

**STRATEGIC PLAN
2016-2018**

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Ogemaw County CHOICES Strategic Plan
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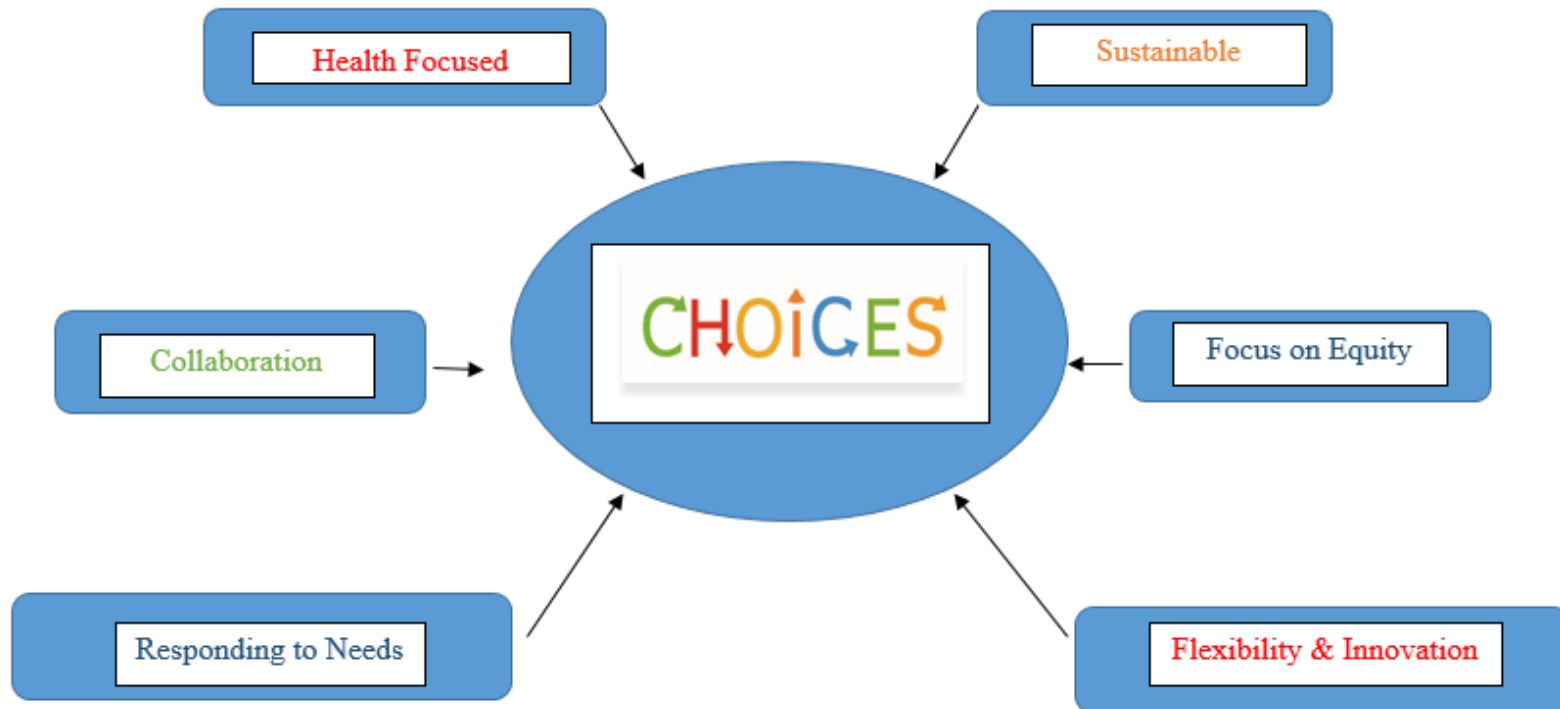
Mission:

Through policy, education, and advocacy, the CHOICES Coalition will create a healthier Ogemaw County.

Vision:

Healthy community and environments for all Ogemaw County.

Coalition Values:



Strategic Focus Area A: Policies and Regulation

Objective 1: By September 30, 2018, the CHOICES Coalition will increase the number of smoke-free/tobacco-free policies by 15% in Ogemaw County.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
Identify already existing tobacco-free/smoke-free policies within Ogemaw County. <ul style="list-style-type: none"> • Obtain business mailing list from Chamber. • Identify organizations/entities not on Chamber list and gather contact information. • Create assessment tool to be mailed to local entities. • Create database for entry of policies. • Analyze returned assessment tools for any existing policies. 	Coalition/Staff	April 15, 2016	Collected Policies	
Research opportunities for policy improvement. <ul style="list-style-type: none"> • Assess any existing policies to see if they are “Comprehensive” (e-cigarettes). 	Coalition/Staff	May 30, 2016	Policy improvement list.	

Strategic Focus Area A: Policies and Regulation

Objective 1 (Con't): By September 30, 2018, the CHOICES Coalition will increase the number of smoke-free/tobacco-free policies by 15% in Ogemaw County.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
<p>Assess organizations/entities without smoke-free/tobacco-free policies to gauge interest in implementation of such a policy.</p> <ul style="list-style-type: none"> Survey local entities without smoke-free/tobacco free policies if interested in adopting policy. 	Coalition/Staff	September 30, 2016	List of interested organizations/entities	
<p>Work with interested local entities (schools, municipalities, worksites, venues, etc.) to adopt smoke-free/tobacco-free policies.</p> <ul style="list-style-type: none"> Provide support in policy writing. Educate stakeholders in the benefits of policy. Work with organization/entity to provide cessation services to interested stakeholders. Support organization/entity in the promotion of the policy to stakeholders. Promote organization to the community. 	Coalition/Staff	September 30, 2018	Newly adopted policies	

Strategic Focus Area A: Policies and Regulation

Objective 2: By September 30, 2018, the CHOICES Coalition will increase worksite wellness policies/initiatives by at least 5 worksites.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
Identify worksites interested in adopting worksite wellness policies and initiatives. <ul style="list-style-type: none"> • Contact worksites to ask about already existing worksite wellness initiatives. • Assess interest of worksites in interest/readiness of worksite wellness initiatives. • Create database of interested worksites 	Coalition/Staff	April 15, 2016	List of interested worksites	
Work with interested worksites to identify unique components to their organization. <ul style="list-style-type: none"> • Existing infrastructure • Number of employees • Public vs. Private worksite • Unique Factors (shifts, etc) • Insurance Programs 	Coalition/Staff	July 30, 2016	Unique Factors of organizations.	

Strategic Focus Area A: Policies and Regulation

Objective 2 (Con't): By September 30, 2018, the CHOICES Coalition will increase worksite wellness policies/initiatives by at least 5 worksites.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
Support worksites in identifying what wellness initiatives they want to incorporate. <ul style="list-style-type: none"> • Identify best practices for worksites. • Provide examples of policies/initiatives to worksites. 	Coalition/Staff	September 30, 2016	Policies/Initiatives identified for each worksite.	
Work with interested organizations to adopt worksite wellness policies/initiatives. <ul style="list-style-type: none"> • Provide support in policy writing. • Educate stakeholders in the benefits of policy. • Support employers in the promotion of the policy to stakeholders/employees. • Promote organizations to local media. 	Coalition/Staff	September 30, 2017	Policies/Initiatives identified for each worksite.	

Strategic Focus Area A: Policies and Regulation

Objective 3: By September 30, 2018, the CHOICES Coalition will increase the number of healthy environment policies in local municipalities by 3.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
Gather already existing health/wellness/physical activity policies. <ul style="list-style-type: none"> • Tobacco policies • Biking policies • Road construction policies • Sidewalk policies • Signage policies 	Coalition/Staff	December 1, 2016	Collected policies	
Perform SWOT Analysis on collected policies to provide direction for policy implementation/revision. <ul style="list-style-type: none"> • Identify each policies strengths, weaknesses, opportunities, and threats in terms of creating a healthy environment. 	Coalition/Staff	July 31, 2017	Completed SWOT for each policy	
Approach local municipalities to consider policy implementation or revision based on findings of SWOT analysis.	Coalition/Staff	December 1, 2017	Log of contacts made.	

Strategic Focus Area A: Policies and Regulation

Objective 3 (Con't): By September 30, 2018, the CHOICES Coalition will increase the number of healthy environment policies in local municipalities by 3.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
<p>Work with local municipalities to adopt policy implementations or revisions.</p> <ul style="list-style-type: none"> • Educate municipalities on benefits of health policy. • Provide support in policy writing • Support municipalities in the promotion of the policy to stakeholders. • Promote the local municipality and health policy to local media. 	Coalition/Staff	December 31, 2018	Number of policy changes.	

Strategic Focus Area B: Infrastructure

Objective 1: By December 31, 2018, the CHOICES Coalition will add 5 additional infrastructures which promote physical activity and healthy lifestyles.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
<p>Provide bike racks in easily accessible locations for public use.</p> <ul style="list-style-type: none"> • Assess number and placement of already existing bike racks. • Plot existing racks on a population density map to compare their location to population/shopping centers. • Determine best location(s) for bike racks for the public. • Approach organizations/municipalities about possibility of placing bike rack. • Secure funding for bike racks. • Promote location/use of bike racks. • Collaborate to secure bike helmets for local residents. 	Coalition/Staff	December 31, 2016	Number of bike racks placed	

Strategic Focus Area B: Infrastructure

Objective 1 (Con't): By December 31, 2018, the CHOICES Coalition will add 5 additional infrastructures which promote physical activity and healthy lifestyles.

Actions and Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
Promote already existing infrastructure. <ul style="list-style-type: none"> • Identify existing infrastructure (parks, walking paths, bike trails, facilities, etc). • Identify best methods of promotion (internet, social media, print media, mailings, etc). • Coordinate the initial promotion of the items identified. 	Coalition/Staff	December 31, 2016	Promotional materials and distribution log.	
Scan for and seek out opportunities to enhance existing infrastructure. <ul style="list-style-type: none"> • Identify enhancements and additions needed/desired. (signage, sidewalks, BMX, community center). • Seek out funding opportunities for identified infrastructure enhancements. • Pursue identified funding opportunities. • Support other projects. 	Coalition/Staff	December 31, 2018	Database of funding possibilities/funding secured.	

Strategic Focus Area B: Infrastructure

Objective 1 (Con't): By December 31, 2018, the CHOICES Coalition will add 5 additional infrastructures which promote physical activity and healthy lifestyles.

Actions and Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
Increase youth participation in local sports clubs. <ul style="list-style-type: none"> • Identify barriers to participation. • Work to remove barriers within the community. • Work with community to create new sporting clubs for youth. 	Coalition/Staff	December 31, 2017	Listing of barriers and how they were addressed. Any new clubs.	
Create sporting clubs for adults. <ul style="list-style-type: none"> • Identify existing clubs. • Identify interest in clubs. • Support facilitation of sport clubs. • Promote new clubs to the community. 	Coalition/Staff	December 31, 2018	List of new clubs.	

Strategic Focus Area C: Signage and Education

Objective 1: By December 31, 2018, the CHOICES Coalition will increase the “Point of Action” presence in the community by 4 additional venues.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
<p>Incorporate “Point of Action Strategies” into at least one grocery store in Ogemaw County.</p> <ul style="list-style-type: none"> • Identify local grocery store (s). • Identify best practice strategies to incorporate. • Work with local venue to incorporate those strategies • Promote/inform the community of the strategies and how to use them. 	Coalition/Staff	December 31, 2017	Grocery store(s) with strategies incorporated.	
<p>Incorporate “Point of Action Strategies” into at least one local restaurant in Ogemaw County.</p> <ul style="list-style-type: none"> • Identify restaurant(s) willing to incorporate strategies. • Identify best practice strategies (menu system, star system, specials on healthier items, etc). • Work with and support local restaurants as they incorporate the strategies 	Coalition/Staff	December 31, 2017	Restaurant(s) with strategies incorporated.	

Strategic Focus Area C: Signage and Education

Objective 1 (Con't): By December 31, 2018, the CHOICES Coalition will increase the “Point of Action” presence in the community by 4 additional venues.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
<ul style="list-style-type: none"> Promote/inform the community of the strategies and how to use them. 				
<p>Incorporate “Point of Actions Strategies” into at least one local worksite.</p> <ul style="list-style-type: none"> Identify local worksite(s). Identify best practice strategies to incorporate (stairway signs, etc). Work with local worksite(s) to incorporate those strategies. Promote/inform the community of the strategies and how to use them. 	Coalition/Staff	December 31, 2017	Worksites with strategies incorporated.	

Strategic Focus Area C: Signage and Education

Objective 2: By December 31, 2018, the CHOICES Coalition will increase the number of existing infrastructures with signage by at least 2 structures.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
Identify existing health and wellness infrastructures in Ogemaw County.	Coalition/Staff	December 31, 2016	List of existing structures.	
Assess already existing signage.	Coalition/Staff	June 30, 2017	Database of existing signage.	
Identify any signage gaps/needs.	Coalition/Staff	September 30, 2017	Database of needs/gaps.	
Work with appropriate authority to get signs approved/installed.	Coalition/Staff	December 31, 2017	Signs installed.	
Identify/secure funding sources for signage as necessary.	Coalition/Staff	December 31, 2017	Funding secured.	

Strategic Focus Area C: Signage and Education

Objective 3: By December 31, 2018, the CHOICES Coalition will increase the number of worksite wellness and community education programs by at least 3.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
Incorporate worksite wellness program into at least one worksite in Ogemaw County. <ul style="list-style-type: none"> • Identify worksite(s) willing to participate. • Identify best strategies for each participating worksite • Work with and support worksite in the implementation of worksite wellness programs. 	Coalition/Staff	June 30, 2018	Program(s) Incorporated	
Implement community education and wellness classes/programs within Ogemaw County. <ul style="list-style-type: none"> • Assess what is already existing (Asset mapping tool). • Assess data sets for Ogemaw County to identify largest need in area. • Review CHNA data to determine community wants/needs. 	Coalition/Staff	December 31, 2018	Program(s) Incorporated	

Strategic Focus Area C: Signage and Education

Objective 3: By December 31, 2018, the CHOICES Coalition will increase the number of worksite wellness and community education programs by at least 3.

Actions & Strategies	Champion(s) of Action	Timeline	Measure of Success/ Desired Outcomes	Achievement Y(yes) N (no) O (ongoing)
<ul style="list-style-type: none"> • Perform SWOT analysis on existing, data sets, and CHNA findings to identify gaps and possible opportunities for programs. • Identify best practice programs for the community. • Work with different venues, organizations, agencies to implement identified programs. 				
<p>Host an educational forum for local providers.</p> <ul style="list-style-type: none"> • Determine topic. • Identify audience. • Location • Promotion of event. 	Coalition/Staff	September 30, 2016	Event held	

Ogemaw County CHOICES Strategic Plan Filter

The Ogemaw County CHOICES Coalition will undertake strategies that:

1. Are consistent with our mission and values.
2. Align with our vision.
3. Build on the value of our coalition.
4. Will target a significant population of Ogemaw County.
5. Will demonstrate measurable outcomes.
6. Will facilitate working collaboratively with our strategic partners.
7. Support the Coalition's continued development and success.



District Health Department No. 2 would like to sincerely thank the many organizations, agencies, and individuals who have made this project possible. Their dedication, commitment and collaboration have been vital to the success of the CHOICES Coalition and the health and well-being of all Ogemaw County residents.

*AuSable Valley Community Mental Health
City of West Branch
City of West Branch Police Department
County of Ogemaw Commissioners
Diebold Insurance Agency
Hospice of Helping Hands
Mid-Michigan Health Services
Ogemaw Commission on Aging
Ogemaw County Department of Health and Human Services
Ogemaw County Economic Development Corporation
Ogemaw County Road Commission
Ogemaw County Voice
St. Joseph Catholic School
State Farm/Christi Neubecker Agency
Sterling Area Health Center
Tolfree Foundation
West Branch Area Chamber of Commerce
West Branch Regional Medical Center
West Branch - Rose City Area Schools
West Branch Township*