Strategic Planning

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Chief Operating Officer

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Overview of Department
Overview of Department

State certified local public health department for most of suburban Cook County

- 700 square miles
- 2.4 million residents
- 18 hospitals
- 30 townships
- 125 municipalities and unincorporated areas in suburban Cook County
Mission & Vision

• **CCH Mission:** The Cook County Health & Hospitals System’s mission is to deliver integrated health services with dignity and respect regardless of a patient’s ability to pay; foster partnerships with other health providers and communities to enhance the health of the public; and advocate for policies that promote the physical, mental and social well being of the people of Cook County.

• **CCDPH Mission:** To optimize health and achieve health equity for all people and communities of Cook County through our leadership and collaborations, focusing on health promotion and prevention, while advocating for and assuring the natural environmental and social conditions necessary to advance physical, mental and social well-being.

• **CCDPH Vision:** Cook County is a place where all people and communities thrive in safe, health-promoting conditions.
Overview of Department

CCDPH Units:
• Communicable Disease Prevention and Control
• Communications
• Community Epidemiology
• Emergency Preparedness and Response
• Environmental Health Services
• Integrated Health Support Services
• Prevention Services
Impact 2020 Recap
Status and Results

• Deliver High Quality Care
• Grow to Serve and Compete
• Foster Fiscal Stewardship
• Invest in Resources
• Leverage Valuables Assets
• Impact Social Determinants
• Advocate for patients
## Impact 2020

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leverage Valuable Assets</td>
<td>Utilize information from CCDPH’s Adverse Pregnancy Outcomes Reporting System (APORS) to improve program quality.</td>
<td>Complete</td>
</tr>
<tr>
<td>Leverage Valuable Assets</td>
<td>Leverage information from CCDPH childhood lead poisoning prevention surveillance to improve health outcomes.</td>
<td>Complete</td>
</tr>
<tr>
<td>Leverage Valuable Assets</td>
<td>Continue collaboration with local health departments and hospitals in Cook County through the Health Impact Collaborative of Cook County (HICC)...</td>
<td>Ongoing</td>
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<tr>
<td>Leverage Valuable Assets</td>
<td>Identify opportunities to align with and support strategies outlined in CCDPH's community health improvement plan (WePlan 2020)</td>
<td>Complete</td>
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<tr>
<td>Leverage Valuable Assets</td>
<td>Leverage CCDPH in the focus on opioid epidemic</td>
<td>Complete</td>
</tr>
<tr>
<td>Impact Social Determinants</td>
<td>Develop a proposed program to address medical needs of children who have experienced Adverse Childhood Experiences (ACEs)</td>
<td>In progress</td>
</tr>
<tr>
<td>Impact Social Determinants</td>
<td>Identify opportunities for CCDPH to partner with CDPH... such as STIs</td>
<td>Ongoing</td>
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<tr>
<td>Advocate for Patients</td>
<td>Pursue policy change to lower the lead intervention level... to 5 mcg/dL</td>
<td>In progress</td>
</tr>
<tr>
<td>Advocate for Patients</td>
<td>Finalize sustainability plan for PICH (Partnerships to Improve Community Health)</td>
<td>Complete</td>
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Cook County Department of Public Health
Childhood Lead Exposure 2009-2013

Legend
- Unincorporated Areas
- Municipalities
- High-Priority Census Block Groups

Maywood
- 2 Census Block Groups
- 131 Children with High Tests

Summit
- 3 Census Block Groups
- 367 Children with High Tests

Cicero
- 14 Census Block Groups
- 2422 Children with High Tests
Lead Poisoning Prevention

- Participating in pilot program exploring automatic eligibility for Early Intervention
- 57 units remediated in 2018
- Provided comments to influence rules for Lead Poisoning Prevention Act
Location of fatal opioid-related overdoses 2017

Deaths in Chicago = 741

Deaths in suburban Cook County = 340
Sexually Transmitted Infections

• Increased condom availability and walk-in sexually transmitted infection (STI) testing and treatment at all CCH community health centers

• Develop and distributed provider education materials to improve and ensure adequate treatment, rescreening and prevention education
FY2020-2022
The Future
Environmental Scan of Market, Best Practices and Trends
Environmental Scan - Key Themes

• Public Health 3.0: “Public health leaders should embrace the role of Chief Health Strategist for their communities—working with all relevant partners so that they can drive initiatives including those that explicitly address ‘upstream’ social determinants of health.” (DeSalvo et al., 2017)

• Increasing understanding of the role and impact of intentional racial segregation on public health and health inequities (Bassett & Graves, 2018)
  • Income inequality and legacy of segregation resulting from past federal policies

• Increasing interest in collaborative approach towards integrating health and equity considerations into decision-making and policy across sectors. (Hall & Jacobson, 2018)

• Healthcare systems are integrating community health and aligning policy priorities
  • Housing, food insecurity
SWOT Analysis
Strengths, Weaknesses, Opportunities, and Threats
## SWOT Analysis

### Strengths
- Dedicated, knowledgeable staff
- **Data capabilities**
- Integration with CCH

### Weaknesses
- Technology
- Staff training / development
- Internal communication
- Low awareness of CCDPH’s role and functions

### Opportunities
- STI reduction
- **Partner collaboration**
- Resource development
- **Health equity**
- Policy changes in Food System improvement
- CCDPH brand development

### Threats
- ACA uncertainty
- Immigration policy changes
- **Diminishing funding / resources**
- Economic policy driving increasing income inequality
- Aging public health workforce
# Focus Area Crosswalk

<table>
<thead>
<tr>
<th>CCDPH Strategic Plan Focus Area</th>
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<tbody>
<tr>
<td>1. Health Equity</td>
<td>Impact Social Determinants / Advocate for Patients</td>
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<tr>
<td>2. Strategic Communications</td>
<td>Leverage Valuable Assets</td>
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<tr>
<td>3. Resource Development</td>
<td>Leverage Valuable Assets</td>
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<tr>
<td>4. Data Capacity</td>
<td>Leverage Valuable Assets</td>
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<tr>
<td>5. Priority Programs</td>
<td>Deliver High Quality Care / Services</td>
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Impact Social Determinants / Advocate for Patients

Health Equity

Key Milestones:

- All CCDPH units demonstrate strategies they are using to integrate health equity into their work.

- Advance ordinance that encourages Cook County government agencies to consider health equity in decision-making.
Leverage Valuable Assets

Strategic Communication

Key Milestones:

- An internal communications plan will be developed, implemented and evaluated.

- Exercise emergency communications procedures in collaboration with CCH Communications.
Leverage Valuable Assets

Resource Development

Key Milestones:

Finalize an agreement with the University of Illinois School of Public Health establishing CCDPH as an academic health department (AHD).
  • AHDs can serve as public health training sites for graduate students in public health, as well as sites for research and practice and early access to potential staff.

Build relationships with local schools of nursing to increase awareness about public health nursing and develop a sustainable pipeline of potential recruits
Leverage Valuable Assets

Data Capacity

Key Milestones:

• Develop, resource, and execute systematized data collection plan in alignment with the WePlan community health assessment process.

• Streamline and reduce barriers for partnerships in the department.

• Create a narrative with a health equity lens to accompany the data CCDPH publishes on selected health outcomes where appropriate.
Deliver High Quality Care / Services

Priority Programs - STIs

Key Milestones:

• Increase screening in high prevalence areas
• Promote universal testing of all ever sexually active adolescents and adults, annually
• Institute expedited partner therapy in all CCH community health centers and collaborate with community health centers throughout suburban Cook County
• Increase access to treatment following STI diagnosis
Deliver High Quality Care / Services

Priority Programs - Lead

Key Milestones:

• Create and advocate for the adoption of an ordinance allowing for intervention at lower blood-lead levels.

• Work with CCH pediatrics to support implementation of revised lead screening protocols.
Deliver High Quality Care / Services

Priority Programs – Food Systems

Key Milestones:

- Convene a Food Summit annually to bring together food system stakeholders to define policy changes at all levels of government, and industry

- Implement the Good Food Purchasing Program in accordance with Cook County resolution
References


Thank you.