



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

Cortland County Health Department

## **CORTLAND COUNTY HEALTH DEPARTMENT**

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TO: Local Media

FROM: Nicole Anjeski, Public Health Director, Cortland County Health Department

RE: 2022-2024 Cortland County Health Department Strategic Plan Announced

DATE: 01/05/2023

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From August to November 2022, the Cortland County Health Department underwent a Strategic Planning process. The Strategic Planning Committee - which included all levels of staff and a member of the Board of Health - selected the following priorities and goals for 2023 and 2024:

### **Strategic Priority #1: Public Health Workforce**

**Goal #1:** Develop and maintain a qualified and diverse public health workforce

**Goal #2:** Build a supportive work environment

### **Strategic Priority #2: Communication**

**Goal #1:** Enhance effective, engaging, and inclusive/equitable health education and behavior change communications between CCHD and community members.

**Goal #2:** Increase visibility of CCHD services and improve understanding about the role of public health in the community.

**Goal #3:** Ensure, maintain, and enhance effective internal communications between leadership, supervisors, and staff.

### **Strategic Priority #3: Collaboration**

**Goal #1:** Lead collaborative efforts with partnering organizations to implement, support, and evaluate community health improvement plan interventions.

**Goal #2:** Improve alignment, spread, and capacity for CCHD quality improvement (QI) efforts by encouraging a collaborative approach to QI that engages staff at all levels.

**Goal #3:** Enhance collaboration with the Cortland County Board of Health and Cortland County Legislature



**WORKING TO BUILD A HEALTHY COMMUNITY SINCE 1929**

The 2022-2024 Strategic Plan builds upon the 2022-2024 Community Health Assessment and Community Health Improvement Planning process (completed in June 2022). The difference between these two plans are:

- **Community Health Improvement Plan (CHIP):** This is a collaborative community level plan between Cortland County Health Department, Guthrie Cortland Medical Center, and many other partnering agencies that outlines the ways, as a community, the highest priority health problems will be addressed over the next three years. Priorities are selected based on the Community Health Assessment.
- **Cortland County Health Department Strategic Plan:** This is an organizational level plan for the Cortland County Health Department that outlines ways, as an organization, we will address the highest organizational priorities over the next three years. Priorities are selected based on an “environmental scan” of internal programmatic data, employee surveys, and input from our partners. The strategic plan is closely related to the CHIP, as the priorities selected for the strategic plan, will ideally place the department in the best possible position to address the health problems outlined in the CHIP.

In an effort to maintain transparency, and include our community, we have made available to the public a dashboard that includes: our goals, what we will be doing at CCHD to meet these goals (strategies), and how we will know if we have met the goals by the end of 2024 (measurable objectives). The dashboard also shows quarterly measures we will be using to assess our progress. If these measures are not met on a quarterly basis we will discuss why the measure was not met, and make appropriate changes to the plan to ensure our success as a department and commitment to the community we serve.

The dashboard can be found here: <https://sites.google.com/view/cchd-22-24-strategic-plan/home>

Community members are welcome to provide feedback about the plan and dashboard here: <https://bit.ly/3CpY64I>

Public Health Director, Nicole Anjeski states, “The Strategic Plan establishes the department’s current and future priorities, and it also provides a road map to assure our community that the CCHD is committed to continuously improving the internal processes within the department, as well as the way we provide public health programs and services.

With our efforts to address local public health challenges, provide science and evidence based public health recommendations, and our dedication to accountability and transparency to those we serve, this strategic plan is closely aligned with the CCHD’s Community Health Assessment and Improvement Plan for 2022-2024, as well as the department’s Quality Improvement Plan.

The CCHD has worked for over 90 years to improve the health of Cortland County residents and the neighborhoods they live in. This plan serves as a living document that strengthens our work toward our vision of “Healthy People in a Healthy Community”. It was thoughtfully developed by the health department’s strategic planning committee with input from Board of Health members, all staff, and partner agencies.

Public health is not only critical in preventing illness and disease, it is essential to addressing the social determinants of health (conditions where people live, learn, work and play) that can have a major impact on health outcomes, especially for the most vulnerable populations. We welcome your suggestions on how we can improve both this plan and the way we provide programs and services to the Cortland County community. We will update the plan periodically to incorporate community input and to address changing public health needs. As always, our health department staff will continue to strive for excellence in our efforts to improve and protect the health of our community.”