

# Brunswick County Health Services

## Public Health Strategic Action Plan—2016-2020



**2017 Update**

## Introduction

The 2016-2020 Brunswick County Health Services Strategic Plan describes our county's public health priorities and the plan to address them. Results from the 2015 Community Health Assessment, 2016 Action Plans, and data from the North Carolina State Center for Health Statistics were utilized to determine these priorities. Members of the Brunswick County Health Services Management Team and Community Health Action Plan Team members met to deliberate on these findings, and plan our approach to address the identified health priorities. The success in addressing health priorities will be dependent upon Brunswick County Health Services' continued commitment to providing quality services to the public while collaborating with various community partners.

This plan is too great for one agency, so it relies on the collaboration of many community partners. These partners include but are not limited to hospitals, healthcare providers, schools, churches and faith based groups, county agencies, and individual concerned citizens. In some instances, the health department will be the lead agency; in others we will play a more supportive role. Regardless of the structure, a primary function of our department is to serve as a catalyst to stimulate action in the community to effectively and appropriately address public health concerns that may jeopardize our community's health and limit our potential to address those concerns.

## Public Health Core Health Functions

Brunswick County Health Services plays an invaluable role in the protection and improvement of the public's health in Brunswick County. The three core public health functions are assessment, policy development, and assurance. These core functions are implemented through collaborative relationships with public and private entities, elected and appointed officials, communities, as well as residents of Brunswick County.

The following ten essential health services are the framework for these core health functions.

(Reference: NC Division of Public Health)

### Assessment

1. Diagnose and investigate health problems and health hazards in the community.
2. Monitor community health status to identify health problems.

### Policy Development

3. Develop plans and policies that support individual and community health efforts.
4. Inform, educate, and empower people about health issues.
5. Mobilize community partnerships to identify and solve health problems.

### Assurance

6. Link people to needed personal health services and assure the provision of health care when otherwise not available.
7. Enforce laws and regulations that protect health and ensure safety.
8. Assure a competent public health and personal health care workforce.
9. Evaluate effectiveness, accessibility, and adequacy of personal and population-based health services.
10. Research for new insights and innovative solutions to health problems.

## Mission

The mission of Brunswick County Health Services is to preserve, protect, and improve the health of the community. This mission is accomplished through the collection and dissemination of health information, education, and service programs aimed at the prevention of disease, protection of the environment and improvement of the quality of life for our citizens.

## Vision

Brunswick County Health Services assures the health and safety of our future generations and envisions an agency that strives to meet the following guiding principles:

- Health Department maintains Local Health Department Accreditation Standards, as defined in policies and protocols are maintained by all programs
- Service deliverables and expansion are driven by community need
- Improved efficiency is attained in all divisions
- Health Department recruits, develops and retains a well-qualified, diverse workforce
- Public image of Health Department is positive
- Quality of services is assured through implementation of the quality assurance plan
- Residents experience improved health outcomes and quality of life
- Health Department is accountable to the public in fiscal responsibility and service delivery
- Efforts are conducted through improved internal collaboration and communication
- Health Department is considered to be an employer of choice
- Expanded service availability
- Physical facilities are available, or in planning stage to address growing community needs and support newest technologies
- Funding is available to support and improve our programs
- Best practices, as recognized by the public health community are utilized in service provision
- Department is capable of providing a comprehensive response to Public Health Emergencies

## Values

Accountability  
Customer Service  
Trust  
Dignity  
Respect  
Environment  
Integrity is Paramount  
Professionalism  
Safety  
Stewardship of Public Resources  
Teamwork

# SWOT Assessment

<p><b>Internal</b></p> <p><b>Attributes of Organization</b></p>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Core Public Health Focus</li> <li>• Community based services</li> <li>• Strong partnerships and collaborations</li> <li>• Competent, well trained staff</li> <li>• Solid county funding support for public health</li> <li>• Dismantling Racism process</li> <li>• Support for continuing education for employees</li> <li>• Comprehensive clinical services</li> <li>• Comprehensive programs, Animal Control through Primary Care</li> <li>• Innovative approaches</li> <li>• Technology used to improve services</li> <li>• Access to bilingual staff</li> <li>• Grant funding – allows innovation</li> <li>• Wide range of services “one stop shop”</li> <li>• Excellent Flu outreach</li> <li>• Communicable Disease Reporting (Zika, Ebola, Flu, etc)</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited health services for men</li> <li>• Lack of public knowledge of services</li> <li>• Limited transportation available</li> <li>• Quality Assurance Plan – not implemented</li> <li>• Building appearance</li> <li>• Lack of Community presence</li> <li>• Privacy/confidentiality concerns</li> <li>• Adult primary clinic closed</li> </ul>
<p><b>External</b></p> <p><b>Attributes of Environment</b></p>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Collaborations</li> <li>• Outreach/Increasing knowledge base</li> <li>• Marketing/Advertising of services</li> <li>• Improved Staff Communication</li> <li>• Decrease wait times for clients</li> <li>• Utilization of Mobile Health Unit</li> <li>• Improved Customer Service</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Stigma of “health department”</li> <li>• Funding</li> <li>• Current Clinic Space</li> <li>• Prescription Pills/Opiates/Opioids</li> <li>• Lack of resources for indoor air quality</li> <li>• Lack of bilingual staff</li> <li>• Nutrition – community level services</li> </ul>

## Strategic Goals

### Goal 1\*

To improve the health status and prevent premature death for all residents of Brunswick County including reducing the rate of accidental death/overdose and alcohol related traffic crashes.

### Goal 2\*

To improve public services and programs and increase collaboration among health care providers leading to improved patient care, particularly mental health services in an effort to decrease the suicide rate.

### Goal 3\*

Increase public awareness of public health programs and services in Brunswick County through community outreach events and collaborations with community partners.

### Goal 4\*

Maximize effort to help eliminate health disparities by promoting healthy lifestyle's including healthy eating and increased physical activity aimed at decreasing chronic diseases, such as diabetes.

### Goal 5

To safeguard life, promote human health and protect the environment through the practice of modern environmental science, the use of technology, rules, and public education.

### Goal 6

Maintain a competent public health workforce.

\* Address Community Health Assessment (CHA) Priorities

## Community Health Assessment 2015

Brunswick County Health Services, in collaboration with community members, conducted a community health assessment to identify health priorities for Brunswick County. Focus Groups, a community survey and analysis of secondary data were all used in defining the Health Priorities. A full copy of the community health assessment can be found on the departments' webpage at [www.BrunswickCountyNC.gov/health](http://www.BrunswickCountyNC.gov/health) .

## Department Action Plan

This plan is based on the 2016 Community Health Action Plan derived from the 2015 Community Health Assessment.