

# 2022 - 2024 Strategic Vision

(our desired future)



## Vision: What do we want to see in place in 3 years as a result of our actions?

Cutting Edge Technology	Strategic & Diverse Promotion	Dedication to Best Practices	Successful Collaboration	Commitment to Community Health Improvement	Recruitment, Training, & Retention	Sustainable Funding	Health Equity
<ul style="list-style-type: none"> <li>• Training and use of virtual meeting options</li> <li>• Telemedicine and telehealth</li> <li>• Changes in social media – how to keep up with news platforms</li> <li>• Tele-dentistry</li> <li>• Health information repository</li> <li>• Flexibility for technology</li> <li>• Increase technology – keep up, paperless, PPHD app, electronic access</li> </ul>	<ul style="list-style-type: none"> <li>• Share more through social media about our programs and accomplishments – ted talks</li> <li>• Board members to share annual report back to city and county governments</li> <li>• Promotion of community opportunities – ie Healthy Living Advisory Committee</li> <li>• Name awareness – branding</li> <li>• Diverse communication and engagement strategies</li> <li>• Increase accessibility of website (language, vision impaired)</li> </ul>	<ul style="list-style-type: none"> <li>• Remain science-based</li> <li>• Continuously track community's health status</li> <li>• Community/ system understanding of social determinants of health</li> <li>• Continued performance management and QI processes</li> <li>• Program evaluation to show evidence</li> <li>• Health information repository – more data more timely</li> <li>• Meet accreditation standards</li> <li>• Assessment, planning, evaluation, *sharing*</li> <li>• Legislative savvy</li> <li>• Build on strong, reviewed, and integrated meaningful base plan</li> </ul>	<ul style="list-style-type: none"> <li>• Increase community engagement with key stakeholders – educational service providers (ie homeschool network), minority groups, faith based systems</li> <li>• Foster collective impact</li> <li>• Diverse, non-traditional partnerships</li> <li>• Partnerships collaborations – healthcare, schools, economic development, city govt, civic orgs</li> <li>• Increase mental health partnerships, increase Circle of Security, Increase HFA in communities, etc</li> <li>• Supportive partnerships with State</li> <li>• Scotts Bluff County Health Department integration to PPHD</li> <li>• Don't compete with private sector</li> <li>• Movement around housing and economic development</li> <li>• Streamlined collaborative preparedness</li> </ul>	<ul style="list-style-type: none"> <li>• Youth learn healthy lifestyle</li> <li>• Community Center Model – ie cooking, physical activity, dental</li> <li>• Healthy eating, community gardens, farmer's markets, walkable paths</li> <li>• Obesity, suicide, drugs, opioid, etc – be at the forefront for help</li> <li>• Complete Streets policies in all communities</li> <li>• Tools to help parents and students regulate cell phone "cyber-health"</li> <li>• Expanding program options</li> <li>• Decrease emergency referrals for dental</li> <li>• Embed public health initiatives to decrease insurance costs</li> <li>• Effective disease investigation</li> <li>• Enhancement of trail systems through city and county involvement</li> <li>• <b>Mental Health</b></li> </ul>	<ul style="list-style-type: none"> <li>• Continued staff retention trending positively</li> <li>• Invest in staff and board retention and succession</li> <li>• Expanded HR capacity</li> <li>• Continued strong leadership</li> <li>• Flexibility for change</li> <li>• Capacity to move work forward thoughtfully</li> <li>• Job specific training manual</li> <li>• Ongoing training for staff and board</li> <li>• Internships, kids in public health leadership opportunities, ie PHEAST, RHOP</li> </ul>	<ul style="list-style-type: none"> <li>• System for financial security</li> <li>• State policy increase tobacco tax funds invested in public health</li> <li>• Interlocal agreements for funding programs (walk to work, ER)</li> <li>• Diversified funding sources – private, foundations</li> <li>• Become more legislatively savvy</li> <li>• Flexibility for funding</li> <li>• Long-term financial planning alternative, funding sources</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Outreach with Vulnerable populations</b></li> </ul>

Strategic Goals				
<b>Coordinate data management to maximize efficiencies for administration, decision-making, education, and public accessibility</b>	<b>Expand innovative environmental health solutions</b>	<b>Strengthen tactics to provide accurate information and guidance to counter disinformation</b>	<b>Advance education and awareness surrounding mental health and substance misuse</b>	<b>Build and promote health equity through cultural competency and health literacy</b>

**Mission:** Working together to improve the health, safety, and quality of life for all who live, learn, work and play in the Panhandle.

**Vision:** We are a healthier and safer Panhandle Community.