

## Healthy Burnett Strategic Action Plan 2019-2022

**Vision:** All of Burnett County and its residents will have the tools and resources to have optimal quality of life.

**Mission:** Engage community partners and members to work collaboratively to promote the top three community identified health needs of Burnett County and its residents.

Sustainability					
Long Term Goals	Objectives	Activities	Measures	Responsibility	Status and Outcomes
To sustain Healthy Burnett through various activities	By the end of each year, Healthy Burnett will increase active <b>membership</b> by a minimum of one member	Active members will attend a minimum of 3 out of 4 meetings	Review attendance sheet.	BMC and DHHS-PH	
		Access to meetings via computer or phone will be offered to members who cannot attend	Number of members who use the computer or phone to attend meetings	BMC and DHHS-PH	
		Each active organization will complete a minimum of 1 Healthy Minute a year.	Review the Healthy Minute signup sheet.	BMC	
		Establish an "active" member list by December 2020	Review attendance and Healthy Minute participation	BMC and DHHS-PH	
		Each Healthy Burnett partner will report to Healthy Burnett about their activities as it relates to the top health need(s)	Partner's report at each meeting, if applicable	BCPC, MHTF, NPAC, ECIC	
	<b>Financially support</b> member organizations through grants	Apply for a minimum of one applicable grant each year, if the opportunity arises, or utilize partner funds, as appropriate, to support Healthy Burnett's activities	Number of grants applied for and funded	NWP and HB members	
		Set up educational booths at least 2 separate events a year	Number of community events attended	HB Members	
		Distribute Healthy Burnett promotional materials	Hang posters at 5 new locations. Provide Healthy Burnett materials to the Backpack Program in Aug, Dec, and May.	HB Members	
		Submit a minimum of 2 Healthy Minutes each month focusing on promoting the Healthy Burnett website	Number of Healthy Minute's submitted each month	HB Members	

To increase <b>public awareness</b> about Healthy Burnett through various communication pathways.	Publicize events and health information via Facebook weekly	Track "likes", number of posts, and views	BMC	
	Update the website a minimum of twice a year	Number of times the website is updated, via active members confirming their organization's information, each year	HB Members	
	Request members to add the Healthy Burnett website to their organization's website	Number of member websites with HB website listed.	BMC	
	Request members to include Healthy Burnett into their organizations newsletters, if applicable	Number of members with Healthy Burnett in newsletter	BMC	
	Create a Healthy Burnett brochure/newsletter for all member organizations to distribute	Number of members who distributed the brochures/newsletters	BMC	

AODA					
Long Term Goals	Objectives	Activities	Measures	Responsibility	Status and Outcomes
<b>To improve alcohol and other drug abuse (AODA) in Burnett County.</b>	To <b>promote</b> resources and provide <b>education</b> regarding AODA	Attend at least 2 events (National Night Out and Webster School open house), promoting AODA prevention, throughout the year	Number of events attended	HB members	
		Hand out WI Addiction Recovery 211 materials at events	Number of materials handed out	HB members	
		Include the WI Addiction Recovery 211 information and website in every Healthy Minute written about AODA	Number of Healthy Minutes with the quit line number	BMC	
		Write a minimum of 4 Healthy Minute articles, regarding AODA, per year	Number of AODA Healthy Minute articles submitted	BMC	
		Support the Burnett County Prevention Coalition's activities and events via Facebook, newspaper, volunteer, etc.	Number of events/activities supported	HB members	

Mental Health					
Long Term Goals	Objectives	Activities	Measures	Responsibility	Status and Outcomes
To improve mental health in Burnett County	To <b>promote</b> mental health resources and provide mental health <b>education</b>	Provide QPR trainings to paraprofessionals	Number of trainings completed		
		Attend at least 2 events (National Night Out and Webster School open house), promoting mental health prevention, throughout the year	Number of events attended	HB members	
		Hand out crisis line cards at events	Number of crisis line cards were handed out	HB members	
		Include the crisis line and HOPE line number in every Healthy Minute written about mental health	Number of Healthy Minutes with the crisis line number	BMC	
		Write a minimum of 4 Healthy Minute articles, regarding mental health, per year	Number of mental health Healthy Minute articles submitted	BMC	
		Support the Mental Health Task Force's activities and events via Facebook, newspaper, volunteer, etc.	Number of events/activities supported	HB members	

Tobacco Use and Exposure					
Long Term Goals	Objectives	Activities	Measures	Responsibility	Status and Outcomes
To improve tobacco use and exposure in Burnett County	To <b>promote</b> resources and provide <b>education</b> regarding tobacco	Attend at least 2 events (National Night Out and Webster School open house), promoting tobacco and smoking prevention, throughout the year	Number of events attended	HB members	
		Hand out quit line cards at events	Number of quit line cards were handed out	HB members	
		Include the quit line number in every Healthy Minute written about tobacco use and smoking	Number of Healthy Minutes with the quit line number	BMC	

Burnett County.	and smoking	Write a minimum of 4 Healthy Minute articles, regarding tobacco and smoking, per year	Number of tobacco and smoking Healthy Minute articles submitted	BMC	
		Support the Burnett County Prevention Coalition's activities and events via Facebook, newspaper, volunteer, etc.	Number of events/activities supported	HB members	