

From: [Madison Thompson](#)
To: [Andrea Cinadr](#)
Cc: [Stephanie Moxley](#)
Subject: GCHD Strategic Plan — Draft Objectives Ready for Feedback
Date: Wednesday, October 7, 2026 3:07:30 PM
Attachments: [Galion City DRAFT objectives \(1\).docx](#)

Hi Andrea,

Following up on our previous meeting, we've drafted the objectives for each of the two priority areas we discussed: Build Community Trust by Awareness of Prevention & Core Services, and Funding & Financial Sustainability.

For each priority area, we've included:

- An overall goal tying the individual objectives together
- Key measures for the overall goal
- Objectives with example ways to measure each one
- A short list of the ideas from our discussions that each objective folds in

You'll see placeholders like [insert goal #], [insert goal %], and [insert goal \$] throughout the measures. That's where we need your team to set the targets you'd like to work toward.

Next steps on your end:

1. Share this draft with the right people at the health department, meaning whoever should weigh in on each priority area.
2. Fill in the target numbers for each measure.
3. Confirm the baselines. Several measures are compared to a 2026 baseline, such as immunizations given, City of Galion funding, social media reach, and awareness of GCHD services from the strategic plan survey. Please send us the current number for each so the baselines are clearly identified in the plan. This is the item we most need your input on.
4. Decide how often to track each measure: monthly, quarterly or annually. Some measures, like the website audit and the community resource list, could work as quarterly or annual goals, but we'd like your team to decide what fits best.
5. Review and send back any edits to the goals, objectives or measures. Also let us know about any gaps, if anything from the survey or our meetings isn't captured.

Once we hear back, we'll add your input and move forward with filling out the full work plan.

Let us know if you have any questions in the meantime.

Best,
Madison Thompson

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