

Executive Summary

County of Santa Clara Public Health Department Strategic Plan 2019-2022

Vision: All people thrive in healthy and safe communities

Mission: To protect and improve the health of our community

Values: Excellence, Equity, Diversity and Collaboration, Accountability, and Integrity

This executive summary presents the strategic direction for the County of Santa Clara Public Health Department to protect and improve the health of our community so that all people thrive in healthy and safe communities. This strategic plan strengthens our foundational capabilities to work in new ways to deepen our impact. The Public Health Department will focus its efforts in the following ways:

Racial & Health Equity



- Lead with race to ensure our institutions and systems are not excluding or burdening communities of color, with the goal of eliminating the root causes of unequal health outcomes
- Work to transform systems, structures, and policies that perpetuate inequities and structural racism, strengthen community engagement practices, and enhance departmental capacity and practice to advance racial and health equity.

Policy



- Focus on the development and promotion of public policy that protects the health of the public.
- Develop and implement an upstream policy agenda across sectors, monitor and guide policy in alignment with public health priorities, and develop departmental infrastructure to facilitate coordination of policy efforts.

Partnerships



- A broad range of strong, cross-sector partnerships are essential to achieving collective impact to address health inequities in the County of Santa Clara.
- Develop and support strategic partnerships to leverage assets and mobilize change, and work to integrate public health approaches and programs with the clinical healthcare delivery systems.

Technology & Data



- Accelerate public health action at the local level, by investing in state-of-the-art technology and improving access to quality data to better assess health status and inform public health actions.
- Enhance the breadth, timeliness, and accuracy of data to better understand health status, inform public health strategy, program planning and performance improvement.
- Increase the use of public health data by staff, county partners, policy makers, and other agencies.

Workforce Development & Engagement



- Recruit well-qualified candidates who reflect the diversity of our community, and develop procedures for growth, advancement, and succession planning.
- Develop a culture of recognition, empowerment and engagement.