

MISSION, VISION AND VALUES

MISSION:

To assess, protect, and promote, the health, the environment, and the well-being of Southern Nevada communities, residents, and visitors.

VISION:

Healthy People in a Healthy Southern Nevada

VALUES:

***People.** We will treat the people we serve in a professional, courteous and prompt manner.*

***Health.** We will craft and implement all programs, services and regulations with the overarching goal of promoting the health of the community we serve.*

***Integrity.** We will favour fairness and honesty in order to consistently apply all codes, rules and regulations.*

***Knowledge.** We will commit to share thorough information with all clients and stakeholders. The lines of communication will be kept open for receiving feedback in order to constantly improve and enhance our operations.*

***Excellence.** Based on evidence-based research and best practices, we will provide competent service and make available to our clientele all of benefits of our resources in order to provide superior long-term performance.*

***Consideration.** We will create an environment that recognizes and respects diversity and allows people to express their concerns without intimidation. Addressing the needs and problems of our patrons will be a priority for all staff members.*

Southern Nevada Health District SWOT Analysis

An internal analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT) was conducted as an initial effort in developing our Strategic Plan. Twenty-six diverse SNHD members formed our Plan Development Team and participated in the SWOT exercise.

The table below summarizes what our Plan Development Team identified as key strengths, weaknesses, opportunities and threats affecting the Health District and its services over the next three years.

SWOT Analysis

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<ul style="list-style-type: none"> • Highly trained/specialized workforce • Flexible and adaptable staff • Community integration and collaboration • Diversity of programs and services • Dedicated funding sources • National recognition and services • Independent agency • Good customer service • Well respected and recognized in the community 	<ul style="list-style-type: none"> • Insufficient funding • Understaffed • Lack of understanding of public health • Political Make-up of Board of Health • Aging infrastructure • Low employee morale • Leadership turnover/succession planning • Little support for workforce development • Resistance to organizational change
<u>OPPORTUNITIES</u>	<u>THREATS</u>
<ul style="list-style-type: none"> • Community collaboration • Improving economic conditions • Accreditation • Ability to participation on national scene • Marketing • New technology • New leadership/new ideas (empowerment) • Reorganize & consolidate services for efficiency • Standardization of regulations • Branding/Marketing of public health • Staff training to promote upward movement • Capital Improvement – Technology and Innovation • Improvement of performance measurement • Data-Related - Informatics 	<ul style="list-style-type: none"> • Politicization of public health • Insufficient funding/increased costs of doing business • Large undocumented population • Low graduation rates • Affordable Care Act- loss of public safety net • Changing value systems • Staff turnover – retirement, replacement, poaching by industry • Changes to SNHD organizational/ governance structure • Lack of stability



July 27, 2015

Dear Mr. Bassick and Health District Employees:

In June of last year, I held an "All Hands Meeting" to discuss the Health District's budget and other topics. A good number of employees attended and I am, of course, grateful that they took an interest in hearing what I had to say.

I was excited about our upcoming opportunities and challenges and was reminding everyone that the Health District, the employees, and the Union all needed to work together on these opportunities and challenges. In response to a question posed to me, I identified the questioner as a union steward and did so solely for the purposes of encouraging both union and nonunion employees to work with management for our mutual goal of a prosperous Health District.

My intent was not to intrude upon any rights of our employees attending the meeting. Upon reflection, I apologize if my presentation was perceived as unprofessional. I also recognize that my inquiries and questions regarding union affiliation were unnecessary.

I am sorry if what I said offended or made anyone uncomfortable and, rest assured, that the Health District and I are committed to the employees' right to join, support, or refrain from joining or supporting the Union without fear of retaliation, coercion or intimidation.

We have many challenges and opportunities ahead of us and I look forward to working together in meeting them.

Sincerely yours,

A handwritten signature in black ink that reads "Joseph P. Iser". The signature is written in a cursive style.

Joseph P. Iser, M.D., Dr.PH, MSc
Chief Health Officer

