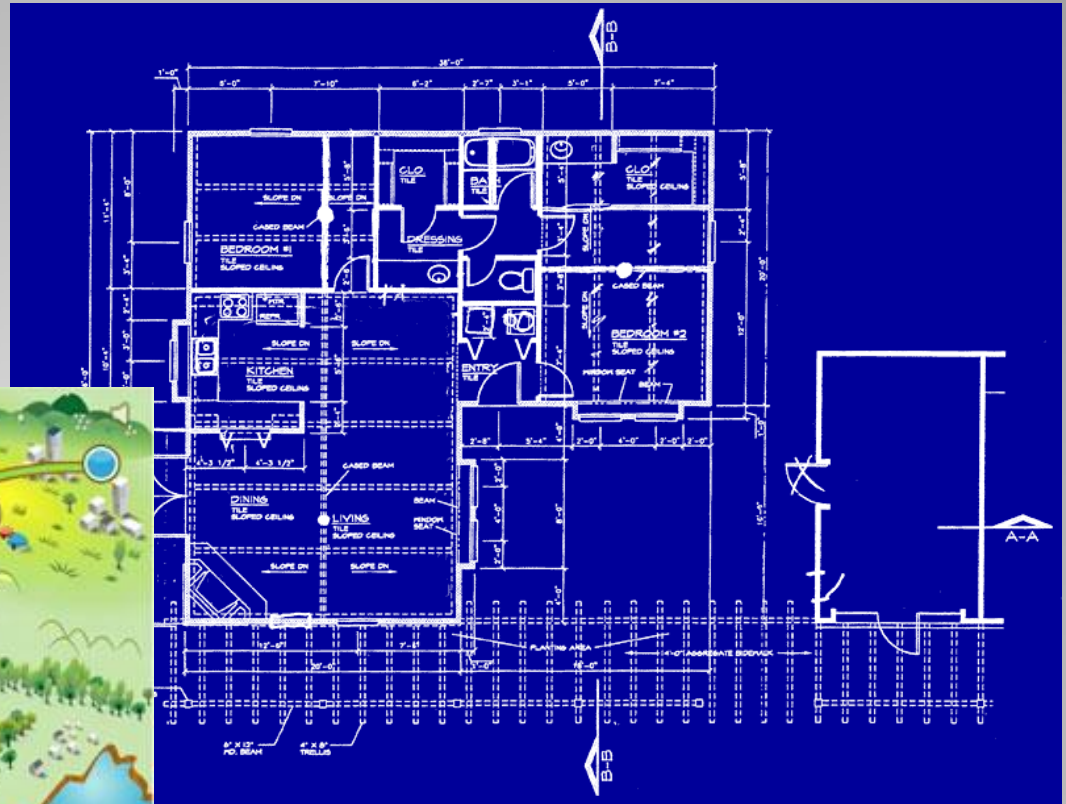


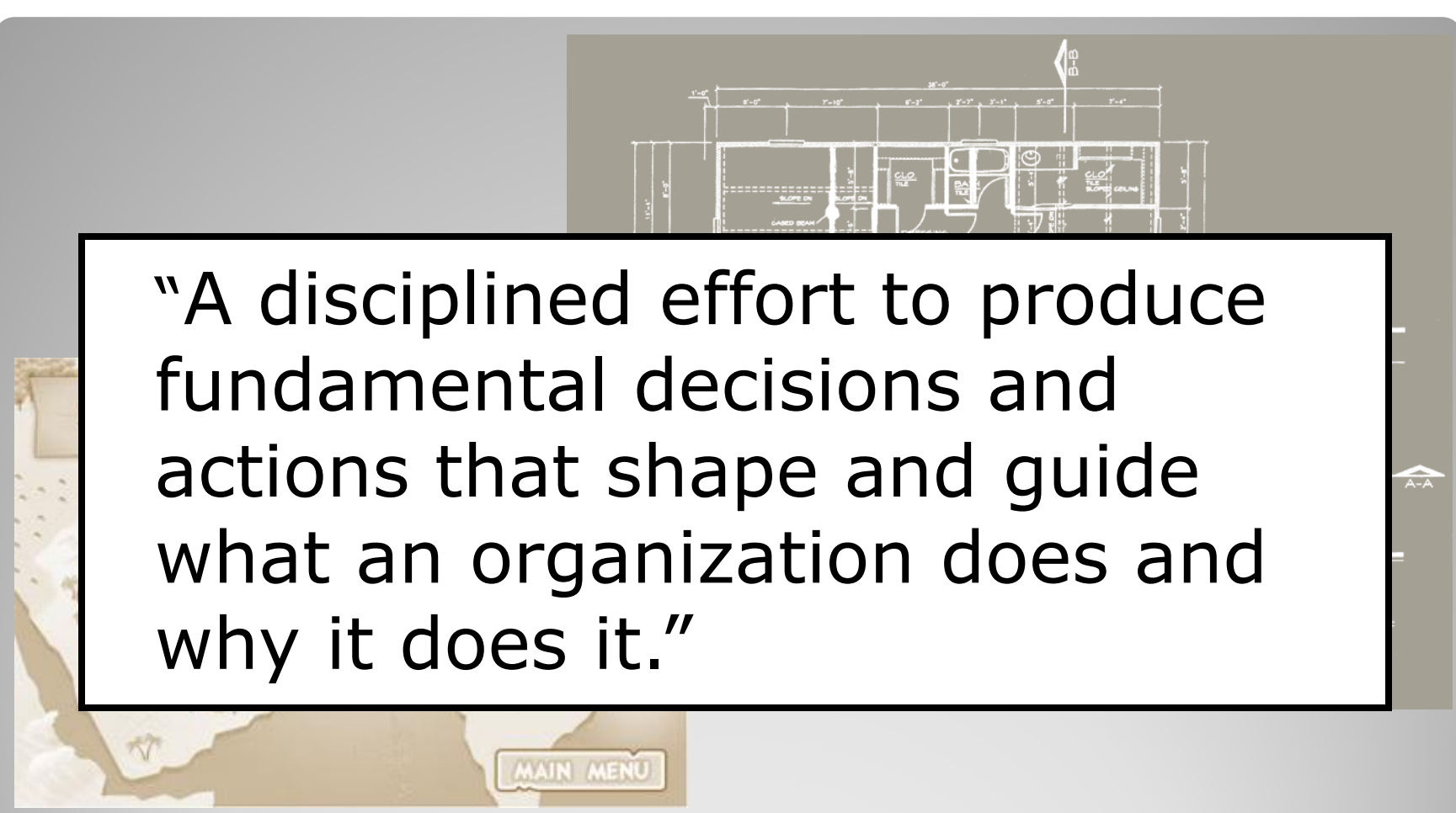
PHMDC Strategic Planning

Update to the Board of Health

Shawnee Parens, Lesly Scott
July 2015



What is Strategic Planning?

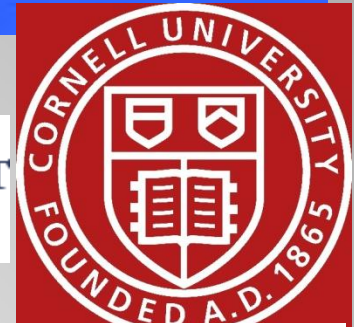
The background of the slide features a grey architectural floor plan at the top with various dimensions and labels like 'SLOPE IN' and 'GARDEN'. Below it is a brown game map with a 'MAIN MENU' button. On the right side, there are vertical lines and a small 'A-A' label with a triangle pointing upwards.

“A disciplined effort to produce fundamental decisions and actions that shape and guide what an organization does and why it does it.”

What is Strategic Planning?



WISCONSIN DEPARTMENT
of HEALTH SERVICES



MADISON METROPOLITAN
SCHOOL DISTRICT



Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

Who else has done it?

Four Community Impact Goals:

- **Healthy beginnings:** children born in our community have a healthy and safe start.
- **Healthy places to live, work, learn and play:** physical environments in our community are healthy and safe.
- **Healthy eating and active living:** people in our community are able to enjoy long, productive lives.
- **Preventing injury, trauma, and disease:** unintentional injuries, violence-related behavior, emotional distress, and communicable diseases are minimized.
- **High Functioning Organization:** PHMDC effectively and efficiently fulfills its vision of creating "*Healthy Places, Healthy People.*"

How are we doing it?

Healthy Places

John Hausbeck
Jeff Lafferty
Brandon Macomber
Mary Michaud
Erin Polkinghorn
Ryan Sheahan
Kirsty Sorsa

Healthy Eating & Active Living

Jordan Bingham
Beth Cleary
Sue Marshall
Stefanie Moccero
Justin Svingen

Healthy Beginnings

Janel Heinrich
Stephanie Kroll
Cami Martin
Sridevi Mohan
Daniel Stattelman-Scanlan
Jennifer Weitzel

Preventing Injury, Trauma & Disease

Karri Bartlett
Jami Crespo
Amanda Kita
Kate Louther
Sara Mader
Doug Voegeli

Shout out to our workgroups!

Public Health Madison & Dane County

Vision: Healthy People. Healthy Places.

Mission: Working with the community to enhance, protect and promote the health of the environment and the well-being of all people

Strategic Priorities:

Equity

Communications

Culture

Infrastructure

Leadership

Effectiveness

Sustainability

Goal: Broad, primary outcome

Healthy Beginnings

Healthy places to work, live, play & learn

Healthy eating & active living

Prevent Trauma, Injury and Disease

High Functioning Organization

Strategy

The approach you take to achieve a goal

Objective

A measurable step taken to achieve a strategy

Tactic

A tool used to pursue an objective

Goal: Broad, primary outcome

Have a high quality of life

Strategy: The approach you take to achieve a goal

Maintain my healthy active body

Objective: A measurable step taken to achieve a strategy

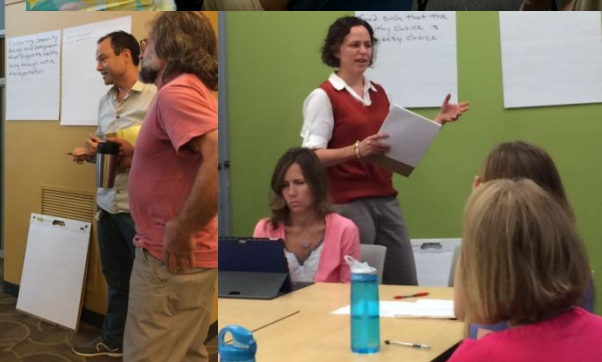
Exercise 4-5x/week, year-round

Tactic: A tool used to pursue an objective

Join the YMCA

Core Four meets weekly to build out process	✓
Workgroups formed, approved by X Team	✓
Workgroups training in strategic planning	✓
Workgroups beginning meeting every two weeks	✓
Workgroup create strategies, research evidence	✓
Strategies are brought before staff for input	✓

What's been done so far?



First two weeks of June:

Workgroups are trained in strategic thinking and planning

Last two weeks of June:

Workgroups complete visioning exercise to start drafting strategies

First two weeks of July:

Using evidence and data, workgroups create defined strategies



How have the strategies been developed?

Core Four meets weekly to build out process	✓
Workgroups formed, approved by X Team	✓
Workgroups training in strategic planning	✓
Workgroups beginning meeting every two weeks	✓
Workgroup create strategies, research evidence	✓
Strategies are brought before staff for input	✓
Strategies undergo equity analysis and are finalized	
Objectives and tactics are built for strategies	
Yearly review of strategic plan conducted	

What's next?

- What about strategic planning excites you?
- What components resonate with you personally/professionally?
- Do you have particular concerns?
- Share with the group

Your feedback, please...

- Supplemental information packet
- Strategic Planning to be on BOH agenda
- BOH participation in developing strategies for High Functioning Organization goal
- Please consider: How would you like to receive updates about Strategic Planning?

Next Steps