

TACCHO STRATEGIC GOALS AND OBJECTIVES FOR 2018-2020

August 2021 Update

LEADERSHIP

Build a strong public health system in Texas through effective and efficient local health departments.

one activity to provide leadership as a premier public health organization

two activities to strengthen LHD director leadership, through workforce development and improvement of professional/academic competencies

one activity to enhance leadership relationships with state, national and global entities

EDUCATION

Develop strategies that result in informed and active public health professionals and public.

two activities to help promote or develop opportunities for professional development

two activities to help promote the value of the public health field to the public

ADVOCACY

Create fully-functional and equipped local public health infrastructure, to include: a capable and qualified workforce; up-to-date data and information systems; capacity to address and respond to public health needs.

two activities to help create fully-functional and equipped local health department infrastructure

two activities to help promote and support public health policies in Texas

DEVELOPMENT

Strengthen and sustain a high-performing organization for the members.

six activities to strengthen and sustain a high-performing organization for the members

two activities to expand membership and improve membership engagement

two activities to identify funding sources to implement TACCHO initiatives

Within the next two years, TACCHO will conduct at least...

LEADERSHIP

OBJECTIVE 1: Within the next two years, TACCHO will conduct at least one activity to provide leadership as a premier public health organization.	1.1 Identify and share innovative public health practices that improve the public health system in Texas. <i>Action – TACCHO hosts monthly calls of the Infectious Disease Workgroup to discuss policies and practices to address emerging infectious diseases, in particular COVID-19</i> <i>Action – TACCHO hosts monthly calls with DSHS Leadership to discuss COVID-19 and public health practices.</i> <i>Action – TACCHO has developed a Director Texting Group that shares public health practices among members.</i>
OBJECTIVE 2: Within the next two years, TACCHO will conduct at least two activities to strengthen LHD director leadership, through workforce development and improvement of professional/academic competencies.	2.1 Conduct one leadership conference to include local health department directors and key staff. <i>Action – In 2019 and 2020 TACCHO hosted an annual conference for local and state health department staff.</i>
	2.2 Provide effective training for local health department leadership in a variety of formats (e.g., in person, online, etc.). <i>Action – Breakout Group Sessions were held during the Annual Conference on topics including Health Equity, Nurses, Financial Officers, Health Education Leaders, Accreditation Network, Office Staff Support.</i>
OBJECTIVE 3: Within the next two years, TACCHO will conduct at least one activity to enhance leadership relationships with state, national and global entities.	3.1 Develop a circle of influence that identifies opportunities to be the single voice of local public health in Texas. <i>Action – TACCHO participates on the Texas Public Health Coalition and serves on the Steering Committee for that group to bring the local public health perspective to the discussions.</i> <i>Action – TACCHO ED serves on the NACCHO-SACCHO Council Group. TACCHO Members serve on the NACCHO Board.</i>

EDUCATION

OBJECTIVE 1: Within the next two years, TACCHO will conduct at least two activities to help promote or develop opportunities for professional development.	1.1 Develop and maintain a professional development calendar to exist on the TACCHO website and in the quarterly newsletter. <i>Action – TACCHO has placed links to various educational resources on the TACCHO website for members to access.</i>
	1.2 Partner with the Texas Department of State Health Services and academic institutions to develop discipline-specific training opportunities. <i>Action – TACCHO and DSHS have worked collaboratively in 2019 and 2020 to host two annual conferences that offers topics in leadership skills, planning, Peer network sessions and regional breakout sessions.</i>

	Action – TACCHO has four -year (2018-2022) grant with Tulane University to support development of public health professional trainings.
OBJECTIVE 2: Within the next two years, TACCHO will conduct at least two activities to help promote the value of the public health field to the public.	2.1 Develop a statewide communications campaign to promote public health through all forms of media and technology. Action – TACCHO has placed informational blurbs and articles on the TACCHO website to inform on public health practices and local public health activities. Action – TACCHO Facebook Pages has posting from TACCHO members on local activities.
	2.2 Ensure effective training for LHD leadership in variety of formats (e.g., in person, webinar, etc.). Action – TACCHO hosts an annual conference that includes outside groups and sponsors, and offers educational presentations from outside entities during the in person membership meetings.

ADVOCACY

OBJECTIVE 1: Within the next two years, TACCHO will conduct at least two activities to help create fully-functional and equipped local health department infrastructure.	1.1 Increase TACCHO visibility through a media communications plan to include a social media campaign/strategies.
	1.2 Develop and maintain a partnership plan to include a list of advocacy partners and strategies to support our partners per public health issue and sector or population focus. ▪ <u>Strategy 1.2.1</u> – Advocacy Workgroup will inventory partners as they relate to a specific public health issue. Action – TACCHO maintains a list of partners and potential partners. ▪ <u>Strategy 1.2.2</u> – Advocacy Workgroup will develop list of potential partners and develop relationships. Action – TACCHO belongs to the Texas Public Health Coalition as a Steering Committee and General Member. TPHC has around 30 entity members.
OBJECTIVE 2: Within the next two years, TACCHO will conduct at least two activities to help promote and support public health policies in Texas.	2.1 Develop and maintain a legislative plan. ▪ <u>Strategy 2.1.1</u> – Creating and maintaining a list of legislative priorities based on member prioritization. Action – TACCHO maintains a list of legislative priorities each year and specifically during the Legislative Session. ▪ <u>Strategy 2.1.2</u> – Developing position statements to describe the TACCHO legislative priorities for websites and partners. Action – TACCHO developed and distributed 8 position statements in 2019 and 4 position statements in 2021 to legislators and legislative staff.

	▪ <u>Strategy 2.1.3</u> – Engaging legislators to develop at least two bills by the beginning of the next legislative session. Action – In 2019 TACCHO members worked with two legislators to develop 2 bills – 1) establishing a provider type for LHDs in the Medicaid system and 2) granting better access to data submitted by LHDs to DSHS. Action – TACCHO worked during 2021 to have the LHD Provider Type Bill bill passed during the 87th Legislative Session, and provided input and education on 6 proposed and passed bills by legislators to reduce negative impact on public health. ▪ <u>Strategy 2.1.4</u> – Developing an elected official engagement plan during the legislative interim period (e.g., social media strategies). • <u>Strategy 2.1.5</u> – Hosting legislative briefings to inform legislators of the importance of public health. Action – TACCHO held two Advocacy Briefing, each in 2018 and 2019, at the Capitol for legislators and staff. Action – Due to COVID-19 during the 87th Legislative Session in 2021, TACCHO worked through the Government Affairs Staff and members to directly contact legislators to inform and educate on local public health needs and impact of proposed bills.
	2.2 - Support coordination on common issues by the Border Health Task Force. Action – TACCHO monitored proposed bills impacting the Border Health Task Force and alerted members for potential action with legislators.

DEVELOPMENT

OBJECTIVE 1: Within the next two years, TACCHO will conduct at least six activities to strengthen and sustain a high-performing organization for the members.	1.1 Develop three peer-to-peer professional networking groups based on professional classification of staff (e.g., nurses, epidemiologist, communications staff, etc.). Action: Six groups have been developed and who meet at the TACCHO Annual Conference – Nursing Peers, Office Manager Peers, Accreditation Peers, Health Educator Peers, Health Equity Peers, Finance Manager Peers
	1.2 Identify regional meeting sites to highlight the communities of our members.
	1.3 Implement a system to award members (e.g., LHD of the year, merit awards, innovation awards, advocacy awards, etc.). Action: TACCHO Awards have been created and given in 2018, 2019 and 2020 for – • LHD of the Year • Education Through Innovation • Public Health LEADER • Outstanding Public Health Service – Local Health Department staff • Outstanding Public Health Service – Department of State Health Services • Meritorius Service • Local, State, or National Policy Leader.
	1.4 The executive director and members will email alerts regarding critical issues relevant to local health departments.

	Action: Regular email alerts are sent regarding public health issues. A texting group has been created and used to provide immediate notice to members.
	1.5 Develop a system to recognize members with longevity (e.g., 5 years, 10 years, 15 years, etc.). Action: Members with five years of dues payment are listed on the TACCHO Awards website.
OBJECTIVE 2: Within the next two years, TACCHO will conduct at least two activities to expand membership and improve membership engagement.	2.1 Develop and share recruitment materials highlighting member benefits (e.g., video, handouts, etc.). Action: A description of Benefits is included in the reach out to non-TACCHO members during annual renewal.
	2.2 Develop a one-pager to list ways or methods members can promote TACCHO (e.g., social media sharing and adding TACCHO to their signature line). Action: Several TACCHO members have added TACCHO to their signature line.
OBJECTIVE 3: Within the next two years, TACCHO will conduct at least two activities to identify funding sources to implement TACCHO initiatives.	3.1 Research methods to diversify existing funding sources available to support TACCHO plans and membership needs (e.g., advocacy, leadership development, a speaker fee). Action: The TACCHO Leadership Conference has morphed into an Annual Conference with registration fees, exhibitor and sponsor fees. • TACCHO 2019 Conference – Registrations - \$30,450; Sponsorships - \$49,999; Exhibitors - \$1,000 • TACCHO 2020 Conference – Registrations - \$39,775; Sponsorships - \$44,499; Reception Sponsors - \$3,000, Exhibitors - \$1500
	3.2 Identify and submit at least two funding proposals to support TACCHO infrastructure needs, including staff (e.g., funders like Kresge and DeBeaumont). Action: TACCHO submitted proposals and received the following funds: • County Health Rankings Funding – 2018/19 - \$1500; 2019/20 - \$4900 • Tulane University SPH Funding – 2018/19 - \$14,600; 2019/2020 - \$14,600; 2020-2021 - \$14,600 • deBeaumont Foundation Funding – 2020 - \$2500