



**Division of Sexually Transmitted Disease Prevention
Business Process Management Modeling Initiative**

SUB TASK 2

**DELIVERABLES
2A, 2B**

**CONTRACT
GS-10F-0087N**

DELIVERABLE 2A, 2B GS-10F-0087N	<ul style="list-style-type: none">• DSTDP STD Prevention Vision statement• Key STD Prevention objectives and guiding principles
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EXECUTIVE SUMMARY

The following document outlines the vision for Sexually Transmitted Disease Prevention within CDC-funded project areas, as identified by representatives from the Division of Sexually Transmitted Disease Prevention, State and Local Health Departments, and external partners. These materials will serve as the basis for the remainder of an 18-month initiative to develop a best-practice business process model for Sexually Transmitted Disease Prevention. The initiative Steering Committee should continue to vet these documents with state and local health departments and with DSTDP staff, to ensure that observations and recommendations are accurate and comprehensive and can serve as the cornerstone of future efforts.

DELIVERABLE 2A GS-10F-0087N	<ul style="list-style-type: none">• DSTDP STD Prevention Vision statement
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Vision

According to John Kotter, in his book, Leading Change, vision statements are “imaginable, desirable, feasible, focused, flexible, and communicable”. A vision statement illustrates an entity’s reason for existing and presents their timeless goal.

At the one-day facilitated session in Atlanta, stakeholders representing the CDC, State Health Departments and Local Health Departments were asked to consider the vision for STD Prevention. They were charged with creating a common vision that encompasses all of their current and future goals for CDC-funded project areas.

Some of the vision elements were articulated in the Take-a-Panel exercise. Participants were encouraged to think broadly, and illustrate their personal vision for STD Prevention success. After participants shared and synthesized these ideas, a small group was tasked with drafting the vision statement for STD Prevention. The larger group reviewed this draft and their comments were incorporated to produce the statement below:

We aspire to excellence in STD prevention, program delivery, research and evaluation through a collaborative enterprise of public and private partnerships

The Steering Committee should now disseminate this statement to a vast array of grantees, to garner further feedback and ensure the vision statement can support the work of the CDC-funded project areas as they further progress in their prevention goals.

DELIVERABLE 2B GS-10F-0087N	<ul style="list-style-type: none">• Key STD Prevention objectives and guiding principles
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Objectives

“Objectives” are the tangible, measurable goals that advance an entity toward its vision. Instead of deriving new objectives for STD Prevention, stakeholders chose to employ the national STD prevention objectives already defined by the Department of Health and Human Services (DHHS) and the Institutes Of Medicine (IOM). These objectives incorporate the goals of Health People 2010, emphasize infertility prevention and syphilis elimination, and are already the focus of the work conducted by State and Local Health Departments through their cooperative agreement with DSTDP. The current Objectives are as follows:

Government Performance and Results Act (GPRA) performance goal(s):

1. Reduce STD rates by providing Chlamydia and Gonorrhea screening, treatment, and partner treatment to in publicly funded family planning and STD clinics nationally.
2. Reduce the incidence of primary and secondary syphilis.
3. Reduce the incidence of congenital syphilis.

Institute of Medicine (IOM) goals:

1. Overcome barriers to the adoption of healthy sexual behaviors.
2. Develop strong leadership, strengthen investment, and improve information systems for STD prevention.
3. Design and implement essential STD-related services in innovative ways for adolescents and under served populations.
4. Ensure access to and quality of essential clinical services for STDs.

Whereas the vision for STD Prevention will remain consistent, STD Prevention objectives may change, based on public health needs. All new objectives should be encompassed within the vision, since the vision represents ultimate goals of STD Prevention.

Guiding Principles

Values, or Guiding Principles, are the working rules that stakeholders agree upon as they embark on meeting their objectives. At the one-day session, Stakeholders began to identify the Values and Guiding Principles that would lead them through a successful change process and define a new working relationship. This includes considering who would be included in the initiative, how stakeholders would work together, what communication mechanisms would be used and how consensus would be determined. Guiding Principles/Values should be considered a working document to be updated and revised as stakeholders identify new or different working relationships.

The first set of Guiding Principles/Values is identified below. The state and local health departments will seek to foster:

- Integration of sexual and reproductive health into mainstream health care, across public health programs and health care delivery systems
- Diversity of prevention approaches applicable to populations served
- Commitment to incorporate all related work and to continuously improve

- Commitment to better communication among stakeholders, to create true partnership
- Data-driven decision making
- Use of Best Practices across grantees
- Creation of a trained workforce at State and Local Health Departments

The group then made a commitment to stakeholder involvement, and identified methods of participation:

- Involve people across the country, and a sample of people at every level, during all development efforts
- Involve external stakeholders or other groups to get lessons learned
- Obtain agreement on outputs, strategies, processes, core activities, measures and priorities in each category
- Make a clear commitment to evaluation
- Clearly document the process, benefits, and deliverables for stakeholders
- Incorporate feedback from multiple stakeholders in all work through use of an iterative process
- Create consistent definitions and priorities for stakeholders. Define terms and develop criteria to prioritize (e.g. health outcomes, data quality)
- Use both small group and large group input

The vision, Objectives and Guiding Principles can be viewed as a lens through which all future STD Prevention work is viewed. All Prevention efforts should coincide with these goals, and be conducted within these boundaries identified by the group.