

HCHC Strategic Plan 2024

ABSTRACT:

The HCHC Strategic Plan is based on the outcomes of patient/client surveys, 2023 HCHC Annual Needs Assessment Survey, and outcomes of 2022 CHNA (Community Health Needs Assessment) Unmet Needs in partnership with GVMH and Compass Health Network.



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 5 Community Needs Identified in HCHC Needs Assessment 2023:

- Vaping Prevention
- Opioid Prevention
- Obesity Prevention
- Health Equity for vulnerable residents:
 - Wellness Education/Prevention
 - Health Equity for LGBTQI+ Community
 - Health and Safety for children
- Support for Seniors

"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.	Draft handouts and identify curriculum that is proven to be effective for teens	5/1/2024	Tyler	Megan	\$100	
Educate public about secure storage of medications and proper disposal of unused medications.	Draft handout information geared toward adults.	10/1/24	Helen	Dana	\$100	
	Provide Detera Bags for seniors to destroy medication during senior events	5/24	Rebekah	Helen	\$250	
	Drug Take Back day or days with the Sherriff's Department	5/24	Rebekah	Helen		Left Kent a voicemail to give a call regarding Drug Take Back Day
Provide two rural schools that do not have systems with Vape Detectors for the bathrooms	Work with the school counselors and principles on implementation and education	2025	Tyler	Dana	\$500 2025	

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"Reduce obesity rates and Chronic Disease Management"						
Target Activity	Action Steps	Target date	Project Lead	Who Will Assist	Budget	Progress Update
Sponsor a 'walk-and talk' for two classrooms in Clinton Schools	Staff will walk and chat with kids to establish the benefits of walking	9/2024	Dana	Tyler		
Sponsor outdoor swim nights for HC residents at no cost to the residents	Coordinate dates in June and August	6/2024	Tyler	Dana	\$500	
	Create marketing materials and handouts for event	5/2024	Tyler	Dana	\$300	
Healthy Families Events at the new facility	Coordinate with potential vendors for availability of dates for events	2/2024	Dana	Lauren	\$1,500	Tentative Date for May 7 th , 1-3 at HCHC. Vendor list complete/will contact after February for confirmation from vendors. Purchase giveaways/snacks by 4/1.

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	Focus on the health and wellbeing of the whole 'person'. Recruit vendors with door prizes	2/2024	Dana	Lauren		Contact vendors after 2/1/24. List of vendors complete.
Target Activity	Action Steps	Target date	Project Lead	Who Will Assist	Budget	Progress Update
	Focus on the health and wellbeing of the whole 'person'. Recruit vendors that will participate and provide door prizes	2/2024	Dana	Lauren		Tentative Date for May 7 th , 1-3 at HCHC. Vendor list complete/will contact after February for confirmation from vendors.
Identify the theme and layout of the event	Establish the decorations needed for the event and marketing materials needed	2/2024	Dana	All staff	\$500	"Resource Share Event" Flyers/all media will be ready for printing by 3/1.
Set up a table and provide education and information at the Parent Teacher Conferences for immunization schedules	Coordinate with the school leadership	9/2024	Carla	Megan		

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"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	6/2024	Carla	Tyler and Dana	\$250	
	Condoms for inmates leaving jail	Ongoing	Carla	Helen	\$75 (Bags and stickers)	Ongoing
Work with Seniors on healthy options to meet their fitness goals	Contact Senior Centers, Nursing Homes, and Assisted Facilities to set up on-site events	9/2024	Carla	Tonya	\$200	
	Conduct classes on chair and wall exercises for seniors at HCHC		Carla	Tonya		

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	Provide med review for seniors that need help	ongoing	Carla			
"Improve Health Inequity for LGBTQ+ community"						
Target Activity	Action Steps	Target date	Project Lead	Who Will Assist	Budget	Progress Update
Staff training on sensitivity and awareness	Locate and schedule a trainer	2025	Gary		\$2,000 - 2025	
	Coordinate with professional to determine the best avenue of support for LGBTQ+ Community	2025	Dana	All Staff after training		
Coordinate a Zoom monthly support meeting to assess the need and identify the options that meet HCHC mission	TOP Program Deliverable	2024	Tyler	Megan		

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	Draft survey to send to community members	2024	Tyler	Megan		
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	5/2024	Carla			
	Provide US Coast Guard approved life vests to HC children under the age of 5	2/1/2024	Tyler	Dana/Megan	\$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	2024	Helen		\$150	

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	Distribute best practice gun safety handouts	2024	Dana	Helen and Rebekah		
Provide "Stop the Bleed" program for community	Facility STOP the BLEED kit(s) and training events	Ongoing	Tyler		\$1,000	
Provide smoke detectors HC Fire Stations for Families	Partner with the fire stations	Spring 2024	Peggy		\$1,500 (Request funds from CHART)	
Target Activity	Action Steps	Target Date	Project Lead	Who Will Assist	Budget	Progress Update
SIDS Education for new moms	"Back to Sleep" campaign onesies "This Side Up"	3/1/2023	Megan	Peggy	\$250	
Reduce the number of 'roll over deaths' in infants from co-sleeping	Provide safe sleep cribs to eligible families	On-going	Megan			
	Promote the safe cribs program	On-going	Dana			
Continue the household battery recycling program	Purchase mailer boxes	On-going	Tyler		\$500	On-going

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Replace AED pads that are expired or expiring for churches or schools	Purchase replacement pads for these location		Peggy		\$2,400 - 2025	
Purchase two AED machines for churches in Henry County		2025	Peggy		\$5,400 - 2025	
Target Activity	Action Steps	Target Date	Project Lead	Who Will Assist	Budget	Progress Update
Docudrama for school safe driving events	Coordinate with schools and fire department, funeral homes, police and more	2/2024	Tyler	Megan	MCH	
Meet your local hero for children to be comfortable around the police and emergency responders and to know what to do in a crisis.	Work with the local partners on the best format to present this information	10/1/24	Tyler	Tanya	\$250	
“Work with community members to identify ways to assist homeless teens”						

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Continue the Helping the Homeless Teen Coalition	Contact interested community members and provide lunch at the meetings	On-going	Peggy		\$400	
	Continue the 'homeless kits'	On-going	Peggy		\$300	Ongoing
"Improve marketing for current HCHC programs"						
Target Activity	Action Steps	Target Date	Project Lead	Who Will Assist	Budget	Progress Update
Facebook marketing regarding our new location and services	Draft marketing materials	ongoing	Tyler	Dana	\$200	
Articles to the paper for marketing both in Clinton and Windsor	Draft articles	ongoing	Dana	Tyler	\$500	
Facebook live interviews of staff on programs they provide	Film staff and post on Facebook after approval	ongoing	Tyler			
Purchase creative and identifiable marketing	Find an item that is relatable to most audiences that	Ongoing	Peggy		\$2,000	

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items for events and fairs.	speaks to what HCHC does.					
Staff conducting off-site visits educating the community on services provided	Each month one of the staff teams selects location to present services	2024	Peggy	All staff		
“Enhance employee engagement”						
Target Activity	Action Steps	Target Date	Project Lead	Who Will Assist	Budget	Progress Update
Staff Development activity	Identify & carryout Team Development Activity	10/1/24	Tyler and Megan		\$2,000	
Monthly staff development trainings and/or activities	Team development and recognition items ‘FUN GURU’	2024	Lauren		\$1,000	
Employee of the quarter	Staff will nominate their peers on outstanding work	2024	All Staff			
	The employee will be selected and receive recognition award, parking spot and more	Quarterly	Peggy			

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Monthly potluck with theme during staff meeting	Theme will be drawn at the staff meeting for the upcoming meeting	Ongoing	Tanya	Tyler		
Healthy monthly challenge for staff		ongoing	Tanya and Tyler			
Target Activity	Action Steps	Target Date	Project Lead	Who Will Assist	Budget	Progress Update
Provide car wash to raise funds	For Staff Charity	6/1/24	Tanya and Tyler			
Staff Years of Service/Retirement Recognition(s)	Provide recognition according to policy	Date of Anniversary	Peggy		\$150	
Staff Development Special Speaker Event	Schedule speaker according to contract	2024	Peggy	Dana	Paid by COVID Infrastructure Contract	
	Decorations and props	2024	Peggy			
Continued Activities From Previous Years	Action Steps	Target Date	Project Lead	Who Will Assist	Budget	Progress Update
Increase patient participation and patient contact	Continue the internship program	2024	Dana		\$2,000	Ongoing

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Lice kits for schools and center	Purchase lice kits for families who cannot afford kits	9/1/2024	Carla		\$500	
Rabies Clinic	Marketing materials	3/1/2024	Peggy	All Staff	\$300	Contacted Vet and I/m for tentative date of 4/27, & rain date of 5/4. Awaiting confirmation from Vet.
Continued Activities From Previous Years	Action Steps	Target Date	Project Lead	Who Will Assist	Budget	Progress Update
	Purchase rabies vaccines for a clinic in Henry County	6/20/2024	Peggy	Tanya	\$3,000	
Safe Driver Day	Partner with high school administrators to conduct seat belt checks on student drivers	8/30/2024	Tyler	All Staff		
	Purchase gift cards for those who are wearing their belt	8/1/2024	Peggy		\$1,000	

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Safe Driver Event with Sherwood and Clinton schools Safe Driver Simulator	Partner with other agencies	Ongoing	Tyler	Gary	\$100	
Back-to-School Event provide educational activities for kids.	Research activities and games	7/1/24	Tyler	Dana	\$500	
				Total Projected Cost for 2024:	\$21,775.00.00	