



Strategic Plan

2020-2025

Looking ahead to the *future.*



**Southern Seven
Health Department**

*Healthy People in
Healthy Communities*



Public Health
Prevent. Promote. Protect.

Southern Seven Health Department

The 2020-2025 Strategic Plan was developed through the collaborative efforts of S7HD's staff and leadership team.

Mission

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.

Vision

To strive to accomplish our Mission with purpose and dedication.

Values

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

Priority #5 | Buildings, Grounds, & Motorized Equipment

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





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