

Community Health Improvement Plan

MARCH 2024 - MARCH 2027





EMPOWERING PEOPLE TO DEVELOP AND STRENGTHEN A HEALTHY, SAFE, AND RESILIENT COMMUNITY.

Our goal at Columbia County Public Health is to protect and promote the health and safety of each resident in Columbia County. Columbia County Public Health provides health-related information, addresses public health concerns, and partners with the State of Washington and the National Public Health Network to provide up-to-date information to our community.

Through educational initiatives and evidence-based practices, we lead efforts to prevent illness, promote health, and protect our natural surroundings, enhancing the quality of life for all in Columbia County.



TOGETHER WE GROW.



Our Values

INTEGRITY

We are honest, trustworthy, and transparent in all we do. We strive to do the right thing to achieve the best community health outcomes.

COLLABORATION

We value the unique contributions of our employees and partners to promote health equity. We develop positive relationships, foster innovative solutions, and strengthen our capacity to accomplish our mission.

SCIENCE

We use the best scientific data and methods to guide our policies and actions to promote healthy living. We rely on the objective facts of evidence-based science to build a solid foundation to address health needs.

ACCOUNTABILITY

We are effective and efficient managers of public trust and funds. We hold ourselves and others to high standards, operating with open communication, transparency, timeliness, and a commitment to continuous quality improvement.

RESPECT

We uphold a standard of conduct that recognizes and values all people's diversity and contributions. We foster a working environment where listening to and understanding our differences is encouraged and confidences are protected.





The Planning Process

As CCPH updated the Community Needs Assessment (CNA), we identified the need for an accompanying Community Health Improvement Plan (CHIP) to ensure the CNA results lead to tangible actions. We engaged Tanner LLC to assist with this process and CCPH solicited feedback from staff and stakeholders to identify opportunities and inform strategic priorities.





Methodologies Utilized

- Staff sessions
- Strategic planning sessions with management
- Public surveys
- Focus groups with community partners and local organizations
- Meetings with the Board of Public Health
- Interviews with key partners, elected officials, and other stakeholders

Over 330 citizens participated in the survey, and 100 attended dialogue sessions. Participants shared challenges and opportunities for public health improvements that would benefit the state of public health in the county if implemented.

After reviewing feedback, we formed a Community Needs Assessment and presented it to the County Board of Public Health and department leadership. Tanner facilitated planning sessions to identify strategic priorities. A Community Health Improvement Plan document was then developed and refined



through additional meetings with the Board and leadership. The following document was presented to the Board for approval and adoption in March 2024.

This plan is intended to provide focus to allow each team member to see how they can impact CCPH's most important priorities. CCPH fully expects this to become a living document with periodic revisions as the environment changes. Detailed implementation plans align with the priorities but are not included here.



Community Outreach & Education

Develop ongoing communication between public health and community partners to ensure residents know about local services and tools to improve their quality of life.

CCPH takes its role as a leader in distilling health information and education to the public seriously. Our organization also recognizes that everyone in the community is a valuable stakeholder with unique perspectives and abilities to improve public health.

For this, CCPH will streamline its communication strategy, including social media and a website rebrand. We will increase engagement through in-person presentations to key groups

and visibility at community events. Collaborative efforts will be strengthened with regular meetings and workshops on health and safety. We will also provide state-guided preventative health programs, dental education, and insurance navigation assistance.

With these efforts, CCPH will fulfill its strategic intention to improve community health and wellness through increased access to services and prevention efforts.

ALIGNED STRATEGIC INITIATIVES

- Develop a communication strategy for social media, press releases, and print media.
- Rebrand and launch a new county public health website.
- Increase in-person presentations with stakeholders (school boards, city councils, service clubs, County government).
- Boost presence at public events.
- Maintain communication with key leaders and partner agencies.
- Renew monthly "Columbia Cares" meetings with stakeholders.
- Offer more workshops on health, wellness, and safety.
- Continue preventative health programs as directed by the State.
- Educate the public on local dental services and sustain the ABCD Dental program.
- Assist residents with health insurance navigation.
- Launch an annual survey to gauge public priorities.
- Pursue additional funding through grants and other sources.

MEASURES OF SUCCESS

- Increase in social media interactions and followers.
- Program enrollment numbers.
- Increase the number of outreach events attended.
- Increase in collaboration with local organizations.
- The response rate on public outreach and surveys.



Substance Use Prevention & Positive Community Norms

Coordinate with local providers and partners to break the cycle of addiction and save lives.

CCPH is intensifying its efforts in substance use prevention through a multifaceted approach. We will promote and expand community involvement with the Coalition for Youth and Families and CPWI, develop the Youth Coalition in schools, and engage students directly through prevention efforts, positive community norms, and educational events like Hidden in Plain Sight, focusing on alcohol and substance use awareness.

Additionally, we will grow parenting workshops and key leader events, support local counseling and Substance Use Disorder (SUD) services, and partner on the drug takeback program. Collaborating closely with organizations like Blue Mountain

Counseling and Blue Mountain Heart to Heart, we will support and coordinate substance use services and harm reduction programs, enhance the visibility and accessibility of local counseling and SUD services, and continue to support the drug takeback program in partnership with the Sheriff's Office, Columbia County Health System (CCHS), and Elk Drug Pharmacy.

Increasing cross-promotion within the Coalition and coordinating with local schools, service groups, and businesses to implement youth mentorship programs are also key strategies in our comprehensive approach to substance use prevention.

ALIGNED STRATEGIC INITIATIVES

- Promote and grow community involvement with the Coalition for Youth and Families.
- Work with the Student Assistant Professional to grow the Youth Coalition to educate and involve students in prevention work and positive community norms.
- Continue offering prevention educational events.
- Grow programs such as parenting workshops and key leader events.
- Work alongside Blue Mountain Counseling and Heart to Heart to coordinate and facilitate their substance use services and harm reduction programs.
- Spread awareness of local counseling and SUD services.
- Partner with the Sheriff's Office, CCHS, and Elk Drug Pharmacy on a drug takeback program.
- Increase cross-promotion efforts from stakeholders within the Coalition.
- Assist schools, service groups, and businesses in youth mentorship programs.

MEASURES OF SUCCESS

- Decrease in overdose and DUI numbers.
- The number of drug referrals from Sheriff, EMS, and CCHS.
- Participation rate in programs.
- Decrease in negative stigma associated with addiction therapy.
- Healthy Youth Survey scores.
- Community survey scores.



Mental Health Services & Awareness

Address public misconceptions about mental health and assist the community in accessing needed services.

CCPH is committed to enhancing mental health awareness and services in the community. In the coming period, CCPH will coordinate and offer a variety of public workshops covering essential topics like psychological and mental health first aid, healthy communication, and self-care practices.

Furthermore, CCPH is set to launch a comprehensive mental health awareness campaign to educate the public about available services, access methods, and navigating insurance complexities. A pivotal part of CCPH's strategy involves facilitating collaboration between local counseling services, CCHS, and schools to foster better communication and coordination among service providers.

To promote mental health, CCPH will work closely with local counseling services to increase their visibility and accessibility. Additionally, CCPH is exploring the potential reallocation of public health funds to support new mental health services or programs.

Another key focus will be partnering with community organizations to secure new and additional grants for mental health initiatives. These diverse yet integrated efforts reflect CCPH's dedication to strengthening mental health support and resources in the community.

ALIGNED STRATEGIC INITIATIVES

- Offer workshops on mental health first aid, healthy communication, and self-care.
- Conduct a mental health awareness campaign.
- Facilitate collaboration among local counseling services, CCHS, and schools.
- Spread awareness of local counseling services.
- Explore reallocating public health funds for new mental health services.
- Partner on grants for mental health initiatives.
- Leverage the LEAD program to connect offenders to rehabilitative services.
- Evaluate blended funding options to increase mental health service providers.

MEASURES OF SUCCESS

- Decrease in suicide attempts and suicidal ideation.
- Increased collaboration among local providers.
- Decrease in crisis calls from Sheriff, EMS, 988, and CCHS.
- Public decrease in negative stigmas surrounding mental health.
- Public survey scores.
- Decrease in court cases related to mental health.
- Grant funding received.



Expand Access to Childcare

Support community partners in improving access and affordability of childcare.

Recognizing the pressing need for childcare services highlighted in the recent community needs assessment, CCPH will embark on a strategic initiative to support leading childcare organizations. CCPH will partner with key community organizations to pursue new grants and funding sources dedicated to childcare services.

To enhance the quality and availability of childcare, CCPH plans to offer courses and training programs focused on

accreditation standards. Additionally, CCPH will introduce Babysitting Basics classes to equip individuals with essential childcare skills. A significant focus will be identifying and filling childcare gaps during summer and school breaks, ensuring comprehensive childcare support year-round.

Through these proactive steps, CCPH aims to significantly contribute to the expansion and improvement of childcare services in the community.

ALIGNED STRATEGIC INITIATIVES

- Assist CCHS in new childcare facility through advertising and applicant tracking.
- Offer courses and training for childcare accreditation.
- Offer Babysitting Basics classes on CPR, first aid, infant care, and certifications.
- Evaluate how to fill care gaps during summer and school breaks.
- Partner on grants and funding for childcare services.

MEASURES OF SUCCESS

- Increased access to childcare services.
- Number of licensed childcare providers and babysitters.
- Affordability of childcare services.



TOGETHER WE GROW.

Implementation Plan

Simply having a plan does not ensure its implementation. CCPH is committed to taking specific measures to implement this improvement plan and measure progress. Specifically, we will implement the following.

STRATEGIC INITIATIVES

- Create and implement an Operating Plan outlining key milestones, action items, responsible individuals, and timelines for each strategic initiative.
- Communicate the CHIP to stakeholders and distribute a condensed one-page improvement plan to each employee.
- Utilize the CHIP as the basis for annual strategic planning and goal setting.
- Refer to the CHIP in Board meetings to provide context for important conversations, including setting future goals and developing new initiatives.
- Annually establish and review outcome measures associated with strategic imperatives, making adjustments to ensure alignment with plan directives.
- Annually update the Board on the progress of key initiatives and measures of success for each strategic imperative.

While measuring important metrics, CCPH is enhancing its capabilities to track additional metrics for future growth. These tracking capabilities will help CCPH begin baseline data gathering in 2024, followed by creating specific quantitative milestones for various imperatives and initiatives.



**Together
We Grow.**



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