

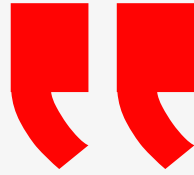
**WEST
CENTRAL**
DISTRICT HEALTH DEPARTMENT
Lincoln, Logan, McPherson, Thomas, Hooker, & Arthur Counties

Strategic Plan

2022-2025

**West Central District
Health Department**
www.wcdhd.org

Letter from the Director



West Central District Health Department (WCDHD) is committed to meeting the needs of our residents, striving to meet people where they are in protecting, promoting and supporting them in leading healthier lives. Over the last three years, WCDHD has led our community's response efforts through the Covid-19 pandemic. The critical role that WCDHD plays in protecting and improving the health of our community has rarely been more evident than it was during that time.

The pandemic has brought public health to the forefront, challenging us to reexamine our approaches to providing critical health services and reinforcing the urgent need to address health disparities. It is this context that shaped our strategic plan, developed with input from our Board of Health, community partners and our incredible staff.

It is the collective vision and blueprint for the years ahead. I am pleased to present this 2022-2025 Strategic Plan, reflecting our strengths and opportunities for improvement.

Shannon Vanderheiden

Executive Director

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North Platte, NE 69101



STRATEGIC PRIORITIES



DEVELOP CONNECTIONS

Develop connections with stakeholders and the community to reshape the public health story



EMPOWERED WORKFORCE

Retain, grow, and recruit an empowered workforce



BOARD ENGAGEMENT

Strengthen Board of Health engagement and understanding of public health functions



PUBLIC HEALTH STRATEGY

Coordinate and facilitate public health strategy



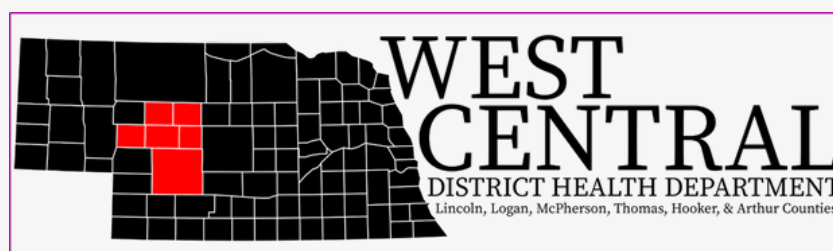
MAINTAIN STANDARDS

Maintain standards of a high performing department



MAXIMIZE RESOURCES

Maximize sustainable resources and practices



Developing our Plan



We engaged our partners at the University of Nebraska Medical Center - College of Public Health's Office of Public Health Practice (UNMC-COPH) to support the strategic planning process. A small design team (5 staff and 1 Board of Health member) coordinated the journey as we moved through a series of steps to assess how we're doing right now before determining priorities we commit to elevate.

The strategic planning process was grounded in our public health values, best practices for public health departments and informed by Technology of Participation methods. The majority of staff participated along with a representative from our Board of Health.
(Notes in Appendices, available upon request.)

UNMC-COPH facilitated our assessment against national public health accreditation standards, as well as completing an environmental scan to affirm our strengths, define the desired future state, and explore improvement opportunities.

Public health priorities, as outlined in our Community Health Improvement Plan (CHIP) and other initiatives, also informed the review of our capacity to best serve our communities.



Additionally, we weighed the shifts happening locally and across the globe, and the related force of change potential. Lastly, we confirmed the strategic priorities that will elevate us toward the desired future for WCDHD. To prepare for implementation, a team of 15 staff developed an action plan framework that outlined goals, objectives, strategies/activities, timeline, key staff and success indicators.



Our Performance Management/Quality Improvement Plan defines the approach we leverage to continue advancing our organizational capabilities and ensure ongoing compliance to the Public Health Accreditation Board (PHAB) standards. WCDHD utilizes a project management system with embedded performance monitoring structures to support our workforce, promote consistent communication and shared accountability.

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WCDHD Organizational Chart

