Huron County Health Department
Performance Management Plan

Date Identified: 2/6/17 Identifying Group: <u>PM Team; Staff via Team meeting 12/5/16 and 2/6/17; PM/CQI at 12/5/16 & 2/6/17</u>

<u>meeting</u>

Performance Section: ☐ Health Determinants & Status ☐ Resources and Services ☒ Community Engagement ☐ Workforce	
Agency/Program Goal/Objective: HCHD will continue to improve its communication with community by keeping website up to date, using methods of social media communication in a responsible way, ensure that health department reports, emerging public health Issues, Community Health Indicators and any health status reports are posted in a timely manner.	
Performance Standard – What do you want to achieve?	PHAB Standards , Domain 3 Standard 3.2 Provide information on public health issues and public health functions through multiple methods to a variety of audiences.
Performance Measures – How will you measure progress?	• The HCHD conducts an agency survey twice a year and they are reviewed within 30 days of completion by the CQI committee, staff Team meetings, and BOH. Corrective Actions are put in place and measured again with agency survey. • A link to the survey is always available on the website • A summary of the survey results and any corrective actions will be posted to the website within 30 days of completion agency review. • CQI committee will track date when projects/reports are completed and they are posted to website within 30 days of completion. • Texting reports will be reviewed quarterly by CQI
Data Sources – Where will performance data come from?	Data will come the Huron County Health Department **Facebook** 1. Visualization of Facebook page 2. Number of "Likes" on Facebook 3. HCHD external client agency surveys **Texting** 1. HCHD external client agency surveys 2. No Show rates 3. Data from Insight- # of people who selected texting appointments as an option. **Website** 1.Dates of reports posted

	2.Minutes from CQI showing website being reviewed for accurately and relevant 3. posting dates of reports 4. Stay up to date with Emerging Issues such as Air Quality, Vapor Intrusion, Waterborne Vector diseases.
Current Status – Where are we now?	Facebook 1. 35 people answered August 2016 survey only 3 of those Liked our Facebook 2. Website review on 1/5/17 no emerging health concerns are addressed 3. Texting currently available only for MIHP, WIC, Family Planning additional programs such as Immunizations.
Performance Target – Where do we want to be?	A. By October 1, 2017 50% increase in the number of likes on our Facebook Page. B. By August 1, 207 CQI minutes will reflect that they a mechanism in place that continuously shows it that the website is current, and reflects emerging health issues that PH are working on. C. By October 1, 2017 all programs have implemented texting for client reminders who desire this form of notification.
Types of Activities to achieve Target	**Facebook/Webpage** 1. The HCHD review its Social Media policy and procedures in the MIS Manual. 2. Staff input will continue to be solicited regarding information to place on Facebook and Web pages. The PM and CQI Team/Division heads will review the input and work with staff to create an educational Facebook presence for each of the Health Department customer services. . 3. Agency time will continued to be dedicated for staff to work on the Facebook/Web page. 4. Agency programs will begin distributing the Facebook site location and soliciting "Likes". 5. Programs will take turns developing and posting public health messages to the Facebook page. 6. The Facebook and Web page location will be part of packets given to clients. 7. At Team meetings and Program meetings staff will keep brainstorming to find new uses for Facebook and Webpage for the Agency. 8. Facebook link should be on HCHD website, agency materials, other partner's websites and

	documentation that our clientele might use.
	9. Explore dashboard concept for webpage
	10. Get the community's input on what they would like to see on our Facebook and Web page.
	11. Consider offering clients/other community based organizations a survey of reviewing our website and Facebook and then CQI, Team Meetings and PM Team can address any issues.
	12. Increase awareness of the Web page among community based organizations, local governments, college students, other groups who are responsible for Community assessments.
	Texting
	1. Ensure that Texting is only be used for client reminders that are HIPPA compliant.
	2. Expand testing to immunizations: Staff will ask clients if they would like to receive their appointment reminder by text message. Permission forms will be program specific due to confidentiality issues.
	3. Clients will be instructed what to do if they wish to stop receiving text messages. They will also be instructed by staff to keep their cell phone numbers up to date.
Responsible – Who will monitor and report performance? What is frequency of report?	The Responsible person/persons for the Policy/Procedure development for Social Media and Texting will be the MIS Manager with assistance from the PM Team and staff. The MIS Manager will also be responsible for acting as the Facebook Administrator. PM team will be responsible for monitoring and reporting out on the above activities.
Quality Improvement Strategy – How do we get better?	If the Facebook page, web page are not being visited by the clients, a CQI project will be implemented to find ways to promote their use. If there are any other issues regarding the Facebook page that require an improvement to the policy or system, a CQI project will be considered by the PM Team.