

# Lorain Municipal Board of Health's Strategic Plan

## Mission Statement

Lorain City Health Department prevents disease, promotes healthy living, and protects the environment through community partnerships.

## Vision Statement

Lorain City Health Department is a model of excellence utilizing innovative best practices for public health services focusing on prevention, promotion and protection through efficient use of resources and accountability in partnership with other healthcare providers.



## Values

Lorain City Health Department values being responsive to the community, providing and seeking quality services, working with others in partnership and collaboration, promoting health education and having a quality workforce to achieve the district's public health mission.

***To successfully accomplish its mission and vision for the future, Lorain City Health Department with the assistance of key community stakeholders, has established the following strategic priorities of focus:***

## Six Strategic Priorities

1. Develop the Resources to Support all Strategic Priorities
2. Focus on Preventative Health Services
3. Form Partnerships to Address Community Needs to Maximize Efficient Use of Resources
4. Strengthen the Department's Ability to Educate the Public
5. Strengthen the Capacity of the Lorain City Health Department's Workforce
6. Create New and Improved Communication Strategies



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**Public Health**  
Prevent. Promote. Protect.

# Strategic Priorities and Initiatives

## Priority #1

### Develop Resources to Support all Strategic Priorities

- Secure and maintain creative diversified, stable funding.
- Work with funders to increase streams of revenue.
- Establish strong partnerships.
- Enhance public relations with the community.

## Priority #2

### Focus on Preventative Health Services

- Strengthen and expand delivery of preventive health services and programs by increasing the Well Child & Health Check Clinics services to the schools.
- Evaluate and assess the immunization program to increase immunization rates and become more accessible through satellite locations.
- Develop, investigate, and enforce public health policies to ensure a healthy, clean and safe community.
- Provide community education on prevention, protection, and recovery from all hazards, threats, and public health risks ensuring a well educated and prepared community and reduced morbidity in the event of a public health threat.
- Advocate for healthy lifestyle changes for a healthier community.
- Encourage wellness programs in the workplace for a healthier workforce, reduction in absenteeism and hospital and insurance costs.

## Priority #3

### Form Partnerships to Address Community Needs & Maximize Efficient Use of Resources

- Administer a public health assessment of the community.

- Seek opportunities to form new and ongoing public/private partnerships and collaborations.
- Use satellite offices to increase access, delivery, and awareness of public health services through one stop delivery options.
- Obtain public input on LCHD emergency preparedness plans and implementation; as well as other matters of public concern.
- Partner with the city, county and regional disaster preparedness and emergency response initiatives.
- Unify efforts, pool resources, utilize technology, and reduce avoidable duplication of services across health districts and municipal services creating a more efficient and seamless system of delivery.
- Work with other health care providers to better serve the uninsured and underinsured, to improve quality and access to needed health services, and decrease health disparities among specific population groups.

## Priority #4

### Strengthen the Department's Ability to Educate the Public

- Provide a Train-the Trainer Program creating trained staff and a knowledgeable community.
- Utilize bi-lingual resources for education efforts to increase communication and awareness in the Hispanic / Latino community.
- Create awareness of programs to clarify the role of public health and increase utilization of public health programs and services.

## Priority #5

### Strengthen Capacity of the Lorain City Health Department's Workforce

- Offer ongoing staff development and new employee orientation opportunities to establish highly trained and motivated staff.
- Maintain the LCHD Disaster Recovery and Business Plan.
- Solicit, educate, and maintain an informed community volunteer base to enhance capacity and engagement of the public.
- Align work to achieve/exceed state established performance standards.

## Priority #6

### Create New & Improved Communication Strategies

- Increase and maintain open communication between key stakeholders, community leaders, and the general public.
- Develop and implement marketing strategies to promote the district's services, activities, partnerships, and accomplishments.
- Create a market brand to increase community awareness of the LCHD services.
- Use a variety of venues to disseminate public health information regularly and cultivate a more informed community.

