Ramah Navajo Chapter
Public Health Strategic Plan

PRIORITY 1: Develop & Maintain a Local Community Health Profile

Strategies:

1. Develop a community health profile & share this information with all community programs and community members.

2. Create a list of all community programs, which includes their contact information and a brief description of their main roles and/or duties. Also include local/regional/state/national boards, which community members participate in. Update this list regularly.

PRIORITY 2: Strengthen & Increase Health Education Efforts

Strategies:

1. Increase health education messages to community members and target these messages to specific groups as necessary (i.e. elders, youth).

2. Educate the community on all available services related to health (i.e. utilize radio, videos, print materials to communicate this information).

3. Promote more teachings on traditional beliefs of wellness including family education.

4. Motivate and educate youth to consider seeking careers in the health field.

5. Educate programs and community members on public health laws and enforcement (ensure that these messages are also delivered in Navajo).

6. Improve the flow of pertinent health related information to community members and health care workers utilizing advanced technologies (i.e. internet, telemedicine, video conferencing, etc.)

7. Create a better system to inform/educate community members on emergencies & important health issues (i.e. more radio use, sirens, newsletters, electronic billboard, etc) and include stress debriefings after emergencies.
PRIORITY 3: Strengthen Existing Health Services & Develop Sustainable Partnerships

Strategies:

1. Create a coalition whose members include a representative from all community programs related to public health. Use MOAs to tie these programs together, and have this team meet on a regular basis.

2. Improve the “user-friendliness” of existing services (language, transportation, phone, etc.).

3. Incorporate traditional healing practices into programs.

4. Ensure career development (i.e. continuing education, leadership development) and cultural competency among existing health care professionals in the community.

5. Evaluate health related programs and services.

6. Create a mutual exchange of information between Pine Hill Clinic and referral clinics.

7. Establish interdependent relationships with health related organizations, universities and other research organizations.

PRIORITY 4: Develop a Local Compliance Office

Strategies:

1. Develop a local compliance office, which compiles, houses and enforces public health laws (i.e. water, housing, sanitation policies).

2. Evaluate policies regularly to see if they are effective.

3. Bolster school and workplace policies to support physical activity and health education/promotion (i.e. adopt health education curriculum, improve school/workplace meal/snack choice).

4. Designate a community emergency response coordinator