



MHD Strategic Planning Update

Board of Health Meeting | January 2022



DELIVERABLES



Create a five-year strategic plan through a comprehensive, data-driven, and participatory process. The plan should include goals, an action plan, timelines and resources, and recommendations for implementation of strategic goals.

- Strategic areas of focus and service priorities for the next 3-5 years, to include recommendations to inform a public health policy agenda on behalf of MHD
- Goals and objectives to meet priorities to include short and long-term goals with benchmarks at 1,3, and 5 years
- Activities and programs that will support goals, including partnerships with other organizations, sectors and division and branch-specific objectives
- Performance metrics with specific measurements connected to improvement and impact
- Implementation Plan
- Co-developed presentation slide decks and presentation support for presenting plan to key constituencies
- Document library & decision log

Validated, presented & approved plan due by July 16, 2022.

SUMMARY WORK TO DATE

- **NOVEMBER**

- Identified quantitative data sources
- Scheduled and conducted staff interviews
- Collected organization and representative names, contact information
- Vetted community org list with Steering Team
- Developed email outreach, survey tool, marketing strategy
- Launched survey, MHD website

- **DECEMBER**

- Developed interview scheduling tool
- Issued community org invitations
- Conducted qualitative interviews
- Collected quantitative data sources

AT A GLANCE:

- 100% MHD staff invited to participate in group interviews
- 178 community leaders invited for group interviews
- ~40% of community leaders participated in 23 interview sessions
- 353 community surveys completed



EARLY INTEL

- Appreciation for opportunity, frustration/fatigue with perceived lack of change over time
- Confusion on what MHD's role is, and what it should be; confusion on roles/accountability between MHD and County HHS
- COVID continues to complicate opportunities to directly engage community residents; community engagement a high priority for all
- Sample is under-representing communities of color; will seek to correct this in 2nd round qualitative interviews (Feb/Mar)
- Transparency on process and application of information will be critical



PLANNING & MILESTONES

