Hocking County Health Department
Strategic Planning Meeting #2
April 12, 2017 | 8:30 am – 3:00 pm

Meeting Purpose:

- Provide feedback to draft priority area titles and descriptions
- Identify goals and objectives for at least two priority areas *(continued)*
- Draft remainder of work plan for at least two priority areas
- Identify next steps and process for completion of plan

Time	Topic
8:30 – 8:45 am	**Welcome & Charge for the Day** *Kelly Bragg, Center for Public Health Practice, Ohio State University*
8:45 – 9:15 am	**Review and Finalize Priority Titles and Descriptions**
9:15 am – 12:00 pm *(break included)*	**Identify & Draft Goals and Objectives** **Draft Work Plans**
12:00 – 1:00 pm	**Lunch** *On your own*
1:00 – 2:15 pm	**Identify & Draft Goals and Objectives** **Draft Work Plans -** *continued*
2:15 – 2:45 pm	**Identify Actions & Roles for Completion of Strategic Plan**
2:45pm – 3:00pm	**Wrap up, Next Steps & Evaluation**

Rules of Engagement:

- Finish on time
- Stick to task and topic
- Participate fully, contributing your best thinking
- Three Cs: Speak candidly, courageously, and considerately
- Strive for consensus; abide by majority
- Look up! Think big, different, better!

Strategic Planning Nomenclature:

1. **Strategic Priority:** highest level of thinking about what needs accomplished; core themes
2. **Goal:** broad, brief, long-term statement of what you hope to accomplish
3. Objectives: major initiatives that need to be undertaken to accomplish the goal; should be SMART
4. Action steps: specific interim steps that need to be taken to meet the objective
5. Timeline: start and end date
6. Responsible party: person(s) responsible for ensuring the objective is met

GUIDANCE FOR WRITING OBJECTIVES

Objectives translate the strategies into units of effort and are more specific. You will likely have multiple objectives for each goal. They should describe what you would like to accomplish related to this goal and they should be **SMART:**

1. **S**pecific
2. **M**easurable
3. **A**ctionable, **a**ggressive and **a**ttainable
4. **Relevant, r**ealistic and **r**esults oriented
5. **T**ime-bound

A formula to use when writing objectives is:

[verb noting direction of change] + [area of change]
[target population] + [degree of change] + [time frame]

For example: *Increase by 25% the amount of health department revenue received through state and/or federal grants by April 2018.*

Direction of change:	to increase
Area of change:	revenue received through state/federal grants
Target population:	health department (revenue)
Degree of change:	25%
Time Frame:	April 2018

Consider both process and outcome objectives:

- Process objective: describes something that a staff/group member is going to do, e.g. *Form a coalition to address legislative adoption of bicycle helmet laws, or engage in one research project with an academic partner.* Usually results in a *product.*
- Outcome objective: describes a change in behavior, skills, health status, policy, system, or environment (in other words, it is an end result); usually is a *quantifiable measure*.

Evaluate the need for process and outcome objectives as you consider your goals. Be sure to keep the distinction in mind as you write your objectives. Both types of objectives are useful, as long as you are clear that they refer to different things: One is a *means* statement (process). and the other is an *ends* statement (outcome).

As they are developed, sequence the objectives. Are there one or more objectives that must happen first, for the others to get accomplished? If yes, order the objectives, beginning with #1 – the objective to accomplish first. Once you have developed and sequenced your list of objectives, review the list to determine if you have any major gaps. Also ask yourself: "*Is this too much to take on? Have we taken on enough related to this issue?"* Keep in mind that the next step in the process is to identify action steps, so do not get too specific with you objectives.

HOCKING COUNTY HEALTH DEPARTMENT

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Public Health
Prevent. Promote. Protect.
Hocking County Health Department

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Meeting Sign-In

April 12, 2017 8:30 AM-3:00 PM

Name – Please Print	Signature
Kelly Taulbee	Kelly Taulbee
debbie elliott	D Elliott
Emily Norris	Emily Norris
Jamie McAfee	Jamie McAfee
Ruth Ann Spatar	Ruth Ann Spatar
Catherine Knoop	Catherine Knoop
SHARI SCHORR	Shari Sch
Christina Kemper	CKemper