

Maine CDC Strategic Plan 2023-2028

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Background

- Highlights the environment the Maine CDC needs to build and maintain its mission and vision.
- Derived from input across the agency on existing strengths and opportunities for improvement internally.
- Consists of five organizational priorities that will strengthen our internal ability to improve services and outcomes over the next five years.

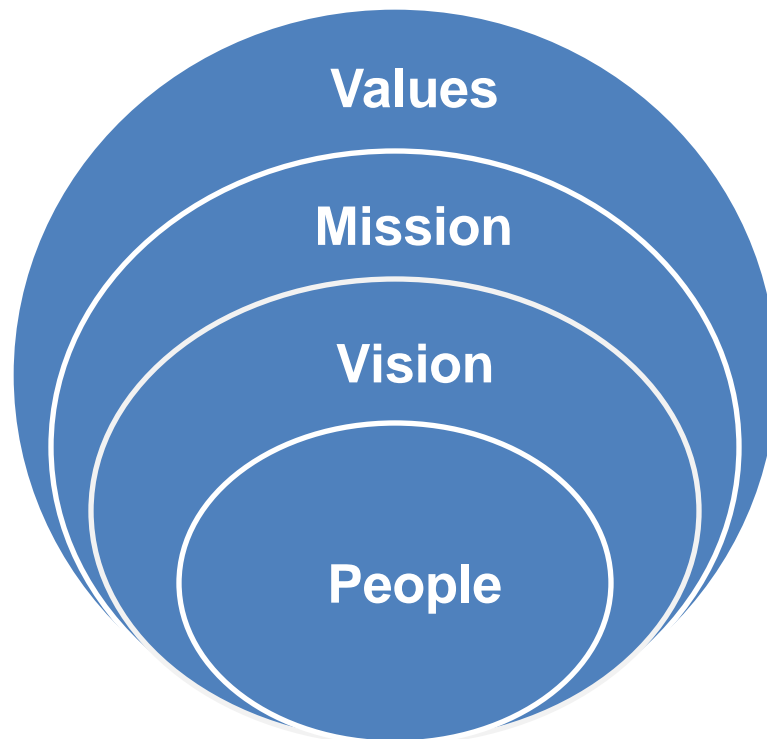
Key Components

People: The key to our success.

Vision: A healthy, safe, and resilient Maine.

Mission: Maine CDC protects and promotes the health and well-being of the people of Maine.

Values: Service, Equity, Integrity, Scientific Excellence.

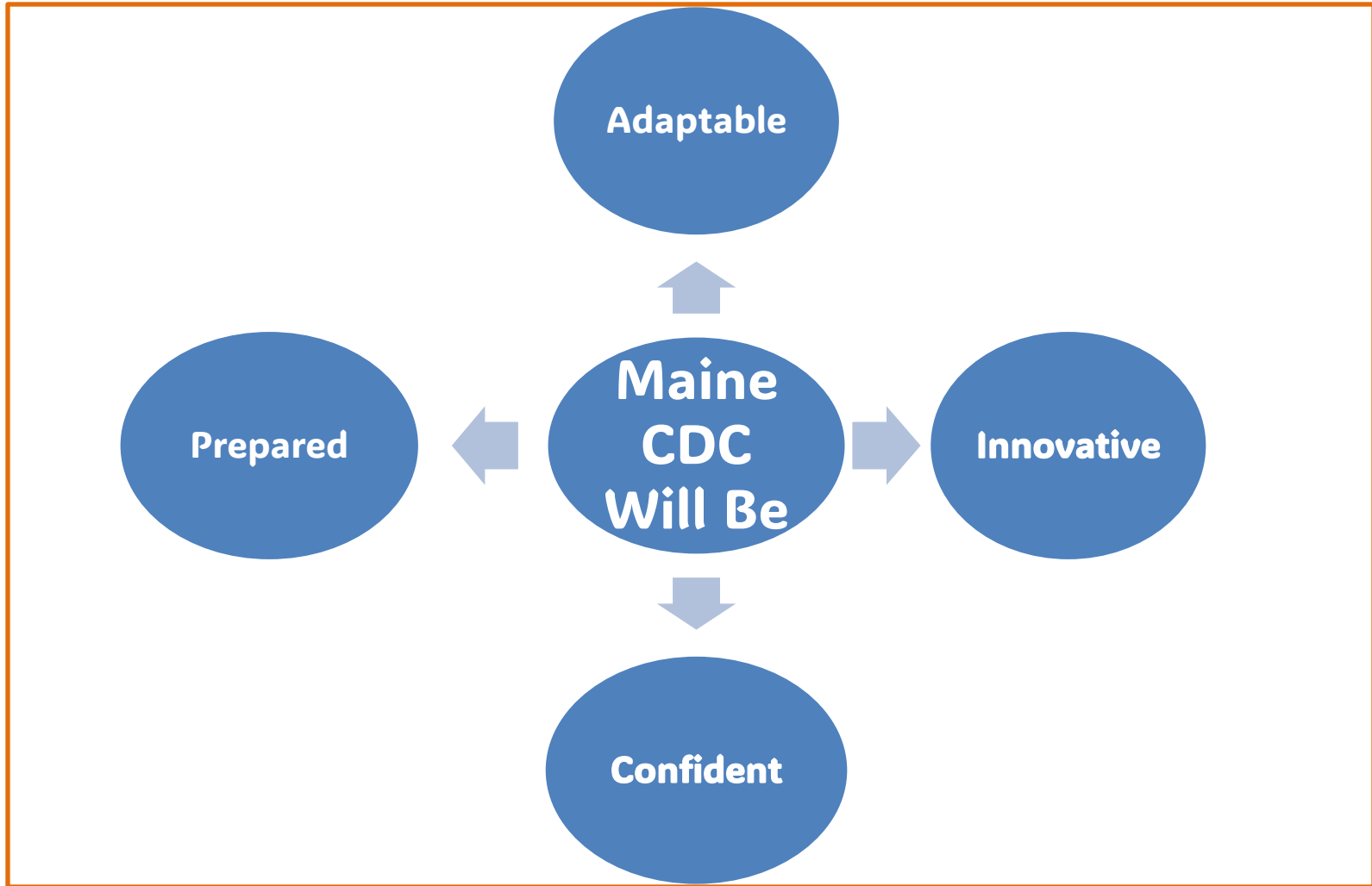


Challenges to Maine's People

Maine's Public Health Strategic Environment

- Ongoing and emerging health challenges tied to
 - local conditions,
 - health disparities,
 - social determinants of health,
 - global production of food and medicine,
 - increases in global travel, climate change, and
 - growing global population.
- Political, economic, social, and technological changes add complexity to health concerns.
- COVID-19 pandemic showed us that health threats anywhere in the world can quickly become issues here at home that can impact people in Maine.

Strategic Direction



Public Health Workforce (2021)

Maine CDC Tenure		Public Health Tenure	
0-5 years	58%	0-5 years	35%
6-10 years	11%	6-10 years	18%
11-15 years	13%	11-15 years	14%
16-20 years	7%	16-20 years	10%
21 or above	11%	21 or above	22%

Age, Years		Education	
21-30	12%	No college degree	12%
31-40	23%	Associates	8%
41-50	22%	Bachelors	35%
51-60	27%	Masters	39%
61+	17%	Doctoral	7%

Public Health Workforce (2021)

Training Needs	
Effective Communication	18%
Data-Based Decision-Making	22%
Justice, Equity, Diversity, and Inclusion	45%
Budget and Financial Management	54%
Change Management	40%
Systems and Strategic Thinking	37%
Community Engagement	39%
Cross-Sectoral Partnerships	34%
Policy Engagement	29%
Programmatic Expertise	10%

Organizational Goals

Goal 1: Enhance Communication

Goal 2: Develop the Workforce

Goal 3: Prepare and Respond

Goal 4: Innovate and Modernize

Goal 5: Protect the Workforce

We will focus on Goals 1, 3, and 4 today.

Goal 1: Enhance Communication

Objective: By December 2024, identify, by public health district, the populations that would benefit from culturally and linguistically specific messaging.

Objective: By February 2024, Maine CDC leadership will provide quarterly updates to the agency workforce.

Objective: By December 2024, selected staff will receive media training.

Objective: By March 2024, all current Maine CDC employees will be enrolled in the appropriate distribution lists to receive internal and external communications and processes will be reestablished to ensure rolling enrollment.

Objective: By June 2025, improve communications with staff regarding agency priorities and operations, and solicit staff feedback about agency issues, on a regular basis.

Goal 3: Prepare and Respond

Objective: By June 2025, Maine CDC will enhance agency capacity to respond to a public health emergency.

Objective: By April 2025, the agency will work with DAFS Human Resources staff to include an agency-level response requirement in all job descriptions and bulletins.

Objective: By January 2025, engage with external partners to respond to emerging public health threats.

Objective: By September 2025, all programs will complete a functional annex and/or develop Continuity of Operations Plan (COOP) Strategies.

Goal 4: Innovate and Modernize

Objective: By December 2024, all Maine CDC programs will utilize the public health district structure for mapping and delivery of services including all requests for proposals (RFP) released.

Objective: By September 2025, increase the number of contracts initiated in a timely manner.

Objective: By January 2027, increase efficiency by transitioning to automated, online applications and payments.

Objective: By January 2026, launch Maine CDC data modernization plan.

Objective: By December 2025, improve awareness of and compliance with program, agency and Department records management and retention schedules policies.

Think About

Based on these objectives, how can the SCC support the Maine CDC Strategic Plan?

How could this strategic plan be used as a model for other 'public health' organizations in Maine (e.g., assess their own organizational structure and operations)?

Thank You

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