ABSTRACT:

HCHC Strategic Plan 2023-2024

The HCHC Strategic Plan is based on the outcomes of patient/client surveys, 2022 HCHC Annual Needs Assessment Survey, and outcomes of 2022 CHNA (Community Health Needs Assessment) Unmet Needs in partnership with GVMH and Compass Health Network.

2023

# Unmet Needs Identified in the 2022 CHNA:

* Substance Abuse Prevention
* Lack of Psychiatric IP Beds
* Nursing Home Availability and/or quality
* Mental Health ED or Crisis Intervention - Anxiety
* Available Housing – affordable and safe
* Chronic Disease Management
* Transportation
* Urgent Care after hours
* Senior Transitional Living
* Food Insecurity – Healthy Foods and Education
* Preventative and Wellness Programs

Top 7 Community Needs Identified in HCHC Needs Assessment:

* Meth and Opioid Prevention
* Senior Citizen Support
* Vaping Prevention
* Health Equity for LGBTQ+ Community
* Obesity Prevention
* Transportation
* Homeless Teens Supports
* Recycling
* Transportation to Medical Appointments
* Education on budgeting, healthy lifestyles and eating on a budget

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| Strategic Goal #1: “Drug and Vaping Prevention and Education for Teens” |  |  |  |  |  |  |
| Target Activity | Action Steps | Target date | Project Lead | Who Will Assist | Budget  | Progress Update |
| Provide education to adolescents regarding the dangers of meth and opioid use. | Select a presenter/educator for adolescent audiences | 3/1/2023 | Tyler | Gary | Work with community agencies on funds |  |
|  | Coordinate speaking venues for the presentation | 4/1/2023 | Tyler |  |  |  |
|  | Identify follow up support for students  | 7/1/2023 | Tyler |  |  |  |
| Provide education and activities regarding the dangers of vaping and smoking | Draft handouts and identify curriculum that is proven to be effective for teens | 2023 | Tyler | Presley | $500 |  |
| Educate public about secure storage of medications and proper disposal of unused medications. | Draft handout information geared toward adults. | 3/1/2023 | Dana | Gary | $200 |  |
| Strategic Goal #2:“Reduce obesity rates and Chronic Disease Management” |  |  |  |  |  |  |
| Target Activity | Action Steps | Target date | Project Lead | Who Will Assist | Budget | Progress Update |
| Sponsor outdoor swim nights for HC residents at no cost to the residents | Coordinate dates in June and August  | 6/2023 | Tyler | Helen, Tonya, Tanya and Presley | $500 |  |
|  | Create marketing materials and handouts for event | 5/1/2023 | Dana |  | $400 |  |
| Host fun run for Henry County residents | Choose the location, theme, and parameters of the event | September or October | Katrina | Dana |  |  |
|  | Provide T-Shirts for participants and awards  | August | Katrina |  | $500 |  |
| Expand the Baby Expo to include all residents. New Event titled **Healthy Families Expo** | Reserve the location to host the event | 12/1/2022 | Dana |  | $1,500 |  |
| Target Activity | Action Steps | Target date | Project Lead | Who Will Assist | Budget | Progress Update |
| Identify community partners for vendor’s | Contact community organizations that focus on the health and wellbeing of the whole ‘person’. Recruit vendors that will participate and provide door prizes | 2/1/2023 | Dana | All staff |  |  |
| Identify the theme and layout of the event | Establish the decorations needed for the event and marketing materials needed | 3/1/2023 | Dana | All staff | $500 |  |
| Utilize current contracts and grant options to offset the cost of the event to the agency  | Apply for grant funding and modify current contract budgets | 1/15/2023 | Peggy | Dana |  |  |
| Strategic Goal #3:“Provide Wellness Education and Services for At-Risk Henry County Residents” |  |  |  |  |  |  |
| Target Activity | Action Steps | Target date | Project Lead | Who Will Assist | Budget | Progress Update |
| Educate the public regarding the increase in positive STD/STI tests | Create targeted info commercials regarding the importance of safe sex practices | 8/1/2023 | Katrina | Dana, Carla, Tyler and Peggy | $500 |  |
|  | Work with the school counselors on ways educate students regarding increased risk of STDs and birth control | 10/1/2023 | Katrina | Peggy |  |  |
|  | Provide STD/STI materials and free condoms to senior living locations  | 2/1/2023 | Dana | Katrina, Carla and Tyler | $100 |  |
| Target Activity | Action Steps | Target date | Project Lead | Who Will Assist | Budget | Progress Update |
|  | Provide free condoms and education materials to jail  | Ongoing | Katrina | Carla | $75 (Bags and stickers) |  |
| Work with Seniors on healthy options to meet their fitness goals | Contact Senior Centers to set up on-site events | 2/15/2023 | Dana | Kat and Carla | $200 |  |
| Healthy eating on a budget  | Work with MU Extension around healthy eating for current WIC patients  | 3/1/2023 | Alli | Dana | $300 |  |
|  | Provide healthy eating training for new moms at Healthy Families Expo | 3/1/2023 | Dana | Alli |  |  |
| Strategic Goal #4 “Improve Health Inequity for LGBTQI community” |  |  |  |  |  |  |
| Target Activity | Action Steps | Target Completion date | Project Lead | Who Will Assist | Budget | Progress Update |
| Coordinate a teen council to assess the need and identify the options that meet HCHC mission | TOP Program Deliverable | 6/2023 | Tyler | Gary | $500 |  |
|  | Draft survey to send to community members | 8/1/2023 | Tyler | Gary |  |  |
| Strategic Goal #5 “Improve the safety outcomes for Henry County children” |  |  |  |  |  |  |
| Target Activity | Action Steps | Target Completion date | Project Lead | Who Will Assist | Budget | Progress Update |
| Target Activity | Action Steps | Target date | Project Lead | Who Will Assist | Budget | Progress Update |
| Increase access to water safety education  | HCHC nurse will offer water safety as an educational topic for the Rural Nursing Services | 4/1/2022 | Katrina | Carla |  |  |
|  | Provide marketing items at the fishing expo for HC children | 8/1/2022 | Tyler | Gary | $550 |  |
|  | Provide US Coast Guard approved life vests to HC children under the age of 5 | 2/1/2023 | Peggy |  | $1,000 |  |
| 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 | 2/1/2022 | Helen |  | $250 |  |
|  | Distribute best practice gun safety handouts  | 2023 | Helen |  | $150 |  |
|  | Educate the community on gun safety in the home  | 11/1/2023 | Dana | Tyler | $200 |  |
| Target Activity | Action Steps | Target date | Project Lead | Who Will Assist | Budget | Progress Update |
|  | Collaborate with Sheriff’s Office to provide gun safety education in schools | 2023 | Tyler |  |  |  |
| Provide “Stop the Bleed” program for community | Facility STOP the BLEED kit(s)  | 3/1/2023 | Tyler |  | $2,000 |  |
| 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 | 2023 | Peggy |  | $1,500 (Request funds from CHART) |  |
| SIDS Education for new moms | “Back to Sleep” campaign during Baby Expo with Infant Onesies “This Side Up” | 3/1/2023 | Alli | Peggy | $500 |  |
| Continue the household battery recycling program  | Purchase mailer boxes  | On-going | Tyler |  | $500 |  |
| Target Activity | Action Steps | Target Completion date | Project Lead | Who Will Assist | Budget | Progress Update |
| Replace AED pads that are expired or expiring for churches or schools | Purchase replacement pads for these location | 1/1/2023 | Gary | Dana | $2,400 |  |
| Purchase two AED machines for churches in Henry County |  | 1/15/2023 | Peggy |  | $3,000 |  |
| Strategic Goal #6 “Work with community members to identify ways to assist homeless teens” |  |  |  |  |  |  |
| Continue the Helping the Homeless Teen Coalition  | Contact interested community members and provide lunch at the meetings | On-going | Peggy | Helen | $800 |  |
|  | Continue the ‘homeless kits’  | On-going | Peggy | Tyler | $300 |  |
| Strategic Goal #7“Improve marketing for current HCHC programs”  |  |  |  |  |  |  |
| Target Activity | Action Steps | Target Completion date | Project Lead | Who Will Assist | Budget | Progress Update |
| Purchase creative and identifiable marketing items for events and fairs. | Find an item that is relatable to most audiences that speaks to what HCHC does. | Ongoing | Dana/Tyler | Peggy | $2,000 |  |
| Host the ribbon cutting for the new building | Work with Chamber to set up event | TBD | Peggy | Dana and Tyler | $2,000 |  |
|  | Provide food or “take aways” for those who attend | TBD | Peggy | Dana | $500 |  |
| Strategic Goal #7 “Enhance employee engagement”  |  |  |  |  |  |  |
| Target Activity | Action Steps | Target Completion date | Project Lead | Who Will Assist | Budget | Progress Update |
| Staff Development activity | Identify & carryout Team Development Activity | 10/2023 | Tanya and Katrina |  | $2,000 |  |
| Target Activity | Action Steps | Target Completion date | Project Lead | Who Will Assist | Budget | Progress Update |
| Monthly staff development trainings and/or activities | Team development and recognition items | 2023 | Fun GURU - Lauren | Tanya | $1,000 |  |
| Staff Years of Service/Retirement Recognition(s) | Purchase service award 15 yr. and cake | 2/1/2023 | Peggy | Dana | $100 |  |
| End-of-Year staff recognition event  | Mountain Movers Awards | 2/1/2023 | Peggy | Dana | $150 |  |
|  | Schedule caterer and establish menu | 7/1/2023 | Peggy | Dana | $800 |  |
|  | Decorations and props | 7/1/2023 | Dana | Tyler | $200 |  |
| Continued Activities From Previous Years | Action Steps | Target Completion date | Project Lead | Who Will Assist | Budget | Progress Update |
| Armored vests | Purchase 1 armored vest for sheriff’s office  | 2023 | Peggy  |  | $1,000 |  |
| Continued Activities From Previous Years | Action Steps | Target Completion date | Project Lead | Who Will Assist | Budget | Progress Update |
| Increase patient participation and patient contact | Continue the internship program to aid WIC and Nursing Staff  | 2023 | Dana |  | $2,000 |  |
| Lice kits for schools and center | Purchase lice kits for families who cannot afford kits  | 9/1/2023 | Katrina |  | $500 |  |
| Rabies Clinic | Purchase marketing materials  | 3/1/2023 | Dana | Tyler and Tanya | $300 |  |
|  | Purchase rabies vaccines for a clinic in Henry County  | 6/20/2023 | Dana | Tanya | $2,500 |  |
| Marketing items | Window punch for car window during accidents  | 3/1/2023 | Peggy | Tyler | $1,000 |  |
| Safe Driver Day | Partner with high school administrators to conduct seat belt checks on student drivers | 8/30/2023 | Tyler | Debra, Tonya, Allison, Dana, Gary and Presley |  |  |
| Continued Activities From Previous Years | Action Steps | Target Completion date | Project Lead | Who Will Assist | Budget | Progress Update |
|  | Purchase gift cards for those who are wearing their belt | 8/1/2023 | Peggy |  | $600 |  |
| Safe Driver Event with Sherwood and Clinton schools utilizing the Safe Driver Simulator | Partner with other agencies  | 2023 | Tyler | Gary and Dana |  |  |
| Back-to-School Event provide educational activities for kids. | Research activities and games  | 2023 | Dana | Lauren and Tonya |  |  |
| HCHC staff will adopt a classroom for bright futures  | Visit the classrooms to read to the kids and provide ‘give away books for the classroom” | 2/1/2023 | Peggy | Staff will sign-up for the available slots | $200 |  |
|  |  |  |  | Total Projected Cost for 2023: | $34,275 |  |