

HEALTHIEST FRANKLIN

2025-2028



HEALTH
DEPARTMENT

INTERNAL STRATEGIC
PLAN





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Introduction



HEALTH
DEPARTMENT

Staff members of the Franklin Health Department went through a strategic planning process in Fall 2024 to set strategic priorities for the Department for 2025-2028 that were aligned with the mission and vision of the health department.

The strategic planning process occurred in three stages:

Stage 1: Reflection of past accomplishments and challenges

Stage 2: Consensus workshop to create future strategic priorities

Stage 3: Action planning

This report outlines and describes the five strategic priorities selected by the Franklin Health Department staff members to prioritize in 2025-2028.

Mission

The mission of the Franklin Health Department is to protect and promote health and well-being within the Franklin community through disease prevention and health education.

Vision

To create a thriving community in which everyone has the opportunity to live their healthiest life.

Core Values

Community Focused

- Our Department strengthens relationships to create a lasting commitment to health improvement across all generations.

Health Promotion

- Our Department is a positive force for health improvement and protection in our community.

Inclusive

- Our Department engages in equity-based policies and practices to improve health for all in our community.

Knowledgeable Resource

- Our Department maintains a responsibility to provide access to community programs and services.

Strategic Priorities

2025-2028

1. Implement Data-Informed Initiatives.

Franklin Health Department will develop and utilize data and evaluation tracking systems to guide program development.

2. Improve Infrastructure.

Franklin Health Department will continue to make infrastructure improvements to ensure a welcoming and efficient environment.

3. Enhance Community Understanding.

Franklin Health Department will grow a more robust understanding of the health department roles among external partners and stakeholders within the community.

4. Maintain strong workforce.

Franklin Health Department will ensure its workforce has opportunities for continued development, innovation, and increased cross-program collaboration.

5. Advance Technology.

Franklin Health Department will work to strengthen and update technology that supports health department functions.

Priority 1: Implement Data-Informed Initiatives

Franklin Health Department will develop and utilize data and evaluation tracking systems to guide program development.

Objectives

1. Develop and utilize data tracking systems
2. Develop and utilize program evaluation plans
3. Use data and evaluation to inform programmatic decisions including:
 - a. Monitoring ongoing programs and services,
 - b. Creating programs and services based on emerging community needs



Priority 2: Improve Infrastructure

Franklin Health Department will continue to make infrastructure improvements to ensure a welcoming and efficient environment.

Objectives

1. Create a welcoming and educational health department space for community members and staff to enjoy.
2. Improve storage space efficiencies.



Priority 3: Enhance Community Understanding

Franklin Health Department will grow a more robust understanding of the health department among external partners and stakeholders within the community.

Objectives

1. Create messaging that tells the story of the health department roles and responsibilities in a user-friendly way.
2. Increase promotion of the health department using new messaging tactics developed above.



Priority 4: Maintain Strong Workforce

Franklin Health Department will ensure its workforce has opportunities for continued development, innovation, and increased cross-program collaboration.

Objectives

1. Provide continued workforce development growth opportunities for staff members.
2. Improve continuity of operations among staff members.
3. Increase self-efficacy of staff members to enable increased cross-program collaboration within department, showcasing staff strengths, and maximizing opportunities for strategic innovation.



Priority 5: Advance Technology

Franklin Health Department will work to strengthen and update technology that supports health department functions.

Objectives

1. Strengthen existing technology to support health department functions.
2. Update technology where feasible to increase efficiencies.



WORKPLAN

A high-level workplan for each strategic priority is below. While the Health Officer maintains oversight of the health department and all strategic priorities, volunteer staff champions were also selected to serve as leaders in ensuring each priority is acted upon.

Strategic Priority	Objective	Volunteer Staff Champions	Timeline	Indicators for Measurement
Implement data-driven initiatives	<ol style="list-style-type: none"> 1. Develop and utilize data tracking systems 2. Develop and utilize program evaluation plans 3. Use data and evaluation to inform programmatic decisions including: <ol style="list-style-type: none"> a. Monitoring ongoing programs and services, b. Creating programs and services based on emerging community needs. 	<p>Admin Clerk</p> <p>Public Health Specialist</p>	<ol style="list-style-type: none"> 1. Year 1 2. Year 1 3. Year 2 and Ongoing 	<ol style="list-style-type: none"> 1. Utilization rates of data tracking systems including baseline and annual 2. Evaluation plans for key health department programs are developed and include program outcomes 3. Process created to analyze and examine data and evaluation results on a regular basis.



WORKPLAN

Strategic Priority	Objective	Volunteer Staff Champions	Timeline	Indicators for Measurement
Improve Infrastructure	<ol style="list-style-type: none"> 1. Create a welcoming and educational health department space for community members and staff to enjoy. 2. Improve storage space efficiencies. 	Admin Clerk Coalition Coordinator	<ol style="list-style-type: none"> 1. Year 1 2. Year 1 	<ol style="list-style-type: none"> 1. Community and staff feedback 2. Staff feedback
Enhance Community Understanding	<ol style="list-style-type: none"> 1. Create messaging that tells the story of the health department roles and responsibilities in a user-friendly way. 2. Increase promotion of the health department using new messaging tactics developed above. 	Public Health Nurses Admin Clerk	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing 	<ol style="list-style-type: none"> 1. Community feedback 2. Social media engagement, number of partnerships, program attendance and utilization metrics, increase in co-hosted events

WORKPLAN

Strategic Priority	Objective	Volunteer Staff Champions	Timeline	Indicators for Measurement
Maintain Strong Workforce	<ol style="list-style-type: none"> 1. Provide continued workforce development growth opportunities for staff members. 2. Improve continuity of operations among staff members. 3. Increase self-efficacy of staff members to enable increased cross-program collaboration within department, showcasing staff strengths, and maximizing opportunities for strategic innovation. 	<p>Public Health Nurse</p> <p>Public Health Specialist</p>	Ongoing	<p>Staff retention rates</p> <p>Staff satisfaction during annual reviews</p> <p>Staff feedback</p> <p>Positions are filled</p>
Advance Technology	<ol style="list-style-type: none"> 1. Strengthen existing technology to support health department functions 2. Update technology where feasible to increase efficiencies 	<p>Admin Clerk</p> <p>Coalition Coordinator</p>	Year 1 and ongoing	<p>Staff feedback and use of software</p> <p>Documented processes for use of technology</p>

Contact Us

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