Strategic Plan
2020-2025

Looking ahead to the future.

Southern Seven Health Department

Healthy People in Healthy Communities
The 2020-2025 Strategic Plan was developed through the collaborative efforts of S7HD's staff and leadership team.
The Mission of Southern Seven Health Department is to promote a safe and healthy environment by providing preventative health care, family support services, and child development programs.

To strive to accomplish our Mission with purpose and dedication.

Relationships - Develop relationships built on respect, dignity, and compassion.

Authenticity - Authenticity to communicate with honesty, openness, and clarity.

Flexibility - To maintain the ability to adapt individually and/or as an agency to internal and external opportunities or threats.

Recognition - To recognize the value of internal and external stakeholders and their contribution to our mission.

Service - To provide high quality service to our colleagues, co-workers, and the families we serve.

Professional Development - To encourage professional development and support continuous growth for our co-workers and the families we serve.

Empowerment - To encourage an environment that allows decision making, independence, and influence at all levels.

Risk Taking - To be willing to take calculated risks to test new thinking, ideas and practices.
Priority #1 | Staffing

1. Attract/recruit Head Start teachers
   - All Staff email to increase internal referrals
   - Utilize job posting sites such as Indeed and LinkedIn
   - Job Fairs
   - Staff Testimonials

2. Attract/recruit Nurses
   - Advertise benefits including tuition reimbursement
   - Create an employee referral program
   - Newspaper block ads to recruit more experienced nurses
   - Recruit more interns
   - Conduct a local wage survey

3. Retain our current staff
   - Maintain fully staffed status
   - Offer competitive wages and benefits
   - Show respect and appreciation
     (Co-workers showing respect for supervisors and vice versa)
   - More individualized training and onboarding

Priority #2 | Services & Programs

1. Educate the public on what S7HD does and the services offered
   - Media outlets (social media and traditional)
   - Website updated
   - Keep staff updated
   - Keep brochures updated
   - Advertise on buses (Mass Transit)
   - Word of Mouth
   - Videos playing in waiting rooms of available services
   - Develop a Services Guide poster
     (To be displayed in Southern 7 lobbies, physician offices, etc.)
2. Competitive Services that meet the needs of the community
   - Open more days and extended hours

3. Collaborate with other agencies to build client base
   - Inservices
   - Joint staff meetings (at least quarterly)
   - Coalitions
   - Referrals between agencies

4. Implement “one stop shopping” for services
   - Increase staff
   - Have a regular clinic day at the HS sites
   - Train staff on determining the needs of the client

5. Assist clients and Head Start parents with transportation issues
   - Utilize mass transit
   - Carpooling

Priority #3 | Technology

1. Determine what systems/equipment need updated

2. Prioritize system/equipment update needs
   - Environmental Health vehicles
   - Email encryption
   - Computers at Public Health clinics
   - HRIS (Human Resources Information System)
   - Electronic Health/Medical Records
   - Servers (could always use updated)
   - Weight scales (outdated)
   - Security of buildings with records to be shredded
   - OAE and photo screener for Head Start
   - Microsoft 365
   - Security cameras

Priority #4 | Funding & Grants

1. Ways to increase funding
   - Increase grants
   - Increase workforce
   - Increase fee for service programs
   - Senior services
   - Einstein Award
1. Prioritize (which buildings need updated first)
   - Sites that are in good condition:
     + Massac PH, HS
     + Union PH
     + Central Office
   - Sites that need updated:
     + Johnson
     + Alexander
     + Pope & Hardin
     + Union HS
     + Massac HS
     + Pulaski HS

2. How facilities could be updated to look fresh, clean, and modern
   - Landscaping and curb appeal
   - Paint

3. Signage needed for agency buildings
   - IDOT signs that direct to locations
   - Clinic/Head Start site signs on location, double sided
   - Larger visual
   - Colorful awnings
   - Marquis
The Strategic Planning Team

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