



# Strategic Plan 2018

Two Rivers Public Health Department



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*In 2018, Two Rivers embarked on an intensive, collaborative strategic planning process with the goal to incorporate feedback from community members and partners to prioritize the health needs of the Two Rivers jurisdiction. The process included more than 40 one-on-one key stakeholder interviews in addition to a district wide survey. We are happy to report the results of this collaborative process, and showcase our new mission, values, and principles that will guide our activities at Two Rivers into the future.* - Jeremy Eschliman, Health Director”

## MISSION

Two Rivers Public Health Department engages collaborative partners, community leaders, and the public to promote healthy lifestyles, provide preventative education, assure environmental quality, and create more healthy and safe communities for all who live within the district.

## VISION

Two Rivers Public Health Department envisions a health district where all are able to safely and actively live, learn, work, and play in their communities. Two Rivers Public Health Department facilitates collaboratives, partnerships, and unique approaches that educate, empower, and engage local community partners, health providers, political decision-makers, community leadership, and the public.

## GUIDING PRINCIPLES

- ⇒ We believe that increased health and environmental quality is possible through resources and collaboratives that educate, inform, and empower people to create healthier communities.
- ⇒ We believe that TRPHD must be an engaged, collaborative, and trusted health resource for our partners, community leaders, and the public in order to create the cultural change that will significantly impact the health of our district.
- ⇒ We believe that honesty, mutual respect, open dialog, and the ability to uniquely meet the needs and desires of each of our communities is critical to creating a healthier district.
- ⇒ We believe that through effective communication we can raise awareness, deliver education, and create a collaborative environment that improves the health of the people who live in our district.
- ⇒ We believe that ensuring equitable access to quality preventative health programs and access to care is a priority.
- ⇒ We believe in ensuring our district is safe, welcoming, and inclusive to all.





# Two Rivers Public Health Department

“*The goals and priority areas are intended to highlight and maintain focus on community identified areas of need. Two Rivers is only as strong as its weakest partnership. The strength of Two Rivers has historically been and will continue to be its engaged staff and community partnerships.*—Jeremy Eschliman,  
Health Director

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## Goals and Priority Areas

1

**Strengthening Programs and Achieved Outcomes:** TRPHD programs are accessible, inclusive, and engaging. Program evaluation and community feedback demonstrate positive health impacts, continuous improvement, and our commitment to approaches that uniquely meet the needs of our populations. We advocate for policy changes that bring needed resources and opportunities to our communities.

2

**Building TRPHD’s Identity and Reputation:** Our health department is well known and respected throughout our communities. Local community partners, leaders, and the public utilize our services and resources because they are easily accessible. Our communities and partners have a better understanding of what we do and that we are here to collaborate with them to improve the overall health of their communities.

3

**Building Internal Capacity:** TRPHD is poised to best meet the needs of our diverse, local communities because:

We have an engaged, strong, qualified, and diverse board and staff | We embrace a culture of health and help our staff and board prioritize their own well-being | We have accessible office locations that support programmatic work | We are recognized as an accredited, high-capacity local health department, and | We have sustainable funding to support our programs.



## Two Rivers Public Health

### *Health Department Locations*

Kearney Office

3715 29th Avenue, Suite A2

Kearney, NE 68845

Holdrege Office

701 4th Avenue, Suite 1

Holdrege, NE 68949



# District Overview

Your zip code should not define the quality of life. TRPHD is committed to understanding the social, economic, and environmental determinants of health in order to bridging potential gaps in access to care.

Disease Surveillance  
West Nile Virus

Chronic Disease Prevention  
Tri-Cities Medical Response System

Emergency Response


Lifesmiles Dental Program

Collaboratives

Lead Exposure

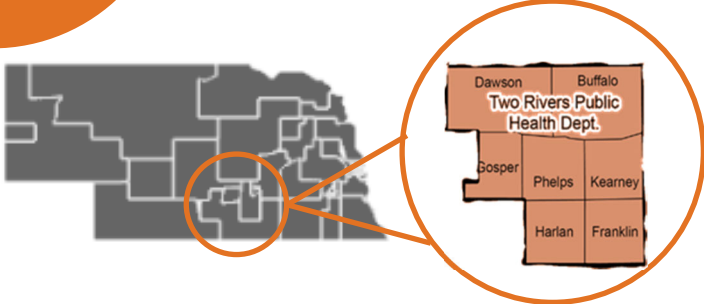
### HEALTH STATS | TRPHD Jurisdiction

- Individuals reporting mental distress in the past 30 days in 2016: 8.1%
- Individuals who are Obese (BMI = 30+): 32.3%
- Told they have depression: 16%



### HEALTH STATS | TRPHD Jurisdiction

- Individuals that had the flu shot within the last year: 45.3%
- Visited a dentist or dental clinic for any reason: 63.8%
- Individuals who were told they have cancer: 12.8%A



In 2018, TRPHD embarked on our Strategic Planning and Community Health Assessments. By utilizing a collaborative process that included 40+ stakeholder interviews, TRPHD was able to put a ‘pulse’ on the emerging health needs throughout the jurisdiction. Some of the themes from this process included the need for more **EDUACTION & AWARENESS** around community health issues. A focus on education could be a connective benefit for the region, especially by focusing on parenting, employers, nutrition, and STDs. Another theme from the Community Health Assessment was the need for **MENTAL HEALTH SERVICES**. There was a need for increased programming, services, and training in mental health. Improving Mental Health resources could also positively impact other issues like substance abuse, violence prevention, and overall quality of live for residents. **ACCESS TO CARE/SERVICES** also proved to be a theme throughout the stakeholder interviews. Access to Care covers access to insurance, quality food, healthcare, transportation, and other services. **COLLABORATION AND COMMUNICATION** was another emergent theme. TRPHD was identified as having the potential to serve as a ‘convener.’ This could include helping to facilitate those important dialogs to drive health forward in the community. The themes that emerged from the Community Health Assessment have helped to inform future programmatic work at TRPHD. We look forward to working with our partners, stakeholders, and residents in being Healthy Together!

HEALTH NEED THEMES



# Our Programs

## Lifesmiles Dental Program

Provides preventative dental services with goals of improving access to dental care. Lifesmiles provides services in preschools, Head Starts, schools, WIC clinics, and long-term care facilities in the TRPHD jurisdiction.

## Disrupting the Pathway to Violence

A pilot program addressing barriers to reporting signs of violence using a community based, public health approach. The goals include creating a coalition network based on the feedback received from those in the community, and increasing community trust in responses to reports of violence.

## Emergency Response

Works to advance preparedness activities, including developing and testing plans for responding to disasters, through collaboration with community partners, clinics, hospitals, agencies, and organizations.

## Environmental Health

Environmental Health is concerned with how the environment impacts human health. Radon gas (a cause of lung cancer) is prevalent in Nebraska, and TRPHD sells test kits. In addition, TRPHD traps mosquitoes to study the prevalence of West Nile Virus in our jurisdiction.

## Disease Surveillance

Monitoring for potential disease related outbreaks, and tracing back any potential outbreak to a source. During the influenza season, TRPHD monitors schools and clinics for influenza prevalence.

## Tri-Cities Medical Response System

Facilitating community-wide disaster drills and table-top exercises in order to test a community's ability to respond to a disaster. Community-wide drills include tornado, mass fatality, and earthquake drills.





# What We Do

Disease Surveillance  
West Nile Virus

Chronic Disease Prevention  
Tri-Cities Medical Response System

Emergency Response

Lifesmiles Dental Program

Collaboratives  
Lead Exposure

