehouse (CSDW)/Cure-MD Reports	Accounting supervisor	E-State, Cure-MD staff	Ongoing

Maintain an inventory data system for evaluating computer software and hardware and evaluate at least annually and as needed.	Administrative Assistant	TAC Team Chair, Sampson County IT, Department Supervisors	Ongoing
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<b>Goal 4:</b>	To improve public health services and programs and increase collaboration among fiscal agencies/health care providers leading to improved care.		
<b>Objective # 2</b>	Improve coordination of efforts among divisions within the health department		
<b>Baseline Data</b>	No baseline data available		
<b>CHA Priority Addressed</b>	Teen Pregnancy Prevention		
<b>Activities</b>	<b>Lead Person</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Formally organize an Adolescent Prevention Coalition to review data and develop action plans to reduce teenage pregnancy in Sampson County.	SCHD Health Educator, Family Planning Coordinator	E-Sampson County Partners for Healthy Carolinians, Academic Abundance N-School Systems	Ongoing
Partner with local agencies for the purpose of development of the Community Health Assessment.	SCHD Health Educator	N-Local agencies, hospital, private agencies E-Sampson County Partners for Healthy Carolinians	Ongoing
Continue to partner with all community stakeholders including animal control, law enforcement, schools, local providers and other to advance positive public health outcomes	Management Team	E-Sampson County Partners for Healthy Carolinians	On-going
Review services provided by different divisions to the same client in order to provide coordinated care and better serve the clients	QI/QA Team		On-going

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<b>Goal 4</b> (continued)	To improve public health services and programs and increase collaboration among fiscal agencies/health care providers leading to improved patient care.		
<b>Objective # 3</b>	To assure quality service delivery in all health department programs and activities		
<b>Baseline Data</b>	The Health Department currently has a QI/QA Team in place that will monitor service delivery and implement changes as needed.		
<b>CHA Priority Addressed</b>			
<b>Activities</b>	<b>Lead Person</b>	<b>Partners</b> N=new/E=existing	<b>Timeframe</b>
Maintain Quality Improvement/ Quality Assurance Team Leader	Health Director		On-going
Maintain the department's quality improvement plan to develop internal improvement plans for services and programs.	QI/QA Team Leader/QI/QA Team		Ongoing
Maintain the department's quality assurance plan to ensure quality services are provided for all health department services and to provide input for quality improvement projects.	QI/QA Team Leader/QI/QA Team		Ongoing
Develop corrective action plans in response to program complaints, audits and reviews to improve program services.	Program Coordinators/QI/QA Team Leader.	E-State consultants	Ongoing
Implement QI/QA Program in Environmental Health to ensure quality services are provided and to provide information for quality improvement projects.	EH Supervisor	State Consultants	Ongoing

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<b>Goal 5:</b>	Increase public awareness of public health programs and services in Sampson County.		
<b>Objective # 1</b>	Increase knowledge of the Health Department and Environmental Health Services. Strive to promote a positive image for the Sampson County Health Department and Environmental Health Services in the Community		
<b>Baseline Data</b>	Outreach activities to promote services		
<b>CHA Priority Addressed</b>			
<b>Activities</b>	<b>Lead Person</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Maintain Public Relations Plan for the Sampson County Health Department	Management Team/Health Educator		On-going
Request feedback on departmental facilities and services provided by health department /EH customers	Management Team		Annually
Seek consumer feedback on all programs and services provided by the Sampson County Health Department/EH .	Management Team		Annually
Develop mechanism for analyzing and responding to consumer feedback.	QI/QA Team/Management Team		Annually
Revise and update the Health department Website	Management Team	E-Information Technology	Annually



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<b>Goal 6:</b>	To safeguard life, promote human health and protect the environment through the practice of modern environmental science, the use of technology, rules and public education.		
<b>Objective # 1</b>	Protect the public from food borne outbreaks through a diligent inspection program, education and by maintaining a well trained staff. Insure high standard of water quality in private wells through water sampling and education. Protect the environment from pollution of air and water systems		
<b>Baseline Data</b>			
<b>CHA Priority Addressed</b>	State Mandated Service		
<b>Activities</b>	<b>Lead Person</b>	<b>Partners N=new/E=existing</b>	<b>Timeframe</b>
Offer ServSafe training to at least 30 managers and employees of food establishments to ensure a high food service standard within the county	Environmental Health Supervisor/EH Staff		Ongoing
Staffing and assignments will be monitored and adjusted to ensure the 100% compliance inspections.	Environmental Health Supervisor/EH Staff		Ongoing
Continue to educate stakeholders and community about the state requirement for mandated services	Environmental Health Supervisor/EH Staff		Ongoing
Continue to monitor community response to HB2 smoking regulations	Environmental Health Supervisor/EH staff		On-going
Implement electronic recycling Plan	Environmental Health Supervisor		Ongoing
Implement a Mosquito Abatement Program	Environmental Health Supervisor		Ongoing

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**VII. Next steps:**

In order to solicit community input to the Strategic Plan, the plan will be made available on the Sampson County Health Department Website and announced in the local newspaper. Public feedback will be requested.

All health department staff will receive a copy of the strategic plan as an e-mail attachment. Hard copies of the Strategic Plan will be available for public review at the health department or environmental health site.

Recognizing that a strategic plan provides a sense of direction, there is also the need to remain flexible to changing needs, resources and requirements. This plan will be reviewed and updated annually by the health department staff and the Board of Health.

Community Engagement with these efforts is needed and strongly encouraged. If you are interested in the health department initiatives, please contact: Wanda Robinson, Health Department Director- [wrobinson@sampsonnc.com](mailto:wrobinson@sampsonnc.com)

This plan will be posted on the Sampson County Health Department website:  
[www.sampsonnc.com](http://www.sampsonnc.com).