

Sampson County Health Department Strategic Plan 2022-2026



Adopted 02/06/2023

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**Sampson County Health Department
Strategic Plan
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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, 2022 to June 30, 2026.

The areas selected are based upon:

- 2021 Community Health Assessment
- 2020 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.

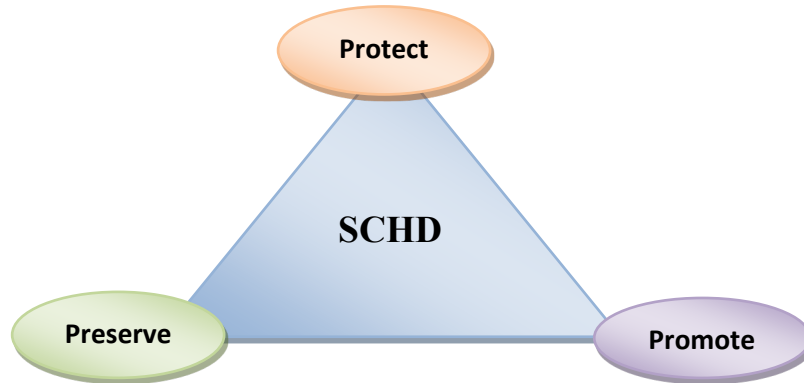
Method:

Based upon a review of the findings of the Community Health Assessment, discussions with the Health Advisory Committee, 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 2022-2026.

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

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

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V. Summary of the Sampson County Community Health Assessment:

Sampson County performed the 2021 Community Health Assessment with the assistance of the Sampson County Community Wellness Committee and other community stakeholders. The following is a summary of the assessment findings.

Overview of Health Data Sources:

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

- A. Surveys: The Community Health Assessment (CHA) Leadership Team (Sampson County Health Department and Sampson Regional Medical Center) distributed paper surveys to various sites throughout the county and electronic surveys via Survey Monkey links on Sampson County Health Department and Sampson Regional Medical Center websites and social media platforms. A total of 561 surveys were collected.
- B. Secondary data: was also collected from a variety of sources, including Healthy North Carolina 2030 (HNC 2030), North Carolina Center of Health Statistics, Robert Wood Johnson County Health Rankings and Roadmaps and other sources.

Key Findings:

The Community Health Assessment used both primary and secondary data to identify health trends, needed resources, and opportunities related to improving the health of Sampson County.

The list of community issues that were ranked by residents in the primary data as most affecting the quality of life in Sampson County:

- Low income/Poverty (most frequently selected issue)
- Drugs/Substance Abuse (second ranked issue)
- Lack of Community Resources (third ranked issue)

The secondary data includes leading causes of death, socio-economic factors like poverty, unemployment, and education. Some of the significant health indicators and determinants of premature death in Sampson County include:

- Adult smoking rate
- Adult obesity numbers

- Number of teen births
- Leading causes of death
- Percentage of uninsured population
- Percentage of children living in poverty

Health Priorities:

After careful review and discussion of all the information obtained from the community assessment, the CHA Leadership Team and community health stakeholders chose to address three health related issues that were cited in the data: Obesity (through exercise and nutrition); Substance Use; and Teen Pregnancy.

1. **Obesity (through exercise and nutrition):** When obesity is addressed, chronic diseases (affected by exercise and nutrition) are also impacted. In 2019, 40% of Sampson County adults had a BMI of 30 or greater and 33% of adults reported participating in no physical activity outside of work. 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 United States.
2. **Substance Use:** 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 2021, there were 157 medication or drug overdoses in Sampson County.
3. **Teen 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. There are several safe and highly effective methods of contraception to prevent unintended pregnancy. Sampson County's 2020 teen pregnancy rate for females ages 15-19 was 41.6 while North Carolina's rate was 22.9.

Community Health Improvement Plans:

Community Health Improvement Plans have been developed to address each of the health priorities chosen by the Community Health Assessment (CHA) Leadership Team and stakeholders. 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 Community Wellness Committee will disseminate paper and/or electronic copies of the document to committee members, community partners, government agencies, stakeholders and the general public with the hope that the

document will enable various agencies and stakeholders to assist with meeting the needs of the public by 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 Community Wellness Committee members
2. Sampson County Health Department
3. Sampson County Health Advisory Committee
4. Sampson County Board of Health (County Commissioners)
5. Sampson County Government Offices
6. Sampson County Public Libraries
7. Sampson Regional Medical Center website
8. News articles in the Sampson Independent highlighting the major findings of the assessment
9. Sampson County Government website
10. Sampson County Community Wellness Committee website

Summary:

Regular meetings and discussions will continue as community health stakeholders break into sub-committees to address each specific health priority – keeping the Community Health Improvement Plans an ongoing conversation and giving the Sampson County Community Wellness Committee the opportunity to:

- Collaborate to ensure county resources are best utilized and that health concerns are addressed in the most efficient and effective way.
- Communicate, support, and promote each other’s programs so our community is aware of and utilizes our resources.
- Improve the health, partnerships, and communication amongst community health leaders.

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VI. Strategic Goals:

Goal 1:*	To improve the health status and prevent premature death for all residents of Sampson County.
Goal 2:	Provide a coordinated Public Health response to manmade or natural disaster or communicable disease outbreak.
Goal 3:	Maintain a competent public health workforce.
Goal 4:	To improve public services and programs and increase collaboration among fiscal agencies/health care providers leading to improved patient care.
Goal 5:	Increase public awareness of public health programs and services in Sampson County.
Goal 6:	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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Goal 1:	To improve the health status and prevent premature death of all residents of Sampson County.		
Objective # 1	Reduce the premature death rate by 10% for Sampson County		
Baseline Data	Sampson County Age-Adjusted Diabetes Death Rate from 2015-2019: 49.2 per 100,000 Source: North Carolina States Center for Health Statistics		
CHA Priority Addressed			
Activities	Lead Person	Partners N=new/E=existing	Timeframe
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 Community Wellness Committee E-Local providers E-Sampson Regional Medical Center	Ongoing
Attend health fair during Diabetes Awareness Month	Health Educator. Diabetes Program Coordinator	E-Sampson County Community Wellness Committee	November- annually
Increase the number of diabetics served through clinical services by 10% annually	Diabetes Program Coordinator	E-Sampson County Community Wellness Committee E-Local Providers	Ongoing
Market Diabetes services and awareness. a. Submit diabetes awareness and prevention articles to local paper in November annually b. Provide diabetes information packets to providers at least every six months. c. Publicize community diabetes events in paper, radio, and website.	Health Educator/ Diabetes Program Coordinator		Ongoing

Implement a Diabetes Support group. (current number 0)	Diabetes Program Coordinator		November 2023
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Goal 1:	To improve the health status and prevent premature death of all residents of Sampson County.		
Objective # 2	Reduce the Infant mortality death rate by 1% for Sampson County		
Baseline Data	Sampson County Infant Mortality Rate: 6.5 per 1,000 in 2020 Source: North Carolina State Center for Health Statistics		
CHA Priority Addressed	Teen Pregnancy		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
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	Annually
Provide smoking education for prenatal patients to include You Quit, Two Quit and NC Quitline Referrals and education	SRMC Staff Provides You Quit, Two Quit education. MH coordinator/APP		Ongoing

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Goal 1: (continued)	To improve the health status and prevent premature death for all the residents of Sampson County.		
Objective # 3	Decrease the adolescent pregnancy rate among females ages 15-19 by 5%. Decrease the percentage of repeat pregnancies to teens ages 15-19 by 10%.		
Baseline Data	Sampson County Pregnancy rate for 15-19 year old group was 41.6 per 1,000 in 2020 with 20.2% of the total being repeat pregnancies. Source: North Carolina State Center for Health Statistics		
CHA Priority Addressed	Teen Pregnancy		
Activities	Lead Person(s)	Partners N=new/E=existing	Timeframe
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
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 th grade students in participating high schools to decrease to reduce the percentage of unintended pregnancy, STDs and HIV	Health Educator	N-Sampson County Schools, Academic Abundance E- Sampson County Community Wellness Committee	Ongoing
Offer NC Healthy Living Standard Course of Study to include family planning	Health Educator	N-Health Education staff, School Systems	Ongoing

education classes in the School systems.			
Outreach activities to include Teen Health Fair held annually to focus on middle and high school students	Health Educator	E-Sampson Partners Community Wellness Committee	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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Goal 1:	To improve the health status and prevent premature death for the residents of Sampson County.		
Objective # 4	Reduce the death rate resulting from the leading causes of death (cancer, heart disease and stroke) by 5%.		
Baseline Data	<p>Sampson County Age-Adjusted Death Rates: 2015-2019 Cancer - 185.9 per 100,000 Heart Disease - 181.6 per 100,000 Stroke - 47.5 per 100,000 Source: State Center for Health Statistics</p> <p>Sampson County Rates 2019: Adult Obesity - 40%, Physical Inactivity - 33% Source: County Health Rankings and Roadmaps</p>		
CHA Priority Addressed	Obesity (through exercise and nutrition)		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
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 Advisory Board, Health Department Staff	Ongoing
Implement WW patient referrals to the state for 2 nd & 3 rd Health Coaching calls.	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 Community Wellness Committee	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 County Community Wellness Committee	On-Going
Assist as needed with the "Journey to Health" Program	Health Educator	E-Sampson County Community Wellness Committee, Sampson Regional Medical Center	Ongoing

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Goal 1:	Improve the health status and prevent premature death for all residents of Sampson County.		
Objective # 5	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.		
Baseline Data	Services provided during 2021 fiscal year: 234		
CHA Priority Addressed			
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Increase the number of Child Health referrals for clinical services by 10%	Child Health Coordinator	E-DSS, Head Start, Local providers.	Ongoing
Meet state requirements for referrals to the Care Management for At-Risk 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. (Current numbers =38).	Immunization Coordinator	E-Partnership for children, Head Start	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	Ongoing
Increase the number of private medical providers in our county documenting into the Immunization Registry to 100%.	Immunization Coordinator	E-Local Providers	Ongoing

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Goal 1:	Improve the health status and prevent premature death for all residents of Sampson County.		
Objective # 6	Reduce the unintended poisoning mortality rate due to substance abuse.		
Baseline Data	Sampson County Medication or Drug Overdose: 2021 - 157 NC DETECT		
CHA Priority Addressed	Substance Use		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Investigate and implement evidence based substance abuse prevention programs	Health Educator	E-Substance Abuse Coalition, Community Wellness Committee N- Eastpointe, Inc	Ongoing
Community Education on the use or misuse of prescription and other medications	Health Educator	E-Substance Abuse Coalition, Community Wellness Committee N-Eastpointe, Inc	Ongoing
Continue to promote and provide Naloxone kits to the community residents	Health Educator, Health Department staff	E-Substance Abuse Coalition, Community Wellness Committee N-Eastpointe, Inc.	Ongoing
Assist with Take Back Events this fiscal year	Health Educator	E-Substance Abuse Coalition, Community Wellness Committee, Clinton Police Department	Ongoing
Promote QuitlineNC to decrease the percentage of adults, middle and high school students who are current tobacco users to include e-cigarettes/Juuls	Health Educator	E-Substance Abuse Coalition, Community Wellness Committee	Ongoing

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Goal 2:	Provide a coordinated Public Health response to a manmade or natural disaster or communicable disease outbreak		
Objective # 1	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).		
Baseline Data	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.		
CHA Priority Addressed	State Mandated Goal		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
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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Goal 2: (continued)	Provide a coordinated Public Health response to a bioterrorism event or communicable disease outbreak.		
Objective # 2	Improve operational readiness for management of man-made, natural disasters, including bioterrorist threats, emerging communicable diseases, and weapons of mass destruction		
Baseline Data	Not Applicable		
CHA Priority Addressed	State Mandated Goal		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
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 Medical Counter Measures (MCM) exercise. Submit AAR within 120 days of exercise.	Nursing Director/Preparedness Coordinator	E-EM, SRMC, LEPC	Once Every 5 Years (due again in 2026)
Complete Training & Exercise Planning Workshop TEPW and Multi-Year Trainings and Exercise Plan MYTEP as well as trainings and exercises with AAR and Corrective Action Plans per Homeland Security Exercise Evaluation Program (HSEEP) guidance.	Nursing Director/Preparedness Coordinator	E-EM, SRMC, LEPC,	Annually
Continue development of Public Health Hazards Response Plan to include Strategic National	Nursing Director/Preparedness Coordinator	E-Local EMS, LEPC, Sampson Regional Medical Center, PHPR-ERO	Ongoing

<p>Stockpile, High Consequence Pathogens/Ebola plan, Emergency Risk Communications Plan, and Pandemic Influenza Plans</p>			
<p>Attend monthly preparedness Coordinators Meeting and collaborate with other counties in the region during plan development to maximize resources in the event of disaster.</p>	<p>Nursing Director, Preparedness Coordinator/Others as assigned by the Health Director.</p>	<p>E-PHPR-ERO</p>	<p>Ongoing</p>
<p>Ensure Preparedness Coordinators have received HSEEP Training per State requirements.</p>	<p>Health Director</p>	<p>E-PHPR-ERO</p>	<p>As Needed</p>

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Goal 3:	Maintain a competent public health workforce		
Objective # 1	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.		
Baseline Data	Vacancy rate for FY 2021 20%		
CHA Priority Addressed	Having a competent workforce is essential for meeting the CHA targets for improved health care and increased access to care.		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Train staff as appropriate to become/remain current with trends in communicable disease prevention care and treatment.	Director of Nursing/ Management Team	E	Ongoing
Sampson County Health Department (SCHD) managers continue to apply current departmental training requirements	Management Team	E	Ongoing
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	E	Ongoing
The average annual vacancy rate will not exceed 30% annually	Management Team	E	Ongoing
Recruit and retain professional staff-NP, Nurses, Nutritionist	Management Team	E	Ongoing

Maintain number of bilingual staff. (Current number=6.)	Management Team	E	Ongoing
Licensed, registered or certified staff will be monitored to insure they are receiving the minimum number of contact hours.	Management Team	E	Ongoing

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Goal 4:	To improve public health services and programs and increase collaboration among fiscal agencies/health care providers leading to improved patient care.		
Objective # 1	Implement information system for automated means of providing improved patient care, capturing patient information, monitoring reporting and billing services.		
Baseline Data	The health department currently uses CureMD and multiple state electronic systems to capture information.		
CHA Priority Addressed	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.		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Identify training needs of staff for evaluation and update of the EHR system	Management Team/Accounting Supervisor/Nursing 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 Supervisor	Sampson County IT, TAC Team	Annually
On-going training and education based on the type of system to include system updates	Management Team	E-Supervisors	On-going
Education on Client Services Data Warehouse (CSDW)/Cure-MD Reports	Accounting Supervisor	E-State, CureMD staff	Ongoing
Maintain an inventory data system for evaluating computer software and hardware and evaluate at	Administrative Assistant	TAC Team Chair, Sampson County IT, Department Supervisors	Ongoing

least annually and as needed.			
Transition to Medicaid Managed Care – Clinical and Fiscal	Management Team	N	Evaluate July 2023

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Goal 4:	To improve public health services and programs and increase collaboration among fiscal agencies/health care providers leading to improved care.		
Objective # 2	Improve coordination of efforts among divisions within the health department		
Baseline Data	No baseline data available		
CHA Priority Addressed	Teen Pregnancy		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
Formally participate in 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 Community Wellness Committee, 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 Community Wellness Committee	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 Community Wellness Committee	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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Goal 4 (continued)	To improve public health services and programs and increase collaboration among fiscal agencies/health care providers leading to improved patient care.		
Objective # 3	To assure quality service delivery in all health department programs and activities		
Baseline Data	The Health Department currently has a QI/QA Team in place that will monitor service delivery and implement changes as needed.		
CHA Priority Addressed			
Activities	Lead Person	Partners N=new/E=existing	Timeframe
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
Maintain QI/QA Program in Environmental Health to ensure quality services are provided and to provide information for quality improvement projects.	EH Supervisor	E-State Consultants	Ongoing

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Goal 5:	Increase public awareness of public health programs and services in Sampson County.		
Objective # 1	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.		
Baseline Data	Outreach activities to promote services		
CHA Priority Addressed			
Activities	Lead Person	Partners N=new/E=existing	Timeframe
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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Goal 6:	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.		
Objective # 1	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.		
Baseline Data			
CHA Priority Addressed	State Mandated Service		
Activities	Lead Person	Partners N=new/E=existing	Timeframe
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
Maintain electronic recycling plan	Environmental Health Supervisor		Ongoing
Implement software for Food & Lodging and On-Site	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

This plan will be posted on the Sampson County Health Department website:
www.sampsonnc.com.