



VISION

Healthy people
in vibrant
communities.

MISSION

Leading the way in
protecting and promoting
the health of all people in
our communities, resulting
in better health.

VALUES

Evidence
Collaboration
Accountability
Quality
Equity
Forward-thinking



STRATEGIC DIRECTION 1

With partners and community members, reduce health and social inequities, making measurable improvements in population health.

GOALS

Local drivers of population health are understood and addressed.

Client needs are met through integration with community partners.

Action proportionate to need ensures equitable access to public health programs and services.

STRATEGIC DIRECTION 2

Work with partners and community members to transform systems to improve population health.

GOALS

Shared knowledge, resources and support increased efficiencies in local health and human services.

Effective communication with system partners heightens awareness of the role of public health in the continuum of care.

System transformation results from recognition of public health's role in improving population health.

STRATEGIC DIRECTION 3

Build an organizational culture of innovation and leadership that supports excellence in public health programs and services.

GOALS

Flexible local public health programs and services are delivered by well supported staff.

Staff have the skills to plan and implement responsive local public health programs and services that demonstrate value.

Accountability to funders and the community is achieved through a purposeful organizational culture of innovation and leadership.