

HCHC STRATEGIC PLAN 2021-2022



Strategic Goal #1: "Reduce prescription drug and opioid abuse."						COVID-19 Options
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 for adolescent audiences	3/1/2022	Peggy	\$8,000.00 (2022)		
	Coordinate speaking venues for the presentation	4/1/2022	Peggy and Dana			
	Identify follow up support for students	7/1/2022	Vince			
Educate public about secure storage of medications and proper disposal of unused medications.	Draft handout information geared toward seniors	1/15/2020	Peggy		Completed	
	Provide education materials for seniors at Community events	2/1/2021	HCHC Staff			Provide information during clinics and drop off at the Samaritan Center

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Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
	Provide a visual display of proper disposal of needles	2/1/2021	Gary			
Host Drug Take Back during Senior Fest	Coordinate with Sheriff's Office	10/2021	Vince and Sheriff's Office			Propose drive-through to the Sheriff
Strategic Goal #2: "Reduce obesity rates"						COVID-19 Options
Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
HCHC will host the established Girls on the Run for HC schools	Vince will complete the required GOTR Leadership Training	2021	Gary/Vince			
	Vince and Gary will meet with all HC Schools to invite them to participate in GOTR	2021 or 2022	Gary/Vince			
	Staff will host 5K for the participants of GOTR	2021 or 2022	Gary/Vince			

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Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
Sponsor swim nights for HC residents at no cost to the residents	Coordinate dates in June and September	7/2021	Dana and Intern	None (Currently have \$1,200 from sponsor)		
	Create marketing materials and handouts for event	5/15/2021	Dana	\$400.00		
Host Frisbee Golf Tournament	Coordinate with Parks & Rec	2021	Gary			If not conducting vaccine clinics
	Create & distribute marketing materials	2021	Dana			
	Coordinate community teams for all ages	2021	Gary	\$200.00		
Strategic Goal #3: "Provide Wellness Education for At-Risk Henry County Residents"						COVID-19 Options

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Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
Educate the public regarding the increase in positive STD/STI tests	Create targeted info commercials regarding the importance of safe sex practices	8/1/2021	Katrina and Dana	\$1,200.00		
	Work with the school counselors on ways educate students regarding increased risk of STD's and birth control	10/1/2021	Peggy and Vince			
	Propose providing condoms in the schools with the Superintendent of schools	1/1/2021	Peggy			
	Provide STD/STI materials and free condoms at Senior Fest or send out letters to senior living locations offering the STD/STI information and free condoms	11/1/2021	Katrina and Peggy			Provide free condoms to any senior living location that responds to the offer.

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Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
Provide blood pressure and healthy eating education for seniors	Purchase healthy eating handouts with giveaways for senior events	3/1/2021	Peggy	\$300.00		Provide education materials to local senior centers and senior housing locations
	Purchase automatic BP machines as door prizes	3/1/2021	Peggy	\$200.00		Provide bp machines to senior living locations for drawings
	Contact Senior Centers to set up on-site events	7/1/2021	Dana and Katrina	\$400.00		Drive-thru COVID Vaccine Clinics
	Work with MU Extension around healthy eating	7/1/2021	Hannah	\$300.00		
Strategic Goal #4 "Improve the safety of Henry County children and reduce fatalities"						

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Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
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	6/1/2021	Katrina	\$200.00		
	Provide swimming lesson scholarships for children through Parks and Rec	8/1/2021	Dana	\$500.00		
	Provide US Coast Guard approved life vests to HC children under the age of 5	12/1/2021	Peggy and Vince	\$450.00		
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	2/2022	Peggy	\$250.00 (2022)		
	Develop best practice gun safety handouts at appropriate reading level	5/15/2021	Peggy			



Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
	Educate the community on gun safety in the home on Speak Out, in newspaper articles, and social media.	6/15/2021	Dana			
	Collaborate with Sheriff’s Office to provide gun safety education in schools	12/31/2021	Vince			
Provide “Stop the Bleed” program for community members	Purchase training materials	12/31/2021	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	1/15/2021	Peggy	\$1,000.00		
SIDS Education for new moms	“Back to Sleep” campaign during Baby Expo with Infant Onesies “This Side Up”	3/1/2021	Peggy	\$500.00		SIDS Education on Facebook and in local papers

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Strategic Goal #6 "Improve marketing of current HCHC programs"						
Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
Purchase creative and identifiable marketing items for events and fairs.	Find an item that is relatable to most audiences that speak to what HCHC does.	Ongoing	Peggy and Dana	\$2,000.00		
Create and release professional theater trailer	Develop a template for the PSA	12/2021	HCHC Team	\$2,500.00		
Strategic Goal #6: "Enhance employee engagement"						
Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
Staff Development activity	Identify & carryout Team Development Activity	10/2021	Peggy	\$2,000.00		
Monthly staff development trainings and/or activities	Team development and recognition items	2021	Team Captains	\$1,500.00		

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Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
Staff Years of Service/Retirement Recognition(s)	Purchase service award	12/1/2021	Peggy	\$500.00	Two staff retirement(s)	
Continued Initiatives from Previous Years						
Armored vests	Purchase 2 armored vest(s) for police officers	2021	Peggy	\$2,000.00 1 Sheriff's Office 1 Clinton PD		
Increase patient participation and patient contact	Continue the internship program to provide assistance to the WIC and Nursing Staff	2021	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	1/15/2021	Hannah			Drive thru Baby Expo
Provide Baby Expo to all eligible HC Residents	Establish total amount of donations	1/30/2021	HCHC Team	\$1,000.00		Drive thru Baby Expo

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Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
	Contact community supporters for education and service awareness	1/30/2021	Dana		Completed	
	Purchase home lead tests to give to participants at Baby Expo	1/30/2021	Peggy	\$500.00		
Lice kits for schools and center	Purchase lice kits for families who cannot afford kits	1/1/2021	Dana	\$1,000.00 (\$500 2X per Year)		
Rabies Clinic	Purchase marketing materials to hand out at Rabies Clinics	3/1/2021	Dana	\$300.00		
	Purchase rabies vaccines for three clinics combined in Henry County	6/20/2021	Barbara	\$2,000.00		
Marketing items	Purchase umbrellas for patients on rainy days to take home with HCHC Information attached	3/1/2021	Dana	\$500.00		

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Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID Options
Commit to Fit with GVMH	Provide an HCHC staff member to help coordinate event	10/1/2021	Vince (Pending GVMH participation)			
	Provide funds for the top participants	10/1/2021	Vince	\$500.00		
Safe Driver Day	Partner with high school administrators to conduct seat belt checks on student drivers	8/30/2021	Peggy			
	Purchase gift certificates for those who are wearing their belt	8/1/2021	Peggy	\$1,000.00		
Safe Driver Event with Sherwood and Clinton schools utilizing the Safe Driver Simulator	Partner with other agencies	10/1/2021	Vince	Paid for through grants from MODOT		



Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	COVID-19 Options
Back-to-School Event to Provide education regarding how to properly wear a backpack	Coordinate with a local Occupational Therapist to educate at Back to School Fair	Pending				
	Purchase backpacks for giveaways at Back to School Event	2/1/2021	Peggy	\$50 (backpacks)		Provide backpacks to the schools for students that may not have one.
COVID-19 Needs Identified						
Seniors sequestered in their homes or in Senior Living establishments feeling isolated	Partner with community leader in towns in Henry County to assess the location and numbers of seniors in need	4/10/2021	Peggy			Drive-thru event for seniors to pick up the items, or drop them off at the establishments.
	Purchase games and/or puzzles for seniors	4/1/2021	Peggy	\$500.00		
	Set-up drive-thru events and times	6/1/2021	Dana			



Target Activity	Action Steps	Target Completion date	Responsible Parties	Budget Projection	Progress Update	
COVID-19 prevention supplies for community members	Masks for community: for churches, dentists, nursing homes, and more Purchase items needed	5/1/2021	Peggy	\$2,000.00		
	Purchase small bottles of hand sanitizer for community outreach	1/15/2021	Peggy	\$500.00		
COVID-19 Education and Information	Purchase ad space in the paper(s)	2021	Dana	\$500.00		
			Total Projected Cost for 2021:	\$30,000.00		