WASHINGTON COUNTY
OREGON

Mission
Washington County Public Health improves and protects the public’s health across the lifespan through prevention, education, partnerships and healthy environments.

Vision
Healthy People, Thriving Communities

Values
- **Integrity**: We are honest, reliable, ethical and trustworthy; we do what we say we will do.
- **Respect**: We treat each other with courtesy and kindness; we recognize and appreciate diversity among us; we are compassionate and sensitive to the needs of others.
- **Excellence**: We are committed to high quality work that produces outstanding results; we are knowledgeable, effective and dedicated.
- **Communication**: We openly share information and actively listen to each other to promote a positive, inclusive work environment.
- **Teamwork**: We utilize our strengths to work together to achieve our goals while encouraging individual contribution and responsibility.
- **Professionalism**: We take pride in our work; we aspire to continually grow, learn and improve; we speak and act in ways that support these values.

About the Plan
We are pleased to present Washington County Public Health Division’s strategic plan for fiscal years 2012-2016. This plan is a key tool that guides our work and outlines our goals and objectives as we move into the future. It represents our firm commitment to work with our communities so that we have healthy places to live, work, learn and play.

We are in a time of significant change: health care reform at the national, state, and regional levels; the drive toward national public health accreditation; the early childhood redesign priority from the Governor; and shrinking resources. To be successful in light of these challenges, we must focus on strategies with the best health impact for all.

By implementing this plan, we will improve the health of our residents; work across programs to be more efficient and effective; collaborate with more community partners; and maintain a skilled and committed workforce. We also will strive to make our work more understandable and accessible.

Input for this plan was provided by public health staff, community partners and stakeholders. Particular thanks are due to the public health leadership team for their tireless work both internally and externally to ensure a competent process.

Kathleen O’Leary, RN, MPH, Division Manager
**PRIORITY #1**
Support health at every age, size and ability—starting early.

**Short-Term Objectives**
- In collaboration with OSU Extension, identify at least two projects related to sustainable food systems in Washington County.
- Complete at least one Health Impact Assessment (HIA) and identify at least two additional HIA possibilities.
- Develop and implement a community partner outreach plan that identifies public health leaders actively participating with existing coalitions and workgroups.
- Identify the need for other coalitions and workgroups and develop plans for addressing gaps.

**Long-Term Objectives**
- In collaboration with OSU Extension and building upon previous projects, develop a food systems action plan.
- Collaborate with Land Use & Transportation to complete at least two additional HIAs related to emerging Washington County projects.
- Work cohesively with community coalitions and workgroups.
- Using a community-based strategy, ensure implementation of two to four new coalitions or workgroups.

**PRIORITY #2**
Align with and actively participate in health care reform.

**Short-Term Objectives**
- Complete a community health assessment that is specific to Washington County and resonates with both the four-county regional health assessment and the Coordinated Care Organizations’ assessments.
- Share the results of the health assessment with stakeholders and the community-at-large.
- Develop a health improvement plan focused on addressing chronic illness through implementation of evidence-based interventions.

**Long-Term Objectives**
- Update the community health assessment at least every five years.
- Implement the highest priority health improvement plan strategies.
### PRIORITY #3
Focus on the bottom of the pyramid to improve health.

**Short-Term Objectives**
- Identify health-related issues that impact high school graduation rates and ensure that they are included in the community health assessment and resultant health improvement plan.
- Establish and convene Washington County Public Health Advisory Board (PHAB).

**Long-Term Objectives**
- Engage education and community partners to address the health risk factors associated with poor high school graduation rates.
- Washington County PHAB will develop and implement a work plan for public health priorities.

### PRIORITY #4
Strengthen our successes.

**Short-Term Objectives**
- Assess current workforce skills and develop a plan to improve skills related to coalition-building, program evaluation, health impact assessments, focus groups and performance management.
- Develop a plan redirecting staff from direct service to population-based public health.
- Develop comprehensive quality improvement process.
- Complete the application for public health accreditation.
- Increase the visibility of public health in the community by developing a communications plan.

**Long-Term Objectives**
- Implement and evaluate the training plan.
- Evaluate staff expertise in delivering population-based services.
- Implement and institutionalize comprehensive quality improvement.
- Attain accreditation status.

“Every day our skilled staffs are working behind the scenes to protect our residents and promote good health.” — Rod Branyan, Director, Washington County Department of Health and Human Services
CORE ACTIVITIES
To achieve its mission, Washington County Public Health:

- Promotes healthy lifestyles for residents in their communities, schools and workplaces.
- Prevents disease, disability and premature death.
- Reduces or eliminates health disparities.
- Protects the public from unhealthy and unsafe environments.
- Provides or ensures access to quality, population-based health services.
- Prepares for and responds to public health emergencies.
- Produces and disseminates data to inform and evaluate public health status, strategies and programs.

TEN ESSENTIAL PUBLIC HEALTH SERVICES
To implement our Core Activities, we will effectively deliver these ten essential services directly and/or through strong and effective partnerships:

1. Monitor health status to identify community health problems including health disparities.
2. Detect and investigate health problems and health hazards in the community.
3. Inform, educate and empower people and organizations to adopt healthy behaviors to enhance health status.
4. Partner with communities and organizations to identify and solve health problems and to respond to public health emergencies.
5. Develop and implement public health interventions and best practices that support individual and community health efforts and increase healthy outcomes.
6. Enforce laws and regulations that protect health and ensure safety.
7. Link people to needed personal health services and ensure the provision of population-based health services.
8. Ensure a competent public health workforce and effective public health leadership.
9. Evaluate effectiveness, accessibility and quality of public health services, strategies and programs.
10. Research for insights and innovative solutions to public health problems.

STRATEGIC DIRECTION
Washington County Public Health will transition to the following directions:

- Increase our leadership role in community engagement for healthy communities.
- Focus on health beyond health care services.
- Increase our coalition-building practices by connecting agencies and organizations to improve health—become the “health match-maker.”
- Focus on internal and external policy, systems and environmental change.
- Focus on areas that impact health now and into the future—based on epidemiological data.
- Ensure that best practices are researched and implemented.
- Consistently use an equity lens in all of our work.
- Consistently incorporate a communications plan into all program planning and activities.

CONTACT US
A more detailed version of this strategic plan is available on our website.

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