

# HCHC STRATEGIC PLAN 2020-2022



Strategic Goal #1: "Reduce prescription drug and opioid abuse."					
Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update
Provide education to adolescents regarding the dangers of opioids.	Select a presenter/educator that the adolescents could relate to	3/1/2021	Peggy	\$8,000.00 2021	
	Coordinate speaking venues for the presentation	4/1/2021	Peggy and Dana		
	Identify follow up support for students	7/1/2021	Gary		
Educate public about secure storage of medications and proper disposal of unused medications.	Draft handout information geared toward seniors	1/15/2020	Peggy	\$100.00	
	Distribute handouts during Senior Center Home Delivered Meals (if approved by Senior Center Coordinator)	3/1/2020	HCHC Meal Delivery Volunteers		
	Provide a visual display of proper disposal of needles	3/1/2020	Gary		

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	at Baby Expo and Senior Events				
Host Drug Take Back during Senior Fest	Coordinate with Sheriff's Office	10/2020	Gary and Sheriff's Office		
Prescription Drug Management Program (PDMP)	Assist in full implementation of PDMP for Henry County	1/1/2020	Peggy		
<b>Strategic Goal #2: "Reduce obesity rates"</b>					
<b>Target Activity</b>	<b>Action Steps</b>	<b>Target Completion date</b>	<b>Responsible Parties</b>	<b>Budget Projection</b>	<b>Progress Update</b>
HCHC will host the established Girls on the Run for HC schools	Gary will complete the required GOTR Leadership Training	2019	Gary		Completed
	Gary will meet with all HC Schools to invite them to participate in GOTR	12/15/2019	Gary		
	All marketing and website requirements will be met for GOTR	2/15/2020	Dana		
	Staff will host 5K for the participants of GOTR	TBA	Gary and Helen		

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Sponsor swim nights for HC residents at no cost to the residents	Coordinate dates in June and September	6/2020 and 9/2020	Dana and Gary	\$200.00	
	Create marketing materials and handouts for event	3/15/2020	Dana	\$500.00	
Host Frisbee Golf Tournament	Coordinate with Parks & Rec	2021	Gary		
	Create & distribute marketing materials	2021	Dana		
	Coordinate community teams for all ages	2021	Gary	\$200.00 (2021)	
<b>Strategic Goal #3: "Provide Wellness Education for At-Risk Henry County Residents"</b>					
<b>Target Activity</b>	<b>Action Steps</b>	<b>Target Completion date</b>	<b>Responsible Parties</b>	<b>Budget Projection</b>	<b>Progress Update</b>
Educate the public regarding the increase in positive STD/STI (Chlamydia, Syphilis, & HIV) tests	Create targeted info commercials regarding the importance of safe sex practices	3/1/2020	Katrina and Dana	\$500.00	
	Complete grant application for free condom supplies	4/15/2020	Peggy		

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Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update
	Work with the school counselors on ways educate students regarding increased risk of STD's and birth control	10/1/2020	Peggy and Gary		
	Provide STD/STI materials and free condoms at Senior Fest	11/1/2020	Katrina		
Provide blood pressure and healthy eating education for seniors	Purchase healthy eating handouts with giveaways for senior events	1/1/2020	Peggy	\$300.00	
	Purchase automatic BP machines as door prizes	1/1/2020	Peggy	\$200.00	
	Contact Senior Centers to set up on-site events	2/1/2020	Dana and Katrina	\$400.00	
	Work with MU Extension around healthy eating	2020	Kayla		

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	education and presentations				
<b>Strategic Goal #4</b> "Improve the safety of Henry County children and reduce fatalities"					
<b>Target Activity</b>	<b>Action Steps</b>	<b>Target Completion date</b>	<b>Responsible Parties</b>	<b>Budget Projection</b>	<b>Progress Update</b>
Increase access to water safety education and personal floatation devices for HC children	HCHC nurse will offer water safety as an educational topic for the Rural Nursing Services in the schools	1/1/2020	Katrina		
	Provide swimming lesson scholarships for children through Parks and Rec	6/1/2020	Peggy	\$400.00 (\$40 per lesson)	
	Provide US Coast Guard approved life vests and water patrol cards to HC children under the age of 5	12/1/2020	Gary	\$300.00	
Reduce unsupervised access to hand guns for children in Henry County	Provide gun locks at the HCHC front desk at no cost to gun owner	2/2020	Peggy	\$500.00	



	Develop best practice gun safety handouts at appropriate reading level	2/15/2020	Peggy		
	Educate the community on gun safety in the home on Speak Out, in newspaper articles, and social media.	2/15/2020	Dana		
	Collaborate with Sheriff's Office to provide gun safety education in schools	12/31/2020	Gary		
Provide "Stop the Bleed" program for community members	Purchase training materials	12/31/2020	Gary	\$1,000.00	
Provide smoke detectors and batteries to HC Fire Stations for Families	Partner with the fire stations to have firemen install smoke detectors that HCHC provides	1/15/2020	Peggy	\$1,000.00	
<b>Strategic Goal #6 "Improve marketing of current HCHC programs"</b>					
<b>Target Activity</b>	<b>Action Steps</b>	<b>Target Completion date</b>	<b>Responsible Parties</b>	<b>Budget Projection</b>	<b>Progress Update</b>
Purchase creative and identifiable marketing	Find an item that is relatable to most	Ongoing	Peggy and Dana	\$2,000.00	

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items for events and fairs.	audiences that speak to what HCHC does.				
Create and release professional theater trailer about HCHC services	Develop a template for the PSA	1/2021	HCHC Team	\$2,500.00 2021	2021
<b>Strategic Goal #6: "Enhance employee engagement"</b>					
<b>Target Activity</b>	<b>Action Steps</b>	<b>Target Completion date</b>	<b>Responsible Parties</b>	<b>Budget Projection</b>	<b>Progress Update</b>
Staff Development activity	Identify & carryout Team Development Activity	12/2020	Kayla and Hannah	\$2,000.00	
Monthly staff development trainings and/or activities	Staff members will provide team development activities at monthly staff meetings	2020	Steven	\$1,500.00	
Staff Years of Service Recognition	Purchase service award	5/2020	Peggy	\$30.00 (5-year recognition)	
<b>Continued Initiatives from Previous Years</b>					
Armored vests	Purchase 2 armored vest(s) for police officers	2020	Peggy	\$2,000.00 1 Sheriff's Office 1 Clinton PD	

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Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update
Increase patient participation and patient contact	Continue the internship program to provide assistance to the WIC and Nursing Staff	2020	Dana	\$2,500.00	
Provide attendees from the Baby Expo new Safe Cribs that are not provided by Safe Crib Program	Notify DHSS contact to confirm the number of cribs they will provide	1/15/2020	Hannah	\$100.00	
Provide Baby Expo to all HC Residents who are pregnant or have a child 1 yr. old	Establish total amount of donations	1/30/2020	HCHC Team	\$800.00 (HCHC cost last year)	
	Contact community supporters for education and service awareness	1/30/2020	Dana and Kayla		
	Purchase home lead tests to give to participants at Baby Expo	1/30/2020	Peggy	\$500.00	



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Lice kits for schools and center	Purchase lice kits for families who cannot afford kits	2/1/2020	Dana	\$1,000.00 (\$500 2X per Year)	
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Rabies Clinic(s) Windsor, Clinton, Urich	Purchase marketing materials to hand out at Rabies Clinics	2/1/2020	Peggy and Dana	\$300.00	
	Purchase rabies vaccines for three clinics in Henry County	3/15/2020	Barbara	\$3,000.00	
Marketing items	Purchase umbrellas for patients on rainy days to take home with HCHC Information attached	3/1/2020	Dana	\$200.00	
	Provide marketing support for the Breastfeeding Carnival for WIC and BF Coalition	12/1/2020	Tonya and Dana	\$100.00	
Commit to Fit with GVMH	Provide an HCHC staff member to help coordinate event	4/1/2020	Kayla and Gary		

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Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update
	Provide funds for top participants	4/1/2020	Kayla	\$250.00	
Safe Driver Day	Partner with high school administrators to conduct seat belt checks on student drivers	4/30/2020	Peggy and Gary		
	Purchase gift certificates for those who are wearing their belt	8/1/2020	Barbara and Dana	\$1,000.00	
Safe Driver Event with Sherwood and Clinton schools utilizing the Safe Driver Simulator	Partner with other agencies	4/30/2019	Gary	Paid for through grants from MODOT	
Provide education regarding how to properly wear a backpack	Coordinate with a local Occupational Therapist to educate at Back to School Fair	5/1/2020	Dana		
	Purchase backpacks for giveaways at Back to School Fair	2/1/2020	Peggy	\$50 (backpacks)	
			Total Projected Cost for 2020:	\$22,730.00	