

**Cook County Department of Public Health:
First Quarter Report
to the Cook County Board
in their capacity as
the Board of Health of Cook County**

April 25, 2018

Overview

- Highlight reasons CCDPH renewed its strategic plan
- Describe CCDPH strategic planning process
- Summarize focus areas of CCDPH in the next five years

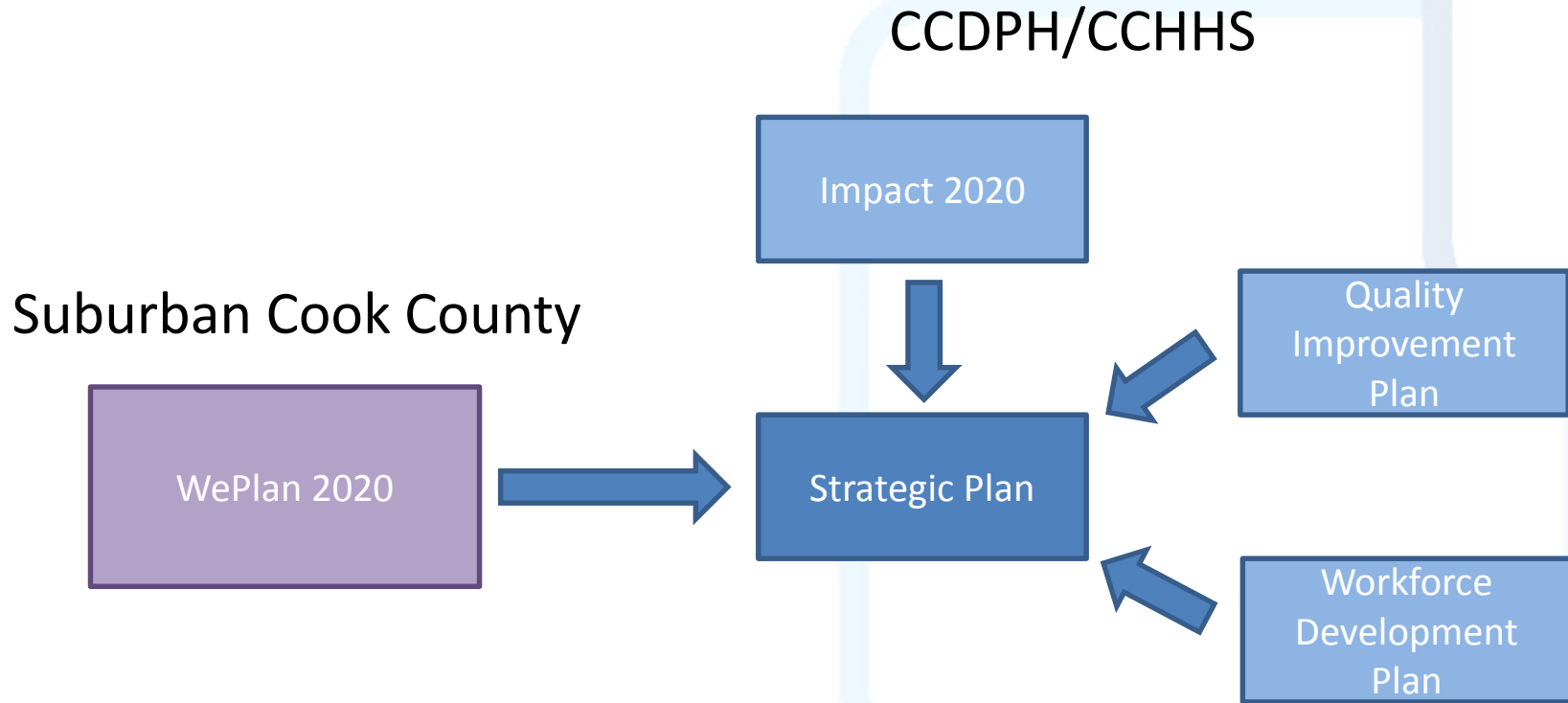


CCDPH Strategic Plan Purpose

- Focused largely on infrastructure
- Identifies actions CCDPH will take over the next 5 years to advance our mission
- WePlan 2020 is the community health assessment and improvement plan for suburban Cook County
 - CCDPH may lead, support, or monitor strategies



Plan Alignment



Reasons for CCDPH Strategic Plan

- Effectively advance our mission
- Mandatory public health planning process required for:
 - Accreditation from the Public Health Accreditation Board
 - Certification from the Illinois Department of Public Health
- Reduced resources and funding
- Continued development of the relationship between CCDPH and CCHHS
 - Policy
 - Communications
 - Data



CCDPH:

Key Strengths, Weaknesses, Opportunities & Threats

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Dedicated, knowledgeable staff• Data capabilities	<ul style="list-style-type: none">• Technology• Staff training / development• Internal communication• Decreased staffing	<ul style="list-style-type: none">• Technology advancements• Partner collaboration, including CCHHS• Resource development• Health equity• Policy change• CCDPH brand development	<ul style="list-style-type: none">• ACA uncertainty• Immigration policy changes• Diminishing funding / resources• Low awareness of CCDPH's role and functions



Mission & Vision

- Mission: To optimize health and achieve health equity for all people and communities of Cook County through our leadership and collaborations, focusing on health promotion and prevention, while advocating for and assuring the natural environmental and social conditions necessary to advance physical, mental and social well-being.
- Vision: Cook County is a place where all people and communities thrive in safe, health-promoting conditions.



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Focus Areas

1. Health Equity
2. Strategic Communications
3. Resource Development
4. Data Capacity
5. Priority Programs



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Focus Area: Health Equity



Modified from Solar, O., & Irwin, A. (2007). A conceptual framework for action on the social determinants of health.



Focus Area: Health Equity

- Objectives:
 - Integrate health equity strategies across the agency and for all units in CCDPH.
 - Maintain and expand partnerships or collaborations to advance health equity.
 - Promote integration of health equity in policy development among local government and other key stakeholders.



Focus Area: Health Equity

Key Milestones

- All staff will be trained in the Roots of Health Inequities
- A community capacity building plan to advance health equity will be implemented.
- Advance ordinance that encourages Cook County agencies to consider health equity in decision-making.



Focus Area: Strategic Communication

- Objectives:
 - Improve internal communication during routine and emergency operations.
 - Build value for CCDPH using external communication.



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Internal Communication: Key Milestones

- An internal communications plan will be developed, implemented and evaluated.
- Continue and build Population Health Grand Rounds.



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External Communication: Key Milestones

- Increase social media engagement by 125%.
- Increase website traffic (total and unique views) by 125%.
- Exercise emergency communications procedures in collaboration with CCHHS Communications.



Focus Area: Resource Development

- Objectives:
 - Maximize internal resources through workforce development and quality improvement.
 - Secure additional funding.
 - Develop strategic partnerships or collaborations.



Focus Area: Resource Development

Key Milestones

- Annual workforce development and quality improvement goals are met annually.
- Finalize an agreement with the University of Illinois School of Public Health establishing CCDPH as an academic health department (AHD).
 - AHDs can serve as public health training sites for graduate students in public health, as well as sites for research and practice.



Focus Area: Data Capacity

- Objectives:
 - Mobilize data to assess and inform interventions for health equity.
 - Inventory and promote awareness of data and data products and capabilities at CCDPH.
 - Expand surveillance/data capacity.



Focus Area: Data Capacity

Key Milestones

- Update website to be interactive with improved data visualization.
- Develop and execute systematized data collection plan in alignment with the WePlan community health assessment process.
- Leverage data from the CCHHS clinical data warehouse.



Focus Area: Priority Programs

- Objectives:
 - Reduce sexually transmitted infections
 - Expand lead poisoning prevention program
 - Improve food systems



Focus Area: Priority Programs

Key Milestones - STIs

- Establish universal screening and follow-up for STIs in all patients ages 15-24 years old and others in high risk groups.
- Conduct two mass screenings and treatment for STIs in high-risk communities.
- Establish a mass marketing campaign to educate SCC residents about STIs.
- Establish electronic case reporting of STIs diagnosed and treated in the CCHHS system.



Focus Area: Priority Programs

Key Milestones – Lead

- Create and advocate for the adoption of an ordinance allowing for intervention at lower blood-lead levels.
- Carry out both federal and local grant programs to support lead hazard remediation in low-income housing units.
- Work with ACHN pediatrics to support implementation of revised lead screening protocols.
- Conduct research that identifies other potential grant opportunities and lead poisoning prevention best practices.



Focus Area: Priority Programs

Key Milestones – Food Systems

- Convene a Food Summit annually to bring together food system stakeholders to define policy changes at all levels of government, and industry.
- Extend partnership with the Housing Authority of Cook County to increase the number of community gardens across developments.
- Promote school policies and practices that promote healthy eating among students and staff at annual School Health Conference.
- Increase/improve laws that support healthy, sustainable food systems and/or promote food security.



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Opportunities for Collaboration

- Narrative and policies that support health equity
- Development and implementation of internal and external communication strategies
- Funding opportunities supporting patient care and place making initiatives that address social determinants affecting patients' health
- Utilization of CCHHS data to inform and evaluate population health interventions
- Expansion of Population Health Grand Rounds
- STI Initiative
- Lead Poisoning Prevention Program
- Food Systems efforts



In Summary

- Required for certification/accreditation.
- Focused mainly on the internal infrastructure required to advance our mission.
- Aligned with Impact 2020, informed by key plans and documents
- Five focus areas with objectives and milestones



Questions?



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