



MADERA COUNTY DEPARTMENT OF PUBLIC HEALTH

VISION

Valid and Reliable Public Health Data

- Meaningful use
- Strong, well-communicated data

Minimal Communicable Disease

- Early, accurate detection
- Effective investigation and mitigation
- All vaccinated

Accessible and Affordable Quality Healthcare

- Healthcare is accessible and affordable (Medical/ Dental/ Vision/ Nutrition/ Mental/ Homeless)
- Preventive healthcare services are prioritized: reproductive health, prenatal care, substance abuse treatment, chronic diseases well-managed

Healthy Behavior at Every Age

- Accessible and quality health education
- Residents are aware of health issues
- Families have healthy support systems and services: parenting, healthy relationships, conflict resolution, and resiliency
- Meaningful youth engagement

Healthy Community Design

- Access to active, green living environments: open spaces, parks, trails, and gardens
- Gathering spaces in neighborhoods
- Affordable recreation services
- Adequate, accessible, and affordable transportation
- Active transportation infrastructure
- Affordable, safe and adequate housing

Accessible and Affordable Healthy Food

- Accessible, affordable healthy food
- Viable farmers markets

Safe Neighborhoods

- Free from crime and violence
- Partnerships with law enforcement
- Gang prevention and intervention
- Safe home environments

Clean Environment

- Clean air
- Access to clean, free water
- Clean soil to grow healthy food
- Clean power infrastructure

Economic Vitality

- Livable family wages/ jobs
- Incomes support families
- Vibrant economic hubs
- Healthy worksites and workforce

Engaged and Collaborative Leadership

- Public health is adequately funded
- Public health in all policies
- Strong health workforce
- Shared values and vision with partners
- Positive and active collaboration among all public and private sectors

Commitment to Community

- Community engagement, pride, cohesion, and accountability
- Racial equity
- Partnerships with business
- Active philanthropy
- Inclusive and respectful of faith
- Passionate about health



MADERA COUNTY DEPARTMENT OF PUBLIC HEALTH

MISSION: What we do daily to reach our vision.

Lead.

- Listen and serve
- Actively engage and collaborate
- Take strategic initiative
- Passionately pursue health equity
- Focus on upstream prevention
- Embody our values

Protect.

- Prevent disease and injury
- Detect and treat disease
- Help residents understand risky health behavior
- Expand access to healthcare and health resources

Empower.

- Recognize and support the power of residents
- Provide data, information, and training
- Invite and recognize diverse perspectives and ideas
- Honor acts of leadership

GUIDING PRINCIPLES

Culture of Honor

Shared Values: I CARE

- ◆ Integrity
- ◆ Collaboration
- ◆ Accountability
- ◆ Respect
- ◆ Equity

Service

Innovation

Quality Improvement

Equity and Health in All Policies

Partnerships and Collaboration

STRATEGIC PRIORITIES

Community Health Improvement

Data-driven Action and Quality Improvement

Department Efficiency

Funding Stability

Adequate, Qualified and Motivated Workforce

Madera Public Health Brand