

Phase 2

Process

The first act of business for the Steering Committee was to list and analyze the strengths, weaknesses, opportunities and threats/challenges (SWOT/C) for Boone County, both currently and in the near or foreseeable future. Four post-it sheets measuring 24" x 30" were attached to the walls labeled Strengths, Weaknesses, Opportunities, Threats or Challenges. Four teams moved from page to page, each adding their ideas to the lists. The compiled SWOT/SWOC is included here as Appendix 2-A.

The next step in the process was to determine a Mission and Vision for the MAPP process. Upon reading the statements of other counties in our area, it was decided to adopt the Mission and Vision suggested by NACCHO. These were to be the principles that would guide MAPP throughout the process.

- ❖ Mission – Why do we exist
 - The National Association of County and City Health Officials (NACCHO)'s mission for MAPP: to supports the efforts that protect and improve the health of all people and all communities by promoting local policy, developing resources and programs, seeking health equity, and supporting effective local public health practice and systems.

- ❖ Vision – Where should we be headed.
 - NAACHO's vision for MAPP: Health, equity, and security for all people in their communities through public health policies and services.

Appendix 2-A Compilation of SWOT/SWOC exercise

Boone County MAPP (Mobilizing for Action through Planning and Partnerships) Kickoff 9-13-2017 SWOT/SWOC

Strengths of Boone

Collaboration - engaged school districts,
 keeneage center + health education,
 keeneage + transportation,
 local government and non-profits,
 YMCA, park district, food pantry, faith based orgs, extension

Healthcare – hospital coverage
 Access to primary care
 Wellness committees in schools
 Screenings
 Relatively healthy

Factory jobs
Location to (hwy) 90
Access to education – RVC, NIU, tech programs , Kishwaukee
Abundant support of water
Prime agricultural soil
Willingness by health department to open up and collaborate with community
Strong public safety and judicial organizations.
Thoughtful collaboration of services with neighboring governments
Units of government are very approachable
Park systems
Boone County networking
Corporate involvement
Volunteerism
Locally owned businesses
Passion/dedication to the county/community
Boone County Fairgrounds
School programming
Road condition

Weaknesses

Transportation (extended hours and ease of use)
Health insurance (under or no insurance)
 Cover employee but not dependents
 No coverage part time
Mental health
Job readiness/availability/training/ GED
Accessible resources

People shopping using resources and services in other areas (Winnebago, Wisconsin)
Childcare (night and evening)
Children's programs (non-sport, affordable)
Lack of hospital (medical resources)
Communication – positive and events
Downtown development
Lack of awareness of resources
Cultural divide
Lack of funding and resources
Lack of physical activity – obesity increasing
Drug usage related to employment
Aging community
Lower median income
No healthcare providers that can help with families of shift workers
No paths for rural walking/biking to resources
Lack of intermediate care (before 5PM)
Accessibility to major employers

Opportunities

To improve access to mental health care
To increase/improve networking and education
To increase resources in Boone County
To increase transportation options
Rehabilitate current/existing infrastructure
Protect open space along waterways
Collaborate between districts and businesses for job readiness/training
Sustainable agriculture education/support local farmers
Create materials in English and Spanish
Social media opportunities
One centralized communication source
Can we get all the right people at the table?
Communication collaboration between public and private sectors
Engagement of Hispanic community
Reach out to Senior Saints
More Healthy restaurants
Additional activities, e.g. 5K and color run
Expand successful farmers market
Broader selection of items to draw people in.

Challenges/Threats

Resource poor compared to neighboring communities
Small community
Limited financial resources
Unclear motivation for community members to focus on public health
Gaps in data and sharing
Access to resources based on immigration status
Lack of awareness of programs

Increase of substance abuse
Fear of reporting (e.g. domestic violence)
Complexity of urban and rural needs
State finances and federal threat to ACA
DACA repeal/uncertainty
Fear of reporting to immigration
Apathy/inaction
Unawareness or apathy towards personal health
Language barriers
Community focus on other issues (i.e. gangs, and added pressure to minority communities)
Human trafficking
Child hunger
Possible deterioration of downtown
Property taxes
Loss of businesses
Utilization of ER services
Poor food options (grocery stores and restaurants)