



2023-2025 Strategic Plan

Grays Harbor County Board of Health
November 17, 2022

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Objective






Prioritize strategic options outlined in the Community Health Improvement Plan (CHIP) and the Behavioral Health Gap Analysis (BHGA) and develop a direction for Grays Harbor County Public Health in the coming years.






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<h1 style="font-size: 2em;">Options</h1>  <div style="background-color: #4CAF50; color: white; padding: 5px; display: inline-block;"> MENTAL HEALTH MATTERS </div> 	<ul style="list-style-type: none"> • Provide culturally appropriate care and translated materials <ul style="list-style-type: none"> - Ex: Communications, Clinic, Reproductive Health, Communicable Disease - Most materials already in English and Spanish – can do more - Have Bilingual staff in-place for patient-facing programs • Prioritize access to services to address youth mental well-being <ul style="list-style-type: none"> - Ex: Healthy Places, Healthy Families - This option requires partnerships with other organizations and funding streams • Expanded services to rural/remote areas <ul style="list-style-type: none"> - Ex: Immunizations, Communicable Disease, WIC, PAT - Already have funding set-aside for mobile clinic – still working on logistics - North Beach School District School-Based Health Center (SBHC) in Fall 2023? - Work with other school districts to partner with and form SBHCs
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<h1 style="font-size: 2em;">Options</h1>  <div style="background-color: #4CAF50; color: white; padding: 5px; display: inline-block;"> MENTAL HEALTH MATTERS </div> 	<ul style="list-style-type: none"> • Culturally specific engagement and social opportunities for the community – emphasis on activities for Hispanic or Latino/a/x youth communities <ul style="list-style-type: none"> - Ex: Healthy Families, Women’s Justice Circle, Other Outreach Programs - Activities may include developing more partnerships with other organizations to plan and execute public health related clinics and services in other locations • Increase the availability of culturally appropriate mass-reach health communications and health education materials for non-white and Spanish speaking community members <ul style="list-style-type: none"> - Ex: Social media, website, printed materials - PIO to be more aggressive in assuring all communications (printed materials, signage, social media, phone greetings, etc.) are in Spanish and English and also available in other languages as needed - Create new position – Health Equity Coordinator – to work internally and externally to assure public health programs and services are being delivered with a health equity lens
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Discussion



Discuss and prioritize CHIP options



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BHGA

<p>EVERYONE CAN PLAY A ROLE</p> <ul style="list-style-type: none"> - Use respectful language to talk about mental health conditions. - Challenge misconceptions when you see or hear them. - See the person, not the condition. - Offer support if you think someone is having trouble. 	<p>AVOID LABELS SUCH AS THE FOLLOWING:</p> <ul style="list-style-type: none"> - Challenged - Crazy - Demanded - Lame - Normal/Not normal - Psycho/psychopath - Schizo - Special - Sufferer/victim - Wacko
<p>USE RESPECTFUL LANGUAGE THAT DOES NOT DEFINE SOMEONE BY AN ILLNESS:</p>	
<p>✗ INSTEAD OF...</p> <ul style="list-style-type: none"> She's bipolar Schizophrenic Manic depressive The mentally ill Committed suicide 	<p>TRY...</p> <ul style="list-style-type: none"> She has bipolar disorder/She's living with bipolar disorder person with schizophrenia person with bipolar disorder people with a mental illness/mental health condition died by suicide <p>✓</p>

- **Anti-stigma Campaign**
 - EX: Communications, Healthy Places staff
 - Work with Summit Pacific to revisit anti-stigma campaign materials/program
 - Develop county-wide strategy to deploy anti-stigma campaign with strategic partners
- **Increased marketing (fairs, events, community-wide) with increased Spanish speaking materials**
 - Ex: Communications, Healthy Places, Healthy People, Healthy Families
 - Assure all mental health/SUD materials published are in English and Spanish – this includes all social media, printed materials, etc.
 - Develop complete mental health/SUD resource guidebook in both Spanish and English vetted by all partners and continually updated



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BHGA

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- > Wacky

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- Partner with state Office of the Superintendent of Public Instruction**
 - Ex: Healthy Families
 - Work with school partners to assure mental health/SUD/suicide prevention programs are in all schools and at appropriate grade levels and in Spanish and English
 - Assure surveys are being conducted in schools that capture mental health/SUD/suicide ideation and other issues in order to intervene early
 - Work with community partners to create a "Teen Center" - a place for teens to learn and grow in a safe and nurturing environment
- Implement transportation program (i.e. shuttle services, mobile clinic)**
 - Ex: Administration, Healthy People
 - Work with Grays Harbor Transit to improve and expand transportation links to remote areas of GHC for accessing mental health/SUD services
 - Increase access and use of dial-a-ride for mental health/SUD issues

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BHGA

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- Support development of peer program for care transitions**
 - Ex: Administration, Healthy Places, Healthy People
 - Work with partners to identify funding streams to develop peer program for care transitions

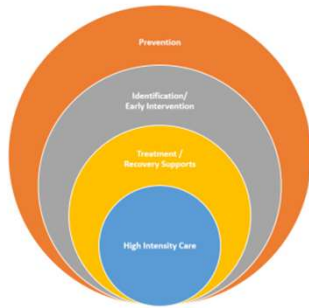
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Discussion



Discuss and prioritize Behavioral Health Gap Analysis options



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Discussion

Next steps....

Public Health will:

- Draft strategic plan for 2023-25 based on Board of Health recommendations
- Identify funding sources, scopes-of-work, partners, etc.
- Develop potential scopes of work, project possibilities, resources required, etc.
- Present 2023-25 Strategic Plan to Board of Health in January 2023 for review/approval

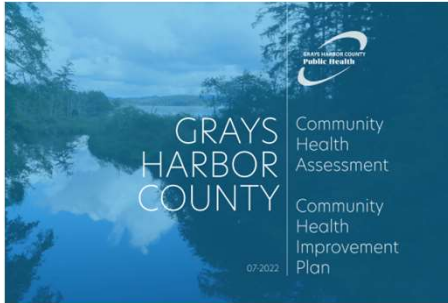


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Resources



CHIP/CHA: <https://www.healthygh.org/data>

Behavioral Health Gap Analysis:
[https://static1.squarespace.com/static/53ee83de4b027cf34f1b520/t/633b1ad072392e488989a7d6/1664817876515/Grays+Harbor+Gap+Analysis+Report+Final+9 30 22.pdf](https://static1.squarespace.com/static/53ee83de4b027cf34f1b520/t/633b1ad072392e488989a7d6/1664817876515/Grays+Harbor+Gap+Analysis+Report+Final+9+30+22.pdf)



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