



CLARK COUNTY PUBLIC HEALTH

STRATEGIC PLAN

2011 – 2012

Approved by Board of Health, 11.23.2010

Purpose

Our purpose is your good health. Together we:

- *Prevent* disease and injury
- *Promote* healthier choices
- *Protect* food, water, and air
- *Prepare* for emergencies.

We're always working for a safer and healthier community.

We Value:

- **Prevention and promotion.** Strategies that prevent disease and promote healthy living in healthy environments lead to long term benefits for everyone.
- **Collaboration.** Community partnerships produce well-supported and cost-effective health outcomes by bringing people, resources, and organizations together.
- **Data-driven, science-based services.** Effective public health interventions depend on the best and most up-to-date research and information available.
- **Social justice and diversity.** A healthy community recognizes that everyone's health matters equally, and that services and solutions must be accessible, affordable, and appropriate for all.
- **Customer service and accountability.** As vigilant stewards of the public's trust, we provide services that are responsive and accountable to the community's needs.
- **Skilled, innovative, diverse workforce.** A well-trained, dedicated, creative and diverse workforce is the foundation of our ability to assess and address the health of the community.

Vision

Active, healthy families and people of all ages, abilities, and cultures living, learning, working, and playing in thriving communities.



For other formats, contact the Clark County ADA Office

Voice (360) 397-2000, **Relay** 711 or (800) 833-6388,

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Through partnerships we will influence the conditions that promote good health for everyone

because good health occurs when family and community environments provide all of us the opportunity for a healthy start and healthy choices where we live, learn, work, play, and worship.

Initiative 1 – Ensure public safety and increase community resilience

Strengthen the community's ability to prepare for, respond to, and recover from public health hazards.

In two years we will:

- Prepare individuals to understand, evaluate, and mitigate hazardous risk.
- Support social networks working to address and respond to public health and safety hazards.
- Engage community organizations, businesses and other governmental agencies in assessing and preventing health risks in the community.

Initiative 2 – Increase opportunities for healthy living

Prevent chronic disease by reducing exposure to and use of tobacco, increasing access to healthy foods, and increasing opportunities for physical activity.

In two years we will:

- Ensure that tobacco cessation is incorporated into substance abuse and mental health services.
- Increase availability of healthy foods and opportunities for physical activity.
- Promote a health focus in public policy and planning.

Initiative 3 – Increase opportunities for every child to have a healthy start

Give children the best possible start by supporting healthy pregnancies, child safety and well-being.

In two years we will:

- Increase the number of Clark County businesses implementing policies that support breastfeeding.
- Develop a network of volunteer peer mentors and health advocates that support women accessing prenatal care.
- Establish a Partnership for Healthy Neighborhoods in at least one neighborhood, providing a model for additional neighborhood collaboratives that improve child health and prevents chronic diseases.

Initiative 4 – Link public health, primary care, behavioral health, oral health, and community resources in alignment with health care reform

Ensure quality, accessible health care by implementing preventive services and integrated health care.

In two years we will:

- Collaborate with health care organizations in their community needs assessment and benefits requirements.
- Maximize prevention and wellness opportunities as funded by health care reform.
- Actively participate in a regional health care planning process to support integrated primary care, including clinical preventive services, through Accountable Care Organizations.

Initiative 5 – Demonstrate excellence in local public health practice and management

Support educational growth for our workforce, explore new and emerging technologies to share information with the community, and continue our performance management work.

In two years we will:

- Implement a quality improvement project based on the Washington State Public Health Standards.
- Ensure that all programs will be tracking performance measures and reporting results to the Board of Health and the community.
- Increase our staff knowledge, skills, and abilities in community collaboration and mobilization.