

RANDOLPH COUNTY PUBLIC HEALTH STRATEGIC PLAN 2020-2022



MISSION

To preserve, protect, and improve the health of the community by the collection and dissemination of health information, education and service programs aimed at the prevention of disease, protection of the environment, and improvement of the quality of life for our citizens.



PRIORITIES



Enhance access to medical, dental, and mental health services

1. Transition to digital resource guide
2. Built relationship to launch Latinx coalition
3. Sustained community agreements to assure services
4. Hired provider to serve male clients
5. Assessed adult dental service needs
6. Practice management assessment determined adult dental services not feasible
7. Enrolled community partners in NCCARE360



Promote wellness and lifestyle changes through outreach and education

1. Launched Diabetes Self-Management Education collaborative
2. Reconvened Randolph County Opioid-Drug Community Collaborative and developed workgroups
3. Initiated comprehensive action planning to address substance use disorders



Enhance communication and marketing

1. Initiated awareness campaign promoting family planning services



Integrate technology into clinic services, education and outreach, communication strategies, and data analysis to ensure patient focused care

*Strategies not feasible during time period



Obtain funding through grants and public health department revenue to meet and/or exceed revenue budget targets

1. Delta Dental Foundation grant - \$5,000 for equipment purchase
2. NC Oral Health Collaborative Teledentistry grant - \$1,913 for teledental health software
3. BCBS of NC Foundation grant - \$65,000 for software transition
4. Duke Endowment grant - \$375,000 for school-based oral health
5. Bright Ideas grant - \$23,278 for a trailer and emergency sheltering equipment



ACHIEVEMENTS

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PRIORITIES



Enhance access to medical, dental, and mental health services

1. Collaborate with DSS to educate community on NC Medicaid Managed Care plan enrollment
2. Identify existing group of local primary care providers for collaboration



Promote wellness and lifestyle changes through outreach and education

1. Re-establish Healthy Randolph wellness subcommittee
2. Re-establish Healthy Randolph mental health subcommittee
3. Encourage local primary care providers to participate in evidence-based training related to substance use disorders



Enhance communication and marketing

1. Develop tagline for RCPH branding
2. Develop and launch an awareness campaign of dental services



Integrate technology into clinic services, education and outreach, communication strategies, and data analysis to ensure patient focused care

1. Implement telehealth services in clinic
2. Implement text reminders for clinic appointments



Obtain funding through grants and public health department revenue to meet and/or exceed revenue budget targets

1. Secure grants to support Health Promotion and Policy projects
2. Bill for COVID-19 vaccine administration



MISSED OPPORTUNITIES