

Northampton County Health Department

Strategic Plan 2020-2021



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.”

This document reflects the areas of focus of the Northampton County Health Department during 2020-2021.

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 staff identified following key strengths, weaknesses, threats and opportunities for Northampton County Health Department.

Strengths	Weakness	Threats
<ul style="list-style-type: none"> • Long-term employees • Knowledge of staff • Dedicated staff • Fiscally responsible • Confident clinics • Positive reviews in client satisfaction surveys 	<ul style="list-style-type: none"> • Budgetary constraints • Difficulty getting positions filled • Language barrier • Lack of behavioral/mental health resources 	<ul style="list-style-type: none"> • Federally Qualified Health Center and other competition • Cut in funding • Medicaid transformation • Decrease in population • Aging in population

<ul style="list-style-type: none">• Technologically current		
---	--	--

Strategic Goals

The following goals were identified in the Healthy Carolinians action plans in response to the Northampton County Health Department's Community Health Assessment and by Northampton County Health Department's Program Supervisors.

<u>Goal 1</u>	Decrease Obesity and Overweight in Northampton County.
<u>Goal 2</u>	Decrease Heart Disease in Northampton County.
<u>Goal 3</u>	Develop and maintain a qualified public health workforce.
<u>Goal 4</u>	Continue to Improve the Home Health Program.
<u>Goal 5</u>	Improve and enhance the Environmental Health program.
<u>Goal 6</u>	Continue to improve Case Management.
<u>Goal 7</u>	Improve Clinical Services by hiring qualified nursing staff.
<u>Goal 8</u>	Maintain lab certifications.
<u>Goal 9</u>	Improve the Preparedness of the Health Department and County.
<u>Goal 10</u>	Increase WIC caseload through outreach.
<u>Goal 11</u>	Improve and enhance Management Support Services.

Community Health Assessment 2019

The Northampton County Health Department in collaboration with members from a variety of service agencies such as Northampton County Parks and Recreation, Northampton County Manager's Office, Northampton County Cooperative Extension, Northampton Chamber of Commerce, Northampton County Department of Social Services, Northampton County Human Resources, Trillium Health, Northampton County Schools, Northampton County Office on Aging, Rural Health Group of North Carolina, Halifax Regional Medical Center, Choanoke Area Development Association, Northampton County Public Works Department, and community members all helped to identify health priorities for Northampton County. Focus Groups, key informant interviews, a community survey and analysis of secondary data were all used in defining the 2019 health priorities. A full copy of the community health assessment can be found on the departments' webpage at www.northamptonhd.com.

Priorities identified in the 2019 Community Health Assessment are:

- 1) Heart Disease
- 2) Overweight/ Obesity

Heart Disease- High Blood Pressure ranks 1st for health problems affecting Northampton's citizens. Some of the factors that contribute to high blood pressure are age, unhealthy life styles like tobacco use and alcohol consumption, poor diet, physical inactivity and stress.

Overweight/ Obesity- Overweight/obesity ranks 2nd as a health problem affecting Northampton's citizens. Overweight/obesity can be caused by physical inactivity, poor food choices due to the unavailability of healthy food options, medication, stress and age.

Source: Northampton County 2019 Community Opinion Survey

Department Work plan

Goal 1		Decrease Obesity and Overweight in Northampton County.	
Objective # 1		Educate the public on ways to reduce obesity.	
CHA Priority Addressed		Overweight/ Obesity	
Activities	Lead Person	Partners N=New; E=Existing	Timeframe
Provide education on Type II diabetes prevention and life style modification.	Kysha Gary		2019-2022
Provide education on behavior change for individual readiness.	Kysha Gary		2019-2022
Conduct Family Based Intervention for physical Activity.	Kysha Gary		2019-2022

Goal 2		Decrease Heart Disease in Northampton County.	
Objective # 1		Educate the public on ways to reduce risk factors of Heart Disease.	
CHA Priority Addressed		Heart Disease	
Activities	Lead Person	Partners N=New; E=Existing	Timeframe
Provide education on risk factors for Cardiovascular Disease.	Kysha Gary		2019-2022
Prevent the initiation of tobacco use among youth and young adults.	Kysha Gary		2019-2022
Promote the Quitline among adults and young adults.	Kysha Gary		2019-2022
Educate on eliminating exposure to secondhand smoke.	Kysha Gary		2019-2022
Conduct educational sessions on high blood	Kysha Gary		2019-2022

pressure and blood pressure self-management.			
--	--	--	--

Goal 3		Develop and maintain a qualified public health workforce.	
Objective # 1		Educate and train staff annually.	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners N=New; E=Existing	Time Frame
Safety Training	Megan Vick		August 2020
Cultural Diversity/ Customer Satisfaction Training	Megan Vick		May 2021

Goal 4		Continue to Improve the Home Health Program.	
Objective # 1		Prepare for 2020 Home Health Review Choice Demonstration.	
Objective # 2		Improve Outcome percentage on Improvement in Ambulation to 75%.	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners N=New; E=Existing	Time Frame
Prepare Home Health for 2020 Review Choice Demonstration.	Susan Finney		September 2020
Improve assessment strategies for clinicians by: -staff education on assessment strategies to accurately assess a patient's ability to ambulate -staff education on documenting the activity that has been interfering with ambulation -staff education that ambulation should be assessed when the patient is using their current assistive device (both in and out of the home)	Susan Finney		September 2019 until goal met

Goal 5		Improve and enhance the Environmental Health Program.	
Objective #1		Recruit new Environmental Health staff.	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners N=New; E=Existing	Time Frame
Train/Orient potential new EH Staff in the duties of the EH Supervisor, and begin the process of Succession Planning, to hopefully smooth the Transition upon EH Supervisor Retirement.	John White	Cheryl Warren Andy Smith	June 2021
Emphasize to County the need to increase Staff in EH.	John White		June 2021

Goal 6		Continue to improve Case Management.	
Objective # 1		Continue to meet program standards.	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners N=New; E=Existing	Time Frame
Continue to be embedded in PMH 3 days a week for contacting patients and to increase contraception rate.	Carol Lee		June 2021

Goal 7		Improve Clinical Services by hiring qualified nursing staff.	
Objective # 1		Recruit and Hire two Public Health Nurses.	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners N=New; E=Existing	Time Frame
Recruit and Hire a new Communicable Disease Nurse	Jamie Piland	Andy Smith	July 2021
Recruit and Hire a new Child Health Nurse	Jamie Piland	Andy Smith	July 2021

Goal 8		Maintain the water certification.	
Objective # 1		Maintain the certification wet mount microscopy.	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners N=New; E=Existing	Time Frame
Pass proficiency once a year to maintain wet mount microscopy certification.	Tina Edwards		September 2021

Goal 9		Improve the Preparedness of the Health Department and County.	
Objective # 1		Conduct activities to enhance the preparedness of the agency and county.	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners N=New; E=Existing	Time Frame
Meet any requirements established by the COVID-19 AA.	Megan Vick		June 2021

Goal 10		Increase WIC Caseload.	
Objective # 1		Increase WIC Caseload by continued outreach and potential expansion.	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners N=New; E=Existing	Time Frame
Continuing the aim to increase WIC Caseload and active participation staff will promote the use of online low risk nutrition education WICHEALTH.ORG. This method of nutrition education will potentially lessen the number of in office appointments for WIC participants.	Sheila Person		Ongoing

Goal 11		Improve and enhance Management Support Services	
Objective # 1		Enhance the Administrative and Clerical Departments.	
CHA Priority Addressed		N/A	
Activities	Lead Person	Partners N=New; E=Existing	Time Frame
Cross-train all management support staff to include: Front desk, appointments clerk, Billing, Accounting Clerk and Processing Assistant III positions by April 1, 2021.	Gloria Vaughan Loisteen Person		April 1, 2021
Continue to maintain appropriate financial leverages for a balanced budget.	Cheryl Warren		June 2020

Updates from 2019-2020 Strategic Planning

Obesity

Provide education on Type II diabetes prevention and life style modification. *Goal Ongoing*

Provide education on behavior change for individual readiness. *Goal Ongoing*

Conduct Family Based Intervention for physical Activity. *Goal Ongoing*

Heart Disease

Provide education on risk factors for Cardiovascular Disease. *Goal Ongoing*

Prevent the initiation of tobacco use among youth and young adults. *Goal Ongoing*

Promote the Quitline among adults and young adults. *Goal Ongoing*

Educate on eliminating exposure to secondhand smoke. *Goal Ongoing*

Conduct educational sessions on high blood pressure and blood pressure self-management. *Goal Ongoing*

Develop and maintain a qualified public health workforce

Educate and train staff annually. *Goal met*

- Safety Training completed August 2019.
- Respiratory Fit Training completed August 2019.
- Cultural Diversity/ Customer Service Training completed May 2020.

Improve Home Health process

Prepare for 2019 Accreditation Site Visit. *Goal met*

Home Health received deemed status for the next 3 years.

Prepare for 2020 PDGM. *Goal met*

PDGM started January 1, 2020. Medicaid Transformation was postponed.

Environmental Health

Continue to recruit and hire new full time or contract EH personnel. *Goal Ongoing*

- Interviews have been, and are being, conducted for the Vacant EH Staff Position. Hopefully, the position will be filled within the month of September.

Clean out outdated files and improve overall EH filing system.. *Goal Ongoing*

- Clerical Staff has been briefed on beginning the process of cleaning out, and updating, the EH files. This will be a long-term process, and will be ongoing, to keep the system current. The work can begin any time staff is available.

Case Management

CM to be embedded in PMH at least 3 days a week for making contact with patients about concerns and problems. *Goal met*

Lab

Maintain the water certification. *Goal met*

Sustain certification for Total Coliforms and E. Coli. *Goal met*

Clinical Services

Public Health Nurse will enroll and successfully complete Combined PAA/STD Course to obtain the skills needed to perform physical assessments and function under standing orders. *Goal partially met.*

- Nurse is finishing coursework.

Current ERRN will maintain proficiency and rostering per Agreement Addenda and program guidelines. *Current ERRN left agency.*

Public Health Nurse will enroll and successfully complete Child Health Training Program to be able to perform comprehensive pediatric histories and EPSDT (Health Check) screenings using the American Academy of Pediatrics (AAP) Bright Futures evidence-based recommendations as the clinical framework. *Goal partially met and Ongoing. Nurse will take Exam in October.*

Provide a higher level of nursing services under standing orders in compliance with Medicaid billing guidelines and the North Carolina Nurse Practice Act. *Goal Met*

Current ERRN will maintain proficiency and rostering per Agreement Addenda and program guidelines. *Goal Met*

Bioterrorism

Conduct activities to enhance the preparedness of the agency and county. *Goal partially met.*

Develop and hold planning meetings in preparation for mandatory Full Scale Exercise. *Some planning meetings were conducted, but the FSE was cancelled due to COVID-19.*

Prepare MCM documentation and complete MCM ORR submission. *MCM ORR submission was cancelled due to COVID-19.*

Fit test the farming community through Cooperative Extension. *Goal met. 64 farmers were successfully fit tested between January and April 2020.*

WIC

Continued replenishing of brochures holders in Northampton/ Halifax private provider's offices. *Ongoing*

Use of new birthday outreach cards produced by Nutrition Services Branch. *Ongoing*

Work to strengthen the collaboration between WIC and Smart Start/Head Start facilities to potentially increase active participation and/ enrollment of eligible clients thereby increasing WIC caseload. *Ongoing*

Increase public awareness about WIC services about having posters made and placing them around Northampton County. *Ongoing*

Signs have been made and placement begun at sites within Northampton County. Continued placement and rotation of signs is an ongoing process.

Increase WIC Caseload by continued outreach and potential expansion. *Ongoing*

Administrative and Clerical

Improve and enhance the Administrative and clerical services of the Health Department.

Have new front desk person cross-trained in Billing. *Goal met*

Maintain appropriate financial leverage. *Goal met*