

WEST VIRGINIA ASSOCIATION OF LOCAL HEALTH DEPARTMENT 2023 STRATEGIC ACTION PLAN

UNITY AND SUPPORT

Goal 1: All local health departments will be actively engaged in and supported by the WVALHD.

Strategy 1.3 Promote use of and evaluate a sharing platform for best practice exchange and connect members with tools and information.

Strategy 1.4 Enhance communications across all levels of WVALHD by sharing reports and updates from the EC to members on a regular basis to strengthen communications/transparency.

Strategy 1.6 Maintain organizational governance and excellence by:

- Reviewing and revitalizing the WVALHD organizational chart and committee structure
- Making changes to the Bylaws as needed.
- Continuing to collaborate with state, national and community partners to further common health improvement initiatives.
- Continuing the MOU with WVLHI for staff support.
- Assigning new administrators a mentor for first year upon hire.

RESOURCE SHARING AND FUNDING

Goal 2: Advocate for and sustain a high level of public health services for the people of West Virginia.

Strategy 2.1 Secure funding to conduct a cost benefit analysis by Marshall focused on 1) the funding formula and 2) comparison of WV to LHD funding levels outside of WV.

Strategy 2.3 Annually adopt and promote a local health public policy agenda including;

- Developing position statements as needed on public health issues
- Providing technical assistance, training and tools for members to educate legislators and other stakeholders
- Convening regional policy roundtables and public health day to educate policy makers about key public health issues
- Review and update the Local Health White Paper o Monitor legislation and send legislative updates and action alerts to members New admin zoom room – building relationships (delegates, county commissions)

Strategy 2.6 Develop a process and recommendations for resource sharing among LHDs within each TP region which will be shared among regions and documenting examples of resource sharing among LHDs.

VISIBILITY AND RELEVANCE

Goal 3: Awareness and recognition of local health departments in individual counties, as a local health system, and the WVALHD will be increased.

- Strategy 3.1 Secure funding partners and supports to create new Regional Marketing/Health Promotion Specialists to implement a comprehensive communications and education plan:
- Identify LHDs doing health promotion to identify geographic gaps.
 - Define areas of need, roles, job description, salary guidelines partners and support
 - Develop protocols for hiring, orientation and training
- Strategy 3.3 Expand WVALHD's social media presence:
- Identify and regularly convene full-time PIOs
 - Identify how full time PIOs/Communications can create monthly messaging overall public health messaging and shared throughout the state for same message throughout.
 - Define social media goals, schedule, and content as part of the plan
 - Continue to offer social media training
- Strategy 3.4 Create new WVALHD branding materials to better communicate the mission and vision of the organization and update directory of LHDs with identified resources
- Strategy 3.6 Continue to share accomplishments at local, state, and national levels by:
- Updating WV Local Health 101 PowerPoint for use in discussing public health services and accomplishments for legislative session. Include the ability to bring in partners to respond to COVID-19.

PERFORMANCE AND QUALITY

Goal 4: Performance and quality of local health departments will be advanced.

- Strategy 4.1 Revitalize the Performance and Quality Committee to accomplish the following:
- Utilize Basecamp as a web-based Resource Center for administration, operations, and best practices
 - Annually assure a facilitated self-audit process tool and process to assess where LHDs are currently related to Class A Standards.
 - Continue to offer monthly administrator zoom room that includes topics on performance standards and accreditation (both levels).
- Strategy 4.6 Collect data annually on services provided, service outputs, and performance measures for all LHDs and develop an Annual Progress Report for distribution (i.e., WVALHD key partners and funders and elected officials)
- Strategy 4.7 Continue administrator trainings, peer opportunities, administrator zoom room, and use of Base Camp.



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