

Northampton County Health Department

Strategic Plan

FY 2023-2024



Mission

The central purpose and role of the Northampton County Health Department is defined as:

“Promote, provide, and protect the health and safety of the citizens of Northampton County.”

Vision

“A culturally sensitive health organization providing quality services yielding improved health outcomes.”

Community Health Assessment

The Northampton County Health Department collaborated with many local agencies, churches, community leaders, The Healthy Carolinians Task Force, the community and Health ENC to complete the Community Health Assessment. The following partners were instrumental in helping to distribute and collect the Community Health Needs Assessment Surveys: Northampton County Cooperative Extension Agency, ECU Health North Hospital, Northampton County Public Schools, Northampton County Chamber of Commerce, Northampton County Cultural and Wellness Center, Northampton County Department of Social Services, Choanoke Area Development Association, Roanoke Chowan News Herald, Northampton County Public Library, Northampton County Local Churches and Local Faith Community, Smart Start, Northampton County Child Care Centers and Northampton County Nursing and Rehabilitation Centers.

A Community Health Assessment is a process by which community members and stakeholders gain an understanding of the health issues that affect their county by collecting, analyzing and sharing information about community assets and needs. The process results in the selection of community health priorities.

Findings from this report are used to identify, develop and target initiatives to provide and connect community members with resources to improve the health challenges in their communities.

Key Findings

Through a synthesis of the primary and secondary data the quality-of-life rankings were determined for Northampton County and are as follows

- Low income/poverty
- Drugs/alcohol/substance abuse
- Lack of community resources

Health Priorities

Based on a complete review of the data and consideration of existing resources and programming in the county, the significant health priorities identified by the county are as follows:

Substance Awareness

Chronic Disease Management

Access to Services

Tobacco/Vaping cessation

Using data from the Community Health Assessment, along with shared agency data, the Northampton County Health Department Management Team collaborated for this FY 2023-2024 Strategic Plan.

This document reflects the areas of focus of the Northampton County Health Department during 2023-2024. The Northampton County Health Department is committed to carrying out the following action plan to improve the health of Northampton County residents. The Leadership Team of the Northampton County Health Department envisions an agency that strives to meet the following guiding principles.

- Health Department acquires and maintains Local Health Department Accreditation Status defined in policies and protocols maintained by all programs.
- Service deliverables and expansion are driven by community need.
- Improved efficiency is attained in all divisions.
- Health Department recruits, develops and retains a well-qualified, diverse workforce.
- Quality of services is assured through implementation of the 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.
- Expanded service availability is provided through on-going support by the BOH and County Commissioners.
- 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.

The Northampton County Health Department Management Team identified the following key strengths, and weaknesses for Northampton County Health Department.

Strengths	Weakness	Threats
<ul style="list-style-type: none"> • Dedicated staff • Fiscally responsible • Many seasoned employees 	<ul style="list-style-type: none"> • Lack of Substance Awareness Services • Lack of updated technology • Need to increase community presence and services offered • Marketing and advertising • Training needed for new staff 	<ul style="list-style-type: none"> • Funding • Not enough support from local leadership • Constant changes in Medicaid, Medicare, etc. • Aging population and decrease in births • Lack of industry • Transportation issues for clients

Strategic Goals

<u>Goal 1</u>	Develop and maintain a qualified public health workforce
<u>Goal 2</u>	Enhance the Home Health Program
<u>Goal 3</u>	Enhance the Environmental Health Program
<u>Goal 4</u>	Enhance Clinical Services
<u>Goal 5</u>	Enhance Lab Services
<u>Goal 6</u>	Enhance the Preparedness of the Health Department
<u>Goal 7</u>	Enhance WIC Services
<u>Goal 8</u>	Enhance Management Support Services
<u>Goal 9</u>	Enhance the Health Education Program
<u>Goal 10</u>	Marketing of Northampton County Health Department

NCHD Strategic Plan

Goal 1		Develop and maintain a qualified public health workforce	
Objective # 1		Educate and train staff annually	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners	Time Frame
Safety Training	Misty Gibbs		August 2024
Provide Respiratory Fit Testing for Staff	Misty Gibbs		August 2024
Cultural Diversity/ Customer Satisfaction Training	Misty Gibbs		May 2024

Goal 2		Enhance the Home Health Program	
Objective # 1		Prepare for 2023 implementation of Medicaid Electronic Visit Verification	
Objective # 2		Improve Outcome percentage on Improvement in Management of Oral Medications to 77%	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners	Time Frame
Prepare necessary items for the 2023 NC Medicaid Electronic Visit Verification	Susan Finney		October 2023
Staff education on assessment strategies to accurately assess a patient's ability to manage oral medications	Susan Finney		October 2023
Staff education on documenting the activity that has been interfering with managing oral medications	Susan Finney		October 2023

Goal 3		Enhance the Environmental Health Program.	
Objective #1		Staff development	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners	Time Frame
Cross train staff	Environmental Health Supervisor		June 2024
Have new staff pass state board exams	Environmental Health Supervisor		June 2024

Goal 4		Enhance Clinical Services	
Objective # 1		Staff development	
Objective # 2		Increase access to services	
CHA Priority Addressed		Access to services	
Activities	Lead Person	Partners	Time Frame
Enhanced role training for child health nurse	Kelly Tate		June 2024
Enhanced role training for communicable disease nurse	Kelly Tate		June 2024
Begin primary care services	Megan Vick		January 2024

Goal 5		Enhance Lab Services	
Objective # 1		Maintain certifications	
Objective # 2		Staff development	
Objective # 3		Partnership creation	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners	Time Frame
Pass water proficiency twice a year to maintain Microbiology certification	Tina Edwards		June 2024
Collaborate with neighboring health departments on new ways to better service citizens	Tina Edwards	Neighboring health departments	December 2023
Train all nurses to be proficient in lab testing	Tina Edwards	Kelly Tate	June 2024
All nurses will receive at least 3 hours of lab related trainings per year	Tina Edwards	Kelly Tate	June 2024

Goal 6		Enhance the Preparedness of the Health Department	
Objective # 1		Update Preparedness plans	
Objective # 2		Staff development	
Objective # 3		Partnerships with emergency response agencies	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners	Time Frame
Advocate, promote and facilitate collaboration and partnerships with local, regional and State emergency response partners	Misty Gibbs		June 30, 2024
Ensure that Public Health Emergency and Response plans are updated to reflect the latest best practices and lessons learned from previous responses	Misty Gibbs		June 30, 2024
Share the latest best practices and lessons learned from the County, Region and State with employees and emergency response partners	Misty Gibbs		June 30, 2024

Goal 7		Enhance the WIC Services	
Objective # 1		Increase WIC Caseload	
CHA Priority Addressed		Access to services	
Activities	Lead Person	Partners	Time Frame
Incorporate newly implemented ARPA waivers and flexibilities to serve our program participants	Sheila Person		June 30, 2024
Increase outreach to those eligible for the WIC program	Sheila Person		June 30, 2024

Goal 8		Enhance Management Support Services	
Objective # 1		Staff development	
Objective # 2		Budget Management	
Objective # 3		Increase Revenue	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners	Time Frame
Orient front desk staff on health department policies	Tina Flythe		December 31, 2024
Train new hires in their respective programs	Tina Flythe		December 31, 2024
Cross train back-up for the front desk	Tina Flythe		December 31, 2024
Cross train Administrative Assistant I in the billing process	Cheryl Warren		December 30, 2024
Continue budget training for Administrative Assistant II	Cheryl Warren		June 30, 2024
Maintain FY 23-24 Budget spending	Cheryl Warren		June 30, 2024
Obtain credentialing in Aetna Insurance	Cheryl Warren		June 30, 2024
Bill insurance companies in a timely manner	Latonia Leary		June 30, 2024
Implement debt setoff policy	Latonia Leary		June 30, 2024

Goal 9		Enhance the Health Education Program	
Objective # 1		Increase substance awareness services	
Objective # 2		Improve the overall health of the citizens of Northampton County	
CHA Priority Addressed		Substance Awareness, Chronic Disease Management, Tobacco/Vaping	
Activities	Lead Person	Partners	Time Frame
Hold at least one Meds vs Meds Program	Kysha Gary	Cooperative Extension	December 2024
Share resources and educational information about chronic disease management, tobacco/vaping, and substance awareness at community events	Kysha Gary	Area Churches Community Leaders	June 2024
Collaborate with the schools to provide educational opportunities as well as educational information for the students that they can also share with their parents on resources that are available	Kysha Gary	Northampton County Schools	May 2024
Attend monthly Hertford/Northampton Opioid Crisis Coalition meetings	Kysha Gary		June 2024
Distribute medication lock boxes and safe medication disposal systems at community events	Kysha	Hertford/Northampton Opioid Crisis Coalition	June 2024

Goal 10		Marketing of Northampton County Health Department	
Objective # 1		Market Health Department services	
CHA Priority Addressed		Access to Services	
Activities	Lead Person	Partners	Time Frame
Create a Marketing Committee that meets at least quarterly	Misty Gibbs		December 2023
Identify budget areas to use for marketing	Misty Gibbs	Cheryl Warren	December 2023
Market new primary care services to the public	Marketing Committee Chair		June 2024
Revamp NCHD website	Mandy Dunlow		June 2024

Updates from the 2022-2023 Strategic Plan

Goal 1 Develop and maintain a qualified public health workforce

Educate and train staff annually.

- Safety Training completed August 2022 - *Goal met*
- Respiratory Fit Training completed August 2022 - *Goal met*
- Cultural Diversity/ Customer Service Training completed May 2022 - *Goal met*

Goal 2 Continue to Improve the Home Health Program.

- Prepare for 2022-2023 NC Medicaid Managed Care. - *Goal met*
- Improve Outcome percentage on Improvement in Bathing to 77%. - *Goal met*

Goal 3 Improve and enhance the Environmental Health Program.

- Improve FLI and Child Care Programs - With new hires that are ready to hit the ground running we plan to have our inspections up to 75% complete by the year's end. - *Goal met*
- Finish Electronic Permit Filing and Purging of Old Files - Motivated clerical staff will continue to diligently scan and purge files as needed to get ready for accreditation. - *Goal met*
- Decrease the backlog of septic applications - With new staff onboard we should be able to get caught up on our septic evaluations and stay ahead of the demand. - *Goal met*

Goal 4 Improve Clinical Services by hiring qualified nursing staff.

- Recruit and Hire a Public Health Nurse for the CMARC position and a Social Worker for the CMHRP positions. - *Goal met*
- Have the new Child Health nurse trained in Child Health Enhanced Role training. *Goal not met because of staff turnover*

Goal 6 Maintain the drinking water certification.

- Pass water proficiency twice a year to maintain Microbiology certification. - *Goal met*

Goal 7 Improve the Preparedness of the Health Department and County.

- Advocate, promote and facilitate collaboration and partnerships with local, regional and State emergency response partners. - *Goal met*
- Ensure that Public Health Emergency and Response plans are updated to reflect the latest best practices and lessons learned from previous responses. - *Ongoing*
- Share the latest best practices and lessons learned from the County, Region and State with employees and emergency response partners. - *Goal met*

Goal 8 Increase WIC Caseload.

- Continuing the aim to increase WIC Caseload and active participation. Staff will promote the use of online low risk nutrition education through WICHEALTH.ORG. This method of nutrition education will potentially lessen the number of in office appointments for WIC participants. - *Ongoing*

Goal 9 Improve and enhance Management Support Services

- Restructure Management Support. - *Goal met*
- Get Management Support employees oriented and independent. - *Goal met*
- Continue Budget training of Administrative Assistant. - *Ongoing*
- Maintain 2023 Budget – *Goal met*

Goal 10 Address the low income/poverty issues in the county.

- Collaborate with county and community agencies that offer low-income assistance programs to brainstorm ways to advertise services to eligible citizens. - *Goal met*

Goal 11 Educate the public on available community resources.

- Provide lunch and learn sessions that will provide first hand learning experiences as well as resources. - *Goal met*
- Share resources and educational information with the local churches that they can then share with their congregations. - *Goal met*
- Explore sending out a mass mailing of a condensed version of the Resource Directory. – *Goal discontinued because cost prohibitive*

Goal 12 Educate the public on substance abuse.

- Collaborate with the schools to provide educational opportunities as well as educational information for the students that they can also share with their parents on resources that are available. - *Goal met*
- Offer educational materials during community events. - *Goal met*
- Attend monthly Hertford/Northampton Opioid Abuse Coalition meetings - *Goal met*