

ENVIRONMENTAL SCAN

There are key contextual and environmental factors that impact the work of the Galion City Health Department. Below are some of these factors. These factors should be considered in all aspects of the strategic planning process.

In General – Galion City Health Department

- GCHD in collaboration with other community organizations (Crawford County Health Partners) has completed a Community Health Assessment and Community Health Improvement Plan.
- GCHD has successfully implemented a Performance Management System,

The Economy

- Health Departments both statewide and nationally are severely cutting budgets and staff, even as the need and demands for services increase.
- Future governmental (state and federal) cutbacks in support of public health programs seem more likely than growth.

Health Care Reform

- There is a call for greater accountability over the use of “public health” funds.
- As an increasing number of individuals become insured, there will be pressures to decrease costs or limit cost increases, creating both opportunities and challenges for public health.
- The line between public health and medicine is likely to continue to blur.

Technology/Information Management

- More and faster access to information continues to expand the need for assistance with managing information overload.
- Social media and its use continue to expand (e.g., Twitter, Facebook).
- Electronic medical records are being implemented, but in a piecemeal fashion.
- A common concern raised by public health professionals is that “information overload” may contribute to less, not more, evidence-based strategies.

Consumer Impact on Health Care

- The increasing involvement of consumers in health care decision making may create more receptivity for public health/population based approaches to prevention.

- Consumers are redefining health care through being more informed about and engaged in decisions about their own health, behavior, and lifestyle changes. Increasing knowledge has led to greater use of complementary and alternative medicine.
- Perceptions that the health care and business communities can better deliver many population services, consumer information, and programs may threaten traditional public health activities.

Demographics

- The low socioeconomic status and aging of the population is creating greater demand for services and has long-term implications.
- Increasing diversity creates new challenges for the field of public health.

Preparedness and Response

- In general, federal funding for state and local health department preparedness and response efforts has been on the decline.
- CDC and other federal performance measures and targets developed for use by state and local health departments keep changing and often lack focus.
- CDC funding for preparedness and response training has been shifted to research, translation, and dissemination.

Public Health Workforce

- Recruitment, retention, retirement, and competency of workers seem to be of increasing concern at the state and local levels.

Accreditation

- Requirement for national accreditation of Ohio's local health departments will begin soon (apply by 2018 and become accredited by 2020). The focus is on quality improvement.
- Few tools and services exist to assist small local public health departments in preparing for accreditation.

Public Health Performance

- There is an increasing demand for evidence-based strategies and higher expectations for accountability of government performance. Also, there is an increased desire to monitor and measure the quality of public health.
- There is much interest on quality improvement and performance management, in and outside of accreditation discussions.

FORCES OF CHANGE

Crawford County Health Partners was asked to identify positive and negative forces which could impact community health improvement and overall health of this community over the next three to five years. This group discussion covered many local, state, and national issues and change agents which could be factors in Crawford County in the near future. The table below summarizes the forces of change agent and its potential impacts.

Force of Change	Impact
1. Ohio Department of Health (ODH)	<ul style="list-style-type: none"> Reduction in vaccination funding The Children with Medical Handicaps Program (BCMH) not funded the same way
2. Court programs	<ul style="list-style-type: none"> Better outcomes for at-risk youth
3. Election year	<ul style="list-style-type: none"> 2016 is an election year. This could have positive or negative effects on the residents and the community as a whole Changes at county, state, and federal level
4. Transportation	<ul style="list-style-type: none"> Transportation system now in place
5. Aging population	<ul style="list-style-type: none"> Higher medical expenses Skilled workers are retiring
6. County debt	<ul style="list-style-type: none"> Crawford County unable to grow economically
7. Declining population	<ul style="list-style-type: none"> Declining economic growth Loss of taxes and funding People are leaving Crawford County for better opportunities
8. Crawford works	<ul style="list-style-type: none"> Connecting people to jobs Giving residents a second chance
9. Access to clean water	<ul style="list-style-type: none"> Health of Crestline residents
10. Law enforcement leadership	<ul style="list-style-type: none"> Crisis Intervention Team (CIT) Training Committed to the safety of Crawford County residents
11. Crawford County School System	<ul style="list-style-type: none"> Losing funding due to online and home schools Kids are less social, isolated
12. Human trafficking	<ul style="list-style-type: none"> Becoming more prevalent in Crawford County
13. State and Federal Funding	<ul style="list-style-type: none"> Reimbursement vs. money up front
14. Reliability	<ul style="list-style-type: none"> Cannot rely on the state, have to do it locally
15. Regionalization	<ul style="list-style-type: none"> Office of Health Transformation is proposing regionalizing the state and funding public health differently
16. Use of drones	<ul style="list-style-type: none"> Using drones to farm, deliver groceries, pizza, etc.
17. Unfunded mandates	<ul style="list-style-type: none"> Unfunded mandates provide strain and stress on systems and agencies Have to choose between health programs
18. Technology	<ul style="list-style-type: none"> Technology is getting better Use it for skyping (for personal and business use)