

STRATEGIC MAP

2019 - 2022

VISION

Our Vision is to be recognized as the “go to” organization that partners with the community to achieve optimal health and safety.

MISSION STATEMENT

Our Mission is to promote, protect and assure the health of Hyde County and surrounding areas by providing public health services essential for a safe and healthy community.

GUIDING PRINCIPLES

We value excellence in:

1. RESPECT for the individuals we serve;
2. RESPONDING in a timely manner;
3. HONESTY in ourselves and others;
4. A CARING attitude;
5. The pursuit of INNOVATION; and
6. PROFESSIONALISM in all we do

THE STRATEGIC PLAN

HCHD’s Strategic Plan is a description of the organization’s goals and objectives that express its values and the needs of the community served. Its purpose is to enable HCHD to establish its priorities, guide planning, and define the strategy that allocates resources and energy to fulfill its mission. The specific focus is on strengthening capacity to protect and improve the health of the populations we serve, to foster the development of our workforce, to communicate the value of local public health, and to maintain HCHD’s own infrastructure to support needs.

SWOT ANALYSIS

The Leadership Team performed a SWOT analysis and identified the following:

STRENGTHS

Long-term & dedicated staff, wide range of services, community programs/engagement, active social media, collaboration with community partners, County Ranking #7 in health outcomes, Actively seek grants to assist with reaching health priorities, Regional resources, Local Health Advisory Council resurrected, Active Marketing team, Full Time Translator, staff trained in various roles

WEAKNESSES

Agency communication to public, Community awareness of health department services

OPPORTUNITIES

Education to public, see more patients, grant funding, annual Open House

THREATS/CHALLENGES

Funding, reaccreditation, public challenge, size, public perception of Agency, not enough vehicles, curb appeal

FOCUS AREAS

1) PREVENTION

- Substance Abuse
- Vaping/Tobacco
- Chronic Disease

2) ACCESS TO CARE

- Behavioral Health

3) WORKFORCE DEVELOPMENT



Preventing, Promoting and Protecting the Health of the Residents of Hyde County

POPULATION INDICATORS

Substance Abuse

BASELINE

All Poisoning Related ED Visits*:

18

*NC DETECT, 2018

TARGET

All Poisoning Related ED Visits:

13

Vaping/Tobacco

BASELINE

Cancer of Lung/Bronchus (Age-Adjusted Death Rate)*:

59.4

*NCHS,, 2014-2018

TARGET

Cancer of Lung/Bronchus (Age-Adjusted Death Rate):

44.1

Chronic Disease

BASELINE

Heart Disease (Age-Adjusted Death Rate)*:

202.1

*NCHS,, 2014-2018

TARGET

Heart Disease (Age-Adjusted Death Rate):

158.0

PREVENTION: SUBSTANCE AWARENESS

Using a prevention focus, the HCHD will collaborate with community partners to develop outreach efforts for substance awareness issues in the community.

Activities	Objectives	Responsible Staff/ Collaborators	Indicators	Baseline	Actual Outcomes	Progress Notes
School-based Prevention Education	By December 2022, implement Health Rocks (or other evidence-based curriculum) in at least 2 grades per year in MES & MECHS.	Substance Awareness Coordinator	# of classes receiving evidence-based prevention education	0 classes	In 2019, the Health Rocks curriculum was implemented in 2 grades at MECHS.	
Community-based Prevention Education	By December 2022, host at least 5 community education events in Hyde County.	Marketing Team	# of community education events	0 events	(No data available yet.)	Currently planning for a Mock Bedroom Event and National Night Out for 2020.
Safe, Positive Programming for Youth/Young Adults	By December 2022, implement two on-going positive lifestyle programs for youth and young adults in Hyde County.	Local	# of on-going positive lifestyle programs	0 programs	In 2019, there were 32 PiYo classes available to all Hyde County residents free-of-charge.	Potentials for 2020: Community gardening program in collaboration with PDL & Cooperative Extension; Partnership with local gym to support free gym visits for individuals in recovery.
Syringe Exchange Programming	By December 2022, increase enrollment in Hyde SOS SEP by 300%.	Post-Overdose Response Coordinator; Substance Awareness Coordinator	# of Hyde SOS SEP participants	1 participant	(No data available yet.)	New SEP co-coordinators hired in early 2020. Anticipating exceeding goal by end of 2020.
Regional Peer Support Programming	By December 2022, train at least 5 Certified Peer Support Specialists (CPSS) in the 2 nd Judicial District.	Regional Peer Support Coordinator; MTW District HD; BCHD	# of trained CPSS	1 CPSS	(Not data available yet.)	New regional peer support coordinator hired in early 2020. Anticipate exceeding goal by end of 2021.
Public Awareness of Safe Medication Disposal Methods	By December 2022, host at least 3 medication take back events.	Substance Awareness Coordinator	# of medication take back events	0 events	(No data available yet.)	Currently planning for the 2020 Medication Take Back Day in Fall 2020.

PREVENTION: TOBACCO/VAPING

Using a prevention focus, the HCHD will collaborate with community partners to develop outreach efforts for tobacco & vaping issues in the community.

Activities	Objectives	Responsible Staff/ Collaborators	Indicators	Baseline	Actual Outcomes	Progress Notes
Counter-messaging about Vaping	By December 2022, distribute 2 different counter-messages per year through various promotional methods/outlets.	Marketing Team; Region 9 Tobacco Prevention Manager	# of counter-messages	0 messages	3 different messages were distributed to the general public in 2019.	
Improve Structure of LEAD Program	By August 2022, create a LEAD program guidebook to provide structure to program.	Substance Awareness Coordinator; Health Education Staff; Region 9 Tobacco Prevention Manager	LEAD program guidebook	No guidebook	(No data available yet.)	Timeline of this activity was changed from August 2021 to August 2022 due to COVID-19.
Youth Survey	Distribute a survey to Hyde County youth to assess health behaviors and health programming needs by September 2021 and May 2022.	Health Education Supervisor; Health Education Staff; Hyde County Schools	Survey results	No survey data	(No data available yet.)	Timeline of this activity was changed from September 2021 and May 2022 to September 2022 and May 2023 due to COVID-19.
Cessation Resources	By December 2022, promote cessation resources, including Quitline, through at least 3 different methods/outlets per year.	Marketing Team; Region 9 Tobacco Prevention Manager	# of promotional methods/outlets	1 method – promotion to patients who smoke who are interested in quitting	(No data available yet.)	Updates are not available at this time due to COVID-19.

PREVENTION: CHRONIC DISEASE

Using a prevention focus, the HCHD will collaborate with community partners to develop outreach efforts for chronic disease issues in the community.

Activities	Objectives	Responsible Staff/ Collaborators	Indicators	Baseline	Actual Outcomes	Progress Notes
Diabetes Self-Management Education	By December 2022, collaborate with regional partners to provide diabetes self-management education to at least 10 HCHD patients.	Clinical & Health Education Staff; BCHD	# of patients receiving diabetes self-management education	0 patients receiving DSME	3 patients referred to BCHD DSME program in 2019	
Healthy Cooking/ Nutrition Education	By December 2022, provide support/resources and promote at least 75% of healthy cooking classes offered by Cooperative Extension.	Cooperative Extension; Marketing Team; Region 9 Healthy Foods Coordinator	# of classes promoted	0 classes promoted		Updates unavailable at this time due to COVID-19.
Community Screenings	By December 2022, provide health screenings at at least 2 community events in Hyde County per year.	Clinical & Health Education Staff; various community partners	# of community events in which health screenings were provided	0 events	January 2019 PDL Community Health Forum; May 2019 PDL Spring Health Forum	
Worksite Wellness	By December 2022, offer at least 2 worksite wellness programs per year to County of Hyde employees.	Health Education Staff; Cooperative Extension; NC League of Municipalities; Human Resources	# of worksite wellness programs	0 worksite wellness programs	1 walking challenge in 2019; 1 flu clinic for county employees	
Work with Faith-based Groups	By December 2022, create partnerships with at least 2 new faith-based groups to expand community outreach efforts.	Various Hyde County churches	# of partnerships with faith-based groups	1 faith-based partnership (Project DIRECT Legacy)	1 new partnership (Old Richmond Missionary Baptist Church)	PDL worked with the HCHD to create a church contact listing in order to share updates, health education, event announcements, and other resources with the congregations in Hyde County.
Hepatitis C Testing	By December 2022, provide Hepatitis C testing to at least 100 HCHD patients and Hyde SOS SEP participants.	Clinical Staff; Post-Overdose Response Coordinator; Substance Awareness Coordinator	# of patients tested	2 patients tested in 2018	6 patients testing in 2019	

ACCESS to CARE

Building from assets, the HCHD will improve access to care that positively impacts population health.

Activities	Objectives	Responsible Staff/ Collaborators	Indicators	Baseline	Actual Outcomes	Progress Notes
Explore Grant Opportunities	By July 2021, HCHD will have funding secured and provider contracted for child psychiatry/therapy 16 hours/month.	Health Education Supervisor; Health Director; Director of Nursing	# of hours child psychiatry/therapy is offered	0 hours/month	(No data available yet.)	
Marketing Child Psychiatry Services	By December 2022, promote child psychiatry services through at least 3 different methods/outlets per year of program existence.	Marketing Team	# of promotional methods/outlets	0 promotional methods/outlets	(No data available yet.)	
Medication Assisted Therapy	By December 2022, provide medication assisted therapy (MAT) to at least 10 HCHD patients.	Clinical Staff	# of patients receiving MAT services	0 patients receiving MAT at HCHD	(No data available yet.)	
Hepatitis C Treatment	By December 2022, treat and cure at least 8 patients who test positive for Hepatitis C.	Clinical Staff	# of patients treated & cured	0 patients treated & cured	2 patients treated and cured in 2019	

WORKFORCE DEVELOPMENT

The HCHD will ensure that staff development is integrated in all new or adapted areas of work.

Activities	Objectives	Responsible Staff/ Collaborators	Indicators	Baseline	Actual Outcomes	Progress Notes
Retain Existing Employees	By June 30, 2020 each department head will conduct a “stay interview” on every employee to analyze data	Department Heads	Full staff (all positions filled)	16 staff – no stay interview		Updates unavailable at this time due to COVID-19.
Pipeline Development	By December 31, 2021 each department head will identify potential successors and create a development plan for each successor	Department Heads	Development plans for each department	4 department heads – no development plans		Updates unavailable at this time due to COVID-19.
Competent Work Staff	Competency assessments for public health will be conducted on all employees by December 31, 2019 to determine training needs	Health Director	Competency assessment results on every employee	16 staff – no competencies	Competency assessments were conducted on 15 employees to obtain a baseline. Analytical assessment ranks employees on Tier functions (1-3).	Training programs per staff member developed. Each employee will begin training by June 30, 2020.
Team Building	By March 31, 2020 at least one team building exercise will be conducted for all staff	Health Director	Number of team building exercises	16 staff – no team building exercise	(No data available yet.)	To determine a “virtual” team building experience for all staff by June 30, 2020.

2019

Highlights, Emerging Issues, New Initiatives, & Data Updates

NEW FUNDING OPPORTUNITIES

HURRICANE RELIEF: In Fall 2019, the Hyde County Health Department (HCHD) was awarded almost \$45,000 by the Department of Public Health's Office of Rural Health in order to increase efficiency in meeting the health and safety needs of residents during times of emergency/disaster. This project is supported by the Kate B. Reynolds Charitable Trust.

REGIONAL PEER SUPPORT: In late 2019, the HCHD was also awarded almost \$300,000 by the Department of Justice to implement Peer Support Programming in the 2nd Judicial District, which includes Hyde, Beaufort, Martin, Tyrrell, & Washington Counties.

HEPCONNECT: In Fall 2019, the HCHD was awarded over \$71,000 by the Harm Reduction Coalition to increase its capacity to offer harm reduction resources in our community, including mobile syringe exchange services and naloxone (an opioid overdose reversal drug) distribution to our law enforcement,

PREVENTION

2019 marks the first year that the Hyde County Health Department has partners with Hyde County Schools to offer school-based substance abuse prevention education. An evidence-based curriculum, Health Rocks!, was implemented in multiple grades at Mattamuskeet School. The goals of the Health Rocks! program are aimed at reducing tobacco, alcohol, and drug use among youth in our community. This program will continue to be offered in the next school year.



HEPATITIS C

In 2019, Hyde County Health Department's (HCHD) Family Nurse Practitioner became certified to treat patients with Hepatitis C. As the only provider of Hepatitis C treatment in the county, HCHD cured two cases within the first several months of offering this service. Aside from treatment, the HCHD also aims to increase availability to testing and early diagnosis of Hepatitis C (and other sexually transmitted infections). Working towards this goal, the HCHD began bringing testing to residents through community outreach, specifically through syringe exchange programming.

HURRICANE DORIAN

On September 6, 2019, Hurricane Dorian made landfall near Cape Hatteras, North Carolina as a Category 1 hurricane. Dorian produced historic storm surge flooding in the village of Ocracoke, with post-storm watermark surveys and flood inundation models estimating an average flood level of 6.125 feet above the



ground and approximately \$26,365,750 in damages. An estimated total of 703 structures were impacted and the breakdown is as follows: Businesses (94), Rental Properties (194), and Primary Residences (417). Comprehensive damage assessments performed by the Hyde County Building Inspections Office and the North Carolina Department of Public Safety found that one hundred twenty three (123) structures were substantially damaged, which means the sustained damages exceeded fifty percent (50%) of the total value of the property.