

# Randolph County Public Health Strategic Plan

## 2023-2025 Final Report



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<https://www.randolphcountync.gov/415/Public-Health-Data>

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## **Introduction**

Randolph County Public Health's Strategic Plan describes the agency's operational framework and key priority areas for the years 2023-2025. Through a collaborative process involving public health staff and community partners, health priorities have been identified for the county. By thinking creatively and critically, we will be better able to address priorities determined by staff and community partners over the next two years. The Strategic Plan outlines the department's commitment to focus on these areas while still meeting the operational goals of the agency.

Randolph County Public Health serves as the lead in many of the goals outlined in this report. However, a successful outcome is only achieved through the collaboration of agencies, organizations, and committees working together toward these common goals. The strategic plan focuses on the entire health department. It is not intended to be a stand-alone document. It purposefully aligns with other important assessment, planning, and evaluation work such as the community health assessment, community health improvement plan, and other operational work plans. The strategic plan will be revised as projects are addressed and completed. A report will be compiled and presented to the Randolph County Board of Health annually.

## **Mission**

To preserve, protect and improve the health of the community through the collection and dissemination of health information, education, and service programs aimed at the prevention of disease, protection of the environment, and improvement of the quality of life for our citizens.

## **Strategic Planning Process**

Members of Randolph County Public Health's Management Team and staff, partnering agencies, organizations, and committee members met for a day in December 2022 to determine the needs of key partners and to establish strategic priorities for public health.

## **Framework for Strategic Planning**

- SWOT – strengths, weaknesses, opportunities, and threats
- Identify/define gaps in services and programs
- Identify current programs/resources (prevent duplication of services)
- Identify missing partners/stakeholders
- Identify core areas for goal setting for strategic plan

## **Strategic Planning Session**

- Overall goals for Randolph County Public Health
- Develop objectives and action items
- Next steps
- Evaluation

## **Contributors**

### **Health Department Staff**

Tara Aker, Health Director  
Amaris Avalos, Health Educator I  
Elizabeth Avilez Gonzalez, Foreign Language Interpreter/Reception Supervisor  
Jonathan Crews, Environmental Health Specialist  
April Grant, Lab Technician  
Ernie Hall, Computer Support Technician  
Darlene Hill, Finance Director  
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Jodi Meier, WIC Director  
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Cindy Trogdon, Childcare Nurse Consultant  
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**Board of Health**

Marianne Evans

**External Support**

Chelsey Butler, Randolph County Public Information Officer

Elworth Cheek, Mt. Nebo Holiness Church

Roxanne Elliot, First Health

Betty Foust, Community Member

Lisa Hayworth, Randolph County Partnership for Children

Mark Hensley, Randolph Senior Adults Association

Gabriela Hurtado, Hogar del Inmigrante

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Lashanda McDonald, Asheboro City School Nurse

Mary Joan Pugh, Community Partner

Erin Robertson, Randolph County School System

Connie Trejo, Hogar del Inmigrante

Sam Varner, Randolph County Wellness Administrator

Denise Velez, Hogar del Inmigrante

## Strengths, Weakness, Opportunities, and Threats

The SWOT analysis conducted by the Strategic Planning Advisory Committee identified the following strengths, weaknesses, opportunities, and threats Randolph County Public Health should consider when drafting the 2023-2025 Strategic Plan. Randolph County Public Health's Management Team reviewed the SWOT analysis results and selected focus areas based on staff capacity, funding, and current resources.

### Strengths

- Staff cross-trained staff
- Applying/obtaining grants
- Newer staff - fresh ideas
- Staff are community-centered
- Bilingual and diverse staff
- Support from leadership and County administration
- Flexible Mindsets
- Problem-solvers
- Leadership tuned into State matters
- Passion for the work
- Staff looking to grow and improve in their program area
- Technology
- Conscientious spending
- Well-prepared finance department
- COVID-19 - examined everything from daily processes and brought new opportunities
- Electronic Medical Records – Analytics
- Broad approach to public health
- Reliable
- Adaptable
- Team approach – internal and external

### Weaknesses

- Staff retirements
- Young and new staff
- Compensation
- Staffing shortages for Environmental Health
- Communication with the public
  - reaching populations through technology
  - misinformation
- Difficulties with Medicaid transformation
- Lack of resources for mental health and substance use disorder
- Transportation
  - County Leadership
- Lack of training/preparedness/large events

## Opportunities

- Build relationships - trust in the community
- Reach all ages/cultures/groups
- More involvement in the community
  - schools, homeless population, businesses, churches, civic groups
- NCCARE360
- Social Media - Facebook, Instagram
- Appointments/reminders via text for patients
- Leverage funding/in-kind resources
- Technology - public health app and patient portal
- Telehealth access for patients
- Social Determinants of Health
- Creation of a vision statement
- Better align partnerships
  - Ensure services are not duplicated
  - Ensure services are accessible
- New staff as a result of retirement
- Grants – local and regional
- Expand outreach (program cards, brochures, expansion of website)

## Threats

- COVID-19 waivers ending
- Staff retirements
  - Burn-out
  - Retention
- Cyber security & terrorism
- Lack of recognition regarding Adverse Childhood Experiences (ACEs)
- Lack of services
  - Providers
  - Programs
  - Funding
- Closed minds
- Emerging communicable diseases
- Legislative policies/politics
- Economic decline
- Technology
- Health literacy
- Lack of foresight of emerging public health issues from the public and funders
- Diminishing support resources – faith-based communities due to lack of connectedness to the community; buy-in
- Perpetuation of stigma
- Lack of health equity focus, transportation, access to care, employment

## Priorities, Objectives, and Strategies

Randolph County Public Health identified the following five strategic priorities based on issues identified from the Strategic Planning Advisory Committee, and the community through the 2022 Community Health Assessment.

1. Enhance access to medical and mental health services in the community.
2. Promote wellness and lifestyle changes through outreach and education.
3. Enhance communication, marketing/outreach, and integrate technology to increase awareness of public health services.
4. Obtain funding through grants and public health department revenue to meet and/or exceed revenue budget targets.
5. Develop a strong, qualified, and diverse workforce capable of assuring the provision of the public health core functions.

This section outlines the strategies and objectives for each priority. The primary strategies that will support the objectives are listed below with the lead individual and key partners responsible for implementation.

### Priority 1: Enhance access to medical and mental health services in the community.

Objective 1: By December 2025, collaborate with community partners to remove barriers to health care services.				
Strategy	Outcome	Responsible Program/Position	Time Frame	Progress / Outcome
1.1a Create educational materials that will be used to promote the virtual NC 211 community resource guide which includes services and documents required to enroll to the platform.	Improve access to community services or resources	Health Promotion and Policy Assistant Health Director	Year 1	In <b>April 2023</b> , the Health Promotion and Policy (HPP) team developed NC 211 community resource guide flyer in English and Spanish. The flyer includes a QR code, website link, and phone number for easy access. HPP staff have posted the flyer on the agency website, social media pages, and shared with community partners. Community partners continue to be encouraged to add their information to the virtual directory.

1.1b Support development of a Latinx coalition	Strengthen connection to Latinx community	Health Promotion and Policy	Year 1	HPP staff met in November 2023 and May 2024. The first coalition meeting was held in <b>June 2024</b> which included eleven representatives from seven organizations.  In <b>2025</b> , the coalition is in the early stages of planning community engagement events.
1.1c Collaborate with DSS to educate the community on Medicaid expansion plans enrollment	Increase access to care	Health Promotion and Policy DSS Sandhills Center	Years 1-3	HPP staff collaborated with Sandhills Center to hold Medicaid expansion educational events throughout the county. Sandhills Center and representatives from the prepaid health plans hosted three events in <b>2023 (August, October, November)</b> .  Following the merger with Trillium in February 2024, additional outreach events were put on hold. HPP's partner from Sandhills Center left after the merger. These education events will reconvene once a new contact is identified with Trillium. In the meantime, HPP has shared Medicaid expansion materials from the State with the county.

**Objective 2: By December 2025, enhance the integration of clinical services to increase access to services for medical, mental health, and social determinants of health.**

Strategy	Outcome	Responsible Program/Position	Time Frame	Progress/ Outcome
1.2a Identify an existing Randolph County group for local primary care providers for collaboration	Systems wide approach	Health Director Director of Nursing Clinic Nurse Manager	Years 2-3	

1.2b Train RCPH staff and make training available to local providers on social determinants of health screening tool	Clients linked to needed services	Director of Nursing Clinic Nurse Manager Unite Us	Years 2-3	
1.2c Continue to enroll, promote, and refer organizations to NCCARE360	Increased access to community services and resources	Health Promotion and Policy Community Partners	Years 2-3	<p>In <b>April 2023</b>, Health Promotion and Policy staff held an NCCARE360 informational event to inform human service organizations about the platform and encourage enrollment. Five Randolph County-based organizations participated in the event.</p> <p>Due to staffing changes with HPP in December 2023, NCCARE360 engagement was put on hold in February 2024. Engagement resumed in April 2024. HPP's new health educator is working to develop a plan to get organizations educated on NCCARE360 and enrolled.</p> <p>In <b>2025</b>, HPP supervisor engaged with Unite Us staff to re-engage RCPH programs in NCCARE360 training.</p>
1.2d Support NCCARE360 enrollment of three community partners	Access to statewide system	Health Director Health Promotion and Policy Unite Us	Years 2-3	

**Priority 2: Promote wellness and lifestyle changes through education and outreach.**

**Objective 1: By December 2025, re-establish Healthy Randolph Committee/Coalition.**

Strategy	Outcome	Responsible Program/Position	Time Frame	Progress/ Outcome
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2.1a Reach out to community partners	Expand committee	Health Promotion and Policy Community Partners	Year 1	In <b>June 2024</b> , Health Promotion and Policy staff sent out a survey to the community health assessment committee to assess interest in re-establishment of Healthy Randolph. In addition, the survey included questions to determine if any other coalitions or community groups are addressing health issues related to wellness.  Due to the 2025 Community Health Assessment implementation, efforts to reconvene coalition are paused until priorities are selected.
2.1b Establish meeting calendar (in-person or virtual)	Commit to meeting schedule	Health Promotion and Policy Community Partners	Years 1-2	
2.1c Identify two health issues to begin work on	Action plans for two health issues	Health Promotion and Policy Community Partners	Years 2-3	

**Objective 2: By December 2025, implement evidence-based programs in the community related to chronic diseases.**

<b>Strategy</b>	<b>Outcome</b>	<b>Responsible Program/Position</b>	<b>Time Frame</b>	<b>Progress/ Outcome</b>
2.2a Establish a Diabetes Self-Management Education and Support (DSMES) collaborative	Standardized diabetes education	Health Promotion and Policy Community Partners Community Providers	Years 2-3	In <b>2023</b> , staff evaluated the feasibility of implementing DSMES program in Randolph County. Due to lack of funding to support the program and the extensive requirements to be reimbursed for services, the staff shifted focus to other low-cost diabetes prevention programs.

2.2b DSMES collaborative drafts action plan to provide evidence-based diabetes education	Action plan for DSME program	Health Promotion and Policy Community Partners	Years 2-3	
2.2c Identify two satellite locations to host DSMES programs	Expand access to DSMES	Health Promotion and Policy Community Partners	Year 3	

**Objective 3: By December 2023, re-establish the Randolph County Mental Health subcommittee.**

Strategy	Outcome	Responsible Program/Position	Time Frame	Progress/ Outcome
2.3a Reach out to community partners	Expand committee	Health Promotion and Policy Community Partners	Year 1	In <b>June 2023</b> , the Randolph County Mental Health Collaborative launched. The collaborative includes numerous community partners with a focus on mental health including schools, behavioral health providers, hospital, and human service organizations.
2.3b Establish a meeting calendar (in-person or virtual)	Commit to the meeting schedule	Health Promotion and Policy Community Partners	Year 1	In <b>February 2024</b> , the Randolph County Mental Health Collaborative established a monthly/bi-monthly meeting schedule.
2.3c Develop 2022 community health improvement plan	2022 community health improvement plan	Health Promotion and Policy Community Partners	Year 1	From <b>June to September 2023</b> , the Randolph County Mental Health Collaborative engaged in action planning using the Results Based Accountability framework. The collaborative finalized a community health improvement plan (CHIP) which was approved by NC Department of Health and Human Services in March 2024. Progress on the selected strategies is shared in

			<p><a href="#">Randolph County’s Scorecard</a> which is accessible on RCPH website.</p> <p>In <b>March through May 2025</b>, a billboard campaign promoting 988 hotline was launched. Coalition partners promote the hotline at all community outreach events.</p> <p>Additionally, maternal and child mental health billboards were designed and installed along high traffic areas promoting postpartum mental health resources.</p> <p>In <b>April 2025</b>, several members of the Mental Health Collaborative attended the Comprehensive Suicide Prevention Academy offered by NC Department of Health and Human Services and UNC Injury Prevention Research Center. The academy provided tools to address family, community, and societal issues that contribute to suicide through data-informed prevention strategies. Additionally, the team learned of initiatives implemented in counties across the state.</p>
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**Priority 3: Enhance communication, marketing/outreach, and integrate technology to increase awareness of public health services.**

Objective 1: By December 2025, increase marketing of RCPH services.				
Strategy	Outcome	Responsible Program/Position	Time Frame	Progress/ Outcome
3.1a Strengthen and expand the marketing campaign regarding RCPH family planning services	Increase awareness and utilization of family planning services	Health Promotion and Policy Clinic RC Media Communication Specialist	Ongoing	<p><i>Measure: “How did you hear about us?” included in the registration</i></p> <p>In <b>September 2023</b>, Health Promotion and Policy staff placed family planning service posters in high traffic areas. Flyers were distributed at health fairs and community events.</p> <p>Family planning services are promoted on RCPH’s social media page at a minimum of every other month.</p> <p>Staff have provided family planning education programs at Randolph County Juvenile Day Reporting Center (JDRC). In addition, media reviews of family planning materials have been conducted with JDRC participants.</p>
3.1b Develop a campaign regarding RCPH services	Increased awareness of RCPH services	RCPH staff RC Media Communication Specialist	Years 1-2	In <b>August 2023</b> , Randolph County Public Health staff collaborated to develop a billboard campaign promoting RCPH services. The team worked closely with a vendor to design digital and static billboards.

3.1c Launch campaign regarding RCPH services	Increased utilization of RCPH services	RCPH staff RC Media Communication Specialist	Years 2-3	<p>In <b>March to April 2024</b>, HPP staff and the Health Director worked on creating a campaign promoting agency services. The graphics created for the campaign are on billboards throughout the county. The billboards are located at six different locations.</p> <p>Traditional billboards:</p> <ul style="list-style-type: none"> <li>• BUS 220S and Branson Mill Rd.</li> <li>• HWY 64E and Eastern Randolph Rd.</li> <li>• HWY 220S and McCranford Rd.</li> <li>• HWY 64E and Andrew Hunter NS</li> <li>• S. Fayetteville</li> <li>• South Hwy 64</li> </ul> <p>Digital billboards:</p> <ul style="list-style-type: none"> <li>• HWY 64 on CrossFit building</li> <li>• BUS 220 on REMAX building</li> </ul>
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**Objective 2: By December 2025, reduce missed appointments by utilizing text reminders for clients.**

Strategy	Outcome	Responsible Program/Position	Time Frame	Progress/ Outcome
3.2a Assess the feasibility of text reminders using CureMD software	Evaluate the use of text messaging for appointment reminders	Director of Nursing	Years 1-2	
3.2b Implement text reminders for appointments	Reduce missed appointments	Director of Nursing Nursing Supervisor	Years 2-3	

**Priority 4: Obtain funding through grants and health department revenue to meet and/or exceed budget targets.**

**Objective 1: By December 2025, secure 2-4 new grants to support health department focus areas.**

Strategy	Outcome	Responsible Program/Position	Time Frame	Progress/ Outcome
4.1a Participate in Minority Diabetes Prevention Program (MDPP) (Prevent Type 2)	Implement 1 class in the county with 15-20 individuals	Health Director Health Promotion and Policy	Annually	In <b>July 2025</b> , a Spanish introductory MDPP class launched in collaboration with Lazos Hispanos. The class had three participants and one individual who audited the program. Future classes are being planned for 2026.
4.1b Safe Kids program grants	Secure annual grants	Health Promotion and Policy	Years 1-3	<p>In <b>April 2023</b>, Safe Kids Randolph County received 50 bike helmets from NC Department of Transportation for bike safety.</p> <p>In <b>August 2023</b>, Safe Kids Randolph County received \$1200 to raise awareness of the coalition. The coalition purchased car seats.</p> <p>In <b>November 2023</b>, Safe Kids Randolph County received \$400 for fire prevention and \$400 for child passenger safety grant.</p> <p>In <b>February 2024</b>, the coalition applied for the State Farm Good Neighbor grant to purchase car seats. The coalition was <b>not</b> awarded the grant.</p> <p>In <b>April 2024</b>, Safe Kids Randolph County received 75 bike helmets from NC Department of Transportation for bike safety.</p> <p>In <b>July 2024</b>, Randolph County Public Health applied for a Safe Sleep Summit</p>

			<p>Travel Grant to enable coalition coordinator to attend in October.</p> <p>In <b>January 2025</b>, the coalition applied for the State Farm Good Neighbor grant to purchase car seats. The coalition was <b>not</b> awarded the grant.</p> <p>In <b>February 2025</b>, Safe Kids Randolph County received \$400 for child passenger safety grant.</p> <p>In <b>April 2025</b>, Safe Kids Randolph County was awarded a Hot Car Display which is valued at \$2,000. This piece of equipment will be used to educate the community about pediatric heat stroke prevention.</p> <p>In <b>May 2025</b>, Safe Kids Randolph County was awarded 46 car seats by Safe Kids NC after submitting a grant application. Additionally, the coalition received 100 bike helmets to distribute to Randolph County youth.</p> <p>In <b>June 2025</b>, Safe Kids Randolph County was awarded a Safe Sleep Building Blocks grant. The grant provides safe sleep materials for families in our community.</p>
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**Objective 2: By December 2025, identify at least 3-5 potential funders/grants.**

<b>Strategy</b>	<b>Outcome</b>	<b>Responsible Program/Position</b>	<b>Time Frame</b>	<b>Progress/ Outcome</b>
4.2a Continually seek grant funding for RCPH program/project grants	Review available grant opportunities and apply for / secure grants that match the needs of the department.	Health Director Health Promotion and Policy RCPH staff	Year 1-3	Throughout the strategic plan cycle, staff have reviewed various grant opportunities offered by state divisions. However, the grants were determined not to align with current organization priorities.

**Objective 3: By December 2025, billing/coding quality assurance and quality improvement – increase claims paid.**

<b>Strategy</b>	<b>Outcome</b>	<b>Responsible Program/Position</b>	<b>Time Frame</b>	<b>Progress/ Outcome</b>
4.3a Medicaid transformation/expansion	Billing/Medicaid cost settlement, ensuring client eligibility	Health Director Director of Nursing Clinic Nurse Manager Accounting Specialist II Accounting Clerks Processing Assistants	Years 2-3	Medicaid expansion began December 1, 2023 for North Carolina which expanded access to coverage for adults 19-64 years. While some patients did not qualify before expansion, they may be eligible at this time. Billing reports do not reflect an increase in patients.
4.3b Quarterly review of billing/coding reports	Quarterly reviews conducted Revenue on track	Accounting Specialist II Accounting Clerks	Ongoing	The billing team is working on the monthly Aging Report to resolve denied/unpaid claims refiles. Overall, revenue/collections from all pay sources are above 100% of budgeted revenue expectation for FY24-25.

4.3c Acquire and renew commercial insurance credentialing	Be credentialed with major insurance companies	Accounting Specialist Accounting Clerks	Ongoing	Finance staff have completed credentialing for Aetna, Blue Cross Blue Shield NC, and Cigna.
4.4d Bill for COVID-19 vaccine administration	Receive reimbursement for services offered during COVID-19	Health Director Accounting Specialist II Accounting Clerks Processing Assistant	Years 1-3	Beginning in <b>November 2023</b> , RCPH billed for reimbursement of COVID-19 vaccine administration with existing credentialed insurance companies. Billing insurance for COVID-19 vaccine administration for 11/2023-6/2024 yielded \$3,963.41 in revenue. COVID-19 vaccine administration for 1/1/2024-6/10/2025 yielded \$1,311.20.

**Priority 5: Develop a strong, qualified, and diverse workforce capable of assuring the provision of the public health core functions.**

**Objective 1: By December 2025, implement strategies to retain and recruit a qualified workforce.**

Strategy	Outcome	Responsible Program/Position	Time Frame	Progress/ Outcome
5.1a Participate in the monthly County Retention and Recruitment Strategies Committee to identify and implement methods to retain the current workforce	Assist with strategy development to retain the current workforce which includes RCPH employees	Designated RCPH staff County Administration	Years 1-3	Two RCPH staff have participated in 10 County Retention and Recruitment Strategies Committee meetings since <b>February 2023</b> . The committee has conducted two surveys of county employees to gather information on what county employees need/want. Additionally, the committee proposed use of an exit interview with a third party to gather information on improvement opportunities.  In <b>July 2023</b> , a proficiency pay program was implemented by Randolph County to improve

				<p>retention. The program expanded standard pay for employees that meet or exceed requirements of their position over a five-year period.</p> <p>In <b>2025</b>, new representatives for RCPH were assigned to the committee. Early in the year, the committee prepared and distributed the annual Employee Engagement Survey.</p> <p>The Randolph County Commissioners adopted the FY2026 budget in June 2025 which included a 3% cost of living adjustment for all county employees and retention pay for those with 10+ years of service with Randolph County government.</p>
5.1b Utilize the members that represent RCPH on the county’s retention and recruitment committee to assist in ways to recruit qualified candidates for open positions.	Gain input from RCPH staff that represent each department on the celebration committee on ways to recruit/hire qualified individuals	Designated RCPH staff	Years 2-3	
5.1c Incorporate a work culture process into onboarding	Retain new employees by making them feel welcomed and valued by RCPH	Health Educator II Executive Assistant Assistant Health Director	Years 1-2	<b>[2025 – in development]</b>
5.1d Implement an evaluation survey of the onboarding process for new employees	Gain input from new employees regarding the onboarding process in an effort to retain new employees	Health Educator II Executive Assistant Assistant Health Director	Years 1-2	<b>[2025 – in development]</b>

**Objective 2: By December 2025, employees will engage in professional development training.**

Strategy	Outcome	Responsible Program/Position	Time Frame	Progress/ Outcome
5.2a Participate in ARPA – sponsored professional development/training opportunities.	Increase technical and team-building skills among RCPH staff.	RCPH staff	Years 1-2	<p><b>FY23-24 ARPA-Sponsored Training Programs &amp; RCPH Staff Participation</b></p> <ul style="list-style-type: none"> <li>- Legal – 8</li> <li>- Environmental Health Legal – 2</li> <li>- Communications – 2</li> <li>- Communication as a Supervisor – 3</li> <li>- Building Social &amp; Emotional Intelligence – 3</li> <li>- Women in Leadership – 2</li> <li>- Mobilizing for Action Through Planning &amp; Partnerships – 5</li> <li>- Curriculum Design – 5</li> <li>- Facilitating Group Participation – 2</li> <li>- Community Health Improvement 101 – 2</li> <li>- Public Speaking – 1</li> <li>- Logic Models – 4</li> <li>- Health Education/Promotion – 3</li> <li>- Leadership Collaborative (3 events) – 3</li> <li>- Leadership Retreat (2 events) – 10</li> </ul> <p><b>FY24-25 ARPA-Sponsored Training Programs &amp; RCPH Staff Participation</b></p> <ul style="list-style-type: none"> <li>- Leadership Series (4 sessions) – 5</li> <li>- Effective Managerial Communication &amp; Performance Feedback – 3</li> <li>- Customer First Mindset – 2</li> <li>- Legal – 2</li> <li>- De-escalation techniques – 4</li> </ul>

				<ul style="list-style-type: none"> <li>- Trust Busters/Builders &amp; Managing Conflict – 2</li> <li>- Inclusive Leadership – 2</li> <li>- Microsoft Office Applications – 7</li> <li>- Facilitation Series (4 sessions) – 2</li> <li>- Regional Leaders Retreats (4 events) - 24</li> </ul>
5.2b Program supervisors/managers will identify professional development training for staff.	Participate in professional development training.	RCPH management RCPH staff	Years 1-3	<p>Supervisors supported 2 staff to participate in Randolph County Leadership Academy. FY23-24 – 1 RCPH staff member graduated FY24-25 – 1 RCPH staff member graduated</p> <p>A program supervisor participated in and completed the North Carolina Public Health Leadership Institute between September 2024 and May 2025.</p> <p>Staff were encouraged to participate in Randolph County’s Emerging Leaders series to gain additional skills in managing difficult situations, strengthening teams, and enhancing performance management. Two RCPH staff members participated in the series in 2025.</p> <p>Staff were encouraged to participate in PHuture Leaders Program offered by UNC Gillings School of Public Health. Three RCPH staff members applied for the program in 2025.</p>

**Objective 3: By December 2025, RCPH will promote public health-related careers.**

Strategy	Outcome	Responsible Program/Position	Time Frame	Progress/ Outcome
5.3a Participate in career fairs.	Increase awareness about/promote public health careers	Health Promotion and Policy RCPH staff	Years 1-3	<p>In <b>2024</b>, HPP staff participated in a career fair for 11<sup>th</sup> graders in Randolph County held at Journey Church.</p> <p>In <b>2025</b>, HPP staff participated in McCrary Elementary’s career fair for second through fifth grade students.</p>
5.3b Conduct group presentations in school and community settings.	Increase awareness about/promote public health careers	Health Promotion and Policy RCPH staff	Years 1-3	<p>RCPH staff, including Health Promotion and Policy, Environmental Health, and Administration, provided presentations on public health careers at three Asheboro City elementary schools (McCrary, Donna L. Loflin, Lindley Park) in <b>2024</b>.</p> <p>RCPH is developing agreements with Uwharrie Charter Academy (career development academy) and Randolph County Schools (career &amp; technical education) to host high school students as interns.</p> <p>Met with RCC to discuss hosting nursing students in clinic.</p>



## Randolph County Public Health Strategic Plan

RCPH Strategic Plan approved by the Board of Health and Health Director

	Date	Name	Signature
<b>Board Member</b> (Chair)	7-17-2023	Marty A. Trotter	<i>Marty A. Trotter</i>
<b>Health Director</b> (Secretary)	7/17/2023	Tara G. Aker	<i>Tara G. Aker</i>