

# VENTURA COUNTY PUBLIC HEALTH STRATEGIC PLAN 2023-2025 EXECUTIVE SUMMARY

## Our MISSION...

*To protect and promote the health and well-being of everyone in Ventura County*

## Our VISION...

*To be the healthiest county in the nation*

## Our CORE VALUES...

*Collaboration, Diversity, Accountability, Customer Service Excellence, Performance Improvement*

## COLLABORATIVE PRIORITY AREAS

### Promote Lifelong Wellness

- Promote access to physical and mental health services for children and families.
- Expand chronic and communicable disease prevention and control efforts among diverse populations experiencing health disparities.
- Encourage healthy lifestyles by implementing innovative prevention strategies and elevating public awareness of key health messages.

### Advance Health Equity

- Implement targeted messaging campaigns to underserved populations in order to increase awareness and utilization of available health and social services.
- Utilize technological advances to further address social determinants of health.
- Enhance departmental capacity and practice towards the advancement of health equity.

### Enhance Community Partnerships

- Strengthen multi-sector partnerships with community stakeholders and agencies to improve health outcomes.
- Enhance collaboration with entities providing mental health and social services.
- Support disaster preparedness among healthcare system stakeholders, community members and emergency response organizations.

## INTERNAL PRIORITY AREAS

### Increase Communication and Engagement

- Increase internal departmental communication.
- Maximize opportunities to engage the community and increase awareness of public health services.
- Strengthen the departmental capacity to communicate emerging public health issues to the public.

### Support our Public Health Workforce

- Attract, retain, and develop a skilled, and competent workforce.
- Sustain a work culture where staff are acknowledged, empowered, and engaged.
- Expand and implement continuous quality improvement practices throughout the department.

## ONGOING PRIORITY AREAS

- Protect the population of Ventura County from chronic disease, the spread of infectious disease, environmental hazards, and disasters.
- Improve VCPH use of, and contributions to, the evidence-base of public health science, practice and epidemiology.
- Provide culturally specific public health services to children, families and communities to ensure the full health potential of all residents.