

Healthy Marathon County Governance Plan 11/20/09

Purpose: HMC is a community catalyst to impact the health of Marathon County residents through individual, organizational, and community involvement

Vision: Marathon County will be the healthiest county in the state of Wisconsin.

Mission: Working with the Marathon County Health Department, the HMC Board builds systems, environments, and a culture that supports health. It accomplishes its mission by forming partnerships, gathering health-related data, determining priority health issues, identifying resources, coordinating community health initiatives, and evaluating progress.

Key: HMC = All (Board of Directors, Action Teams, Health Dept.)
HMC Board = Board of Directors only
Marathon County = Community

Core Business: The core business of Healthy Marathon County is community health improvement.

Core Business Strategies: The three core business strategies of HMC include:

- Identifying community health improvement priorities
- Maximizing the impact of community health improvement strategies
- Evaluating the impact of community health improvement strategies

Key Objectives for each Core Business Strategy:

Identifying

The Marathon County Health Department in collaboration with the HMC Board conducts periodic community health assessments to identify the community's most important health challenges.

The HMC Board and the health priorities represent diverse areas of the community.

HMC's structure supports intervention in the highest priority areas and recognizes emerging priorities.

The HMC Board determines and focuses on overarching goals that affect all (or many) teams.

Maximizing

The HMC Board creates a plan of work and garners the support of all HMC members in implementing this plan.

The HMC Board assists and supports the identification of resources that are needed to sustain the community health improvement effort and implement action steps to secure these resources.

The HMC Board will facilitate leadership identification and development for those leading community health improvement efforts.

The HMC Board creates a structure where leadership from action teams and other entities can meet and integrate their efforts.

The HMC Board creates and implements a communication plan to engage the community in our actions.

Evaluating

Each priority area identified by the HMC Board has a performance measurement system to identify progress towards short, medium, and long term goals.

The HMC Board creates a structure to share outcomes with multiple stakeholders.

HMC celebrates success and progress.

The HMC Board evaluates its own performance.

Key Roles of HMC Partners (view of relationships)		
Marathon County Health Department	Healthy Marathon County Board	HMC Action Teams
<ul style="list-style-type: none"> -Health Officer or designee to serve on HMC Board and lead Community Health Assessment (CHA) process -Staff support and leadership to action teams and CHA process -Administrative support for HMC Board -Board of Health to serve key role in identifying CHA priorities 	<ul style="list-style-type: none"> -Provide leadership for CHA -Identify resources for community health improvement (money, training, consultation) -Approve action team goals -Evaluate progress towards community health improvement -Communicate with community 	<ul style="list-style-type: none"> -Research best practices -Identify short, medium, and long term goals -Mobilize resources to achieve goals -Collect data to measure progress towards goals. -Evaluate progress toward goals; revise actions as necessary

Action Plan			
Objective	Strategy	Anticipated Date	Responsible Party
Identifying			
The Marathon County Health Department in collaboration with the HMC Board conducts periodic community health assessments.	1. Discuss model and process to be used for next community health assessment (CHA). Have Bobbi Bradley present her findings.	Sept-Dec 2009	Marathon County Health Officer (HO) & HMC Board
	2. Clarify who will make final decisions about priorities in next CHA.	Sept-Dec 2009	HMC Board & Board of Health (BOH)
	3. Establish budget for CHA and secure resources.	Sept-Dec 2009	HO & HMC Board
	4. Establish a CHA Steering Committee	Dec 2009	HMC Board & BOH
	5. Conduct assessment.	Jan-Aug 2010	HO & Staff
	6. Determine priorities	Sept 2010	TBD
	7. Write report	Oct-Nov 2010	Staff with input from HMC Board, HO, & BOH
	8. Release report to community	Jan 2011	HMC Board, HO, & BOH
The HMC Board and the health priorities represent diverse areas of the community.	1. The Board will evaluate its composition and nominate members that represent diverse areas of the community. Diversity will include all action teams, all health systems, business representation, ethnicity, geographic representation, diverse business and health expertise.	Feb 2010	HMC Board & Nominating Committee
	2. The Board will establish an Ad Hoc Committee that will serve as a resource on minority health issues.	Jan 2010	HMC Board
	3. The CHA process will include diversity & eliminating health disparities as criteria for evaluating health priorities.	Jan 2011	HMC Board & Board of Health

HMC's structure supports intervention in the highest priority areas.	1. Action teams will be formulated in each CHA priority area.	Ongoing	HMC Board & Action Teams
	2. Members of action teams will secure support from their employing organization to participate.	Ongoing	Action Teams
	3. The Board will establish a process to assure the effectiveness of teams.	Goal Identification & Approval: Sept-Dec 2009 Focus is Ongoing	Action Teams & HMC Board
	4. Action teams will submit goals to the HMC Board for review and adoption.	Ongoing	HMC Board & Action Teams
The HMC Board determines an overarching goal.	1. Define criteria for an overarching goal.	Jan 2010	HMC Board
	2. Board selects an overarching goal for all action teams to work towards.		HMC Board
	3. Board communicates overarching goal with action teams.		HMC Board & Action Teams
	4. Action teams will incorporate the overarching goal into their work plans.		HMC Board & Action Teams
Maximizing			
The HMC Board creates a plan of work and all HMC members implement the plan.	1. The governance and action plan will be presented and adopted at the HMC Annual Board meeting.	Aug 2009	Work Group & Board
	2. The governance and action plan will be shared with HMC action teams. Feedback will be provided to the Board.	Sept-Oct 2009	Action Team Chairs
	3. The governance and action plan will be used to set Board priorities and action.	Ongoing	HMC Board
	4. The plan will be formally reviewed annually.	Aug, Nov, Feb, May	HMC Board
The HMC Board assists and supports the identification of resources that are needed to sustain the community health	1. Explore the process and possible benefits of becoming a 501 (c) (3) organization.	2010	HMC Board

improvement effort and implement action steps to secure these resources.	2. Develop funding partner networks to communicate impacts of action teams and to expand further funding to support community health improvement efforts.	Feb 2010	HMC Board
	3. Develop Ad Hoc Funding Development Committee		Under direction of HMC Board
	4. Evaluate what type of support (human resources, training, marketing, etc) that action teams need to sustain their activities and search for those resources within the community.	March 2010	Action Teams & HMC Board
The HMC Board facilitates leadership identification and development for those leading community health improvement efforts	1. Provide resources and training to assist action teams with securing external grants.	March 2010	HMC Board
	2. Facilitate the recruitment of key leaders and experts in the community to work with action teams.	March-June 2010	Action Teams & HMC Board
The HMC Board creates a structure where leadership from action teams and other entities can meet and integrate their efforts.	1. Host at least one annual meeting where all members of the action teams can interact around a common issue or purpose.	Feb 2010	HMC Board & Action Teams
	2. Provide meeting support (coordination, facilitation) for action team chairs/ reps to meet for networking, skill development, problem solving, etc. Examples could be a session to work on establishing short, medium, and long term goals or creating a media plan or discussing appropriate performance indicators or exploring how to expand membership.	March 2010	HMC Board & Action Teams
The HMC Board creates and implements a communication plan to engage the community in our actions.	1. Establish a work group to draft a communication plan based on other elements in this governance/ action plan.	By March 2010	HMC Board
	2. Identify and train spokespersons on the HMC Board and Action Teams.	By June 2010	HMC Board & Media Work Group

Evaluating			
Each priority area identified by the HMC Board has a performance measurement system to identify progress towards short, medium, and long term goals.	1. Identify a template format that action teams may use to identify short, medium, and long term goals.	Jan 2010	HMC Board
	2. Goals will be identified and forwarded to Board for approval.	April 2010	Action Teams & HMC Board
	3. Facilitators and/or consultants to assist action teams in doing this work will be identified.	Feb 2010	HMC Board
	4. Annual review of action team goal(s) and impact of action team efforts in achieving those goal(s).	By Dec 2010	HMC Board & Action Teams
The HMC Board creates a structure to share outcomes with multiple stakeholders. HMC celebrates success and progress.	1. Create A template to report progress on action team goals.	Jan 2010	HMC Board
	2. Action Teams will provide semi-annual progress reports to the Board	June, Dec	HMC Board
	3. Community forums will be held bi-annually to update the community and celebrate success.	Jan 2010 (Perhaps in partnership with the LIFE Report Release)	HMC Board
	4. A “public health champion” award will be created to celebrate individual or coalition’s work on particular health issues.	2010	HMC Board
The Board evaluates its own performance.	1. Conduct a self evaluation each year as part of the Annual Meeting	Mar 2010	HMC Board
	2. Based on self evaluation, identify actions for improvement.	Ongoing	HMC Board