

PHMDC STRATEGIC PLAN 2011-2013

PHMDC is committed to providing quality, essential public health services. As we practice assessment, assurance and policy development to protect and promote the health of people and the physical and social environment, PHMDC will especially concentrate on advancing the following strategic priorities:

Strategic Priorities

- **1.** PHMDC will seek to more fully understand and develop programming that addresses the social and economic determinants of health, focusing especially on **health inequity**.
- **2.** PHMDC will build capacity to translate data into action through **community-based research**.
- **3.** PHMDC will **evaluate all public health programs for effectiveness and efficiency** using standard evidence-based measures and best practices assuring that programs are in line with community health assessments and community health improvement plans.
- **4.** PHMDC will build and strengthen **partnerships** with other local government agencies, health care institutions, academia and community-based organizations.

Actions

Division of Environmental Health

- **1.** Address licensed establishments according to complexity and risk
- **2.** Create collaborative strategies to reduce rural and urban hazardous waste
- **3.** Incorporate relevant built environment factors into community health assessment
- **4.** Define role of PHMDC relative to Dane County air quality

Division of Community Health

- **1.** Advance neighborhood capacity building and revitalization strategies
- **2.** Incorporate community health assessment and other relevant data into program prioritization and other decisions
- **3.** Facilitate coordinator of community-based research and programming

Division of Administration

- **1.** Design and implement social marketing strategies to support priority public health objectives
- **2.** Facilitate organization of cross-program, health equity team
- **3.** Develop performance management infrastructure to assure program quality