

**Washoe County Health District  
2012 – 2015 Strategic Plan**

**Vision Statement:**  
We are Leaders In a Unified Community Committed to Optimal Human and Environmental Health.

**Mission Statement:**  
To protect and enhance the physical well being and quality of life for all citizens of Washoe County through providing health information, disease prevention, emergency preparedness, and environmental services.

- Organizational Values:**
- **Trustworthiness**
    - Appropriate allocation of resources
    - Spend prudently
    - Stewardship
  - **Professionalism**
    - Ethics
    - Education
    - Accountability
  - **Partner - Collaborate**
    - Be Flexible, Adapt
    - Be accessible
    - Be Proactive
    - Innovate and Create

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**Goal 1:**  
Demonstrate the value and contribution of public health.

**Strategy 1:**  
Develop and implement Public Health branding.

**Strategy 2:**  
Develop communications strategies for educating staff, public, and key partners.

**Strategy 3:**  
Demonstrate value using cost-benefit and health outcome analyses.

**Goal 2:** Strengthen District-wide infrastructure to improve public health.

**Strategy 1:**  
Prepare for and respond to public health threats.

**Strategy 2:** Include health in policy and decision making across State and local agencies. (HiAP)

**Strategy 3:**  
Strengthen WCHD public health workforce development.

**Goal 3:** Secure and deploy resources for sustainable impact.

**Strategy 1:**  
Improve alignment of resources with WCHD priorities.

**Strategy 2:** Pursue new opportunities to secure/generate revenue.

**Strategy 3:**  
Strengthen / streamline resource acquisition, management, and deployment.

**Strategy 4:**  
Leverage opportunities to support Key Initiatives across WCHD Programs.

**Goal 4:** Strengthen WCHD as an innovative, high-performing organization.

**Strategy 1:** Work towards National Public Health Accreditation.

**Strategy 2:** Retain and recruit a skilled, diverse, and empowered workforce.

**Strategy 3:** Foster a cohesive, values-driven culture.

**Strategy 4:**  
Optimize WCHD organizational structure and processes.

**Strategy 5:**  
Optimize technology to support WCHD priorities.

**Goal 5:** Achieve targeted improvements in health outcomes and health equity.

**Strategy 1:** Establish benchmarks to improve health outcomes and health equity.

**Strategy 2:** Identify, validate, and disseminate evidence-based and promising practices.

**Strategy 3:**  
Implement a systematic program review process.