Vision: Healthy individuals and families in healthful communities
Mission: Dedicated to optimizing the health and well-being of the people in California

Central Challenge
Identifies the Department’s key focus to support its mission and vision

Make Public Health a Key Priority for California

Strategic Priorities
Critical areas that must be achieved to support the Central Challenge

A
Strengthen CDPH as an Organization

B
Communicate and Promote the Value of Public Health

C
Strengthen Prevention and Control of Disease and Injury

Strategic Objectives
Activities the Department will focus on to achieve its Strategic Priorities and Central Challenge

1
*Develop Workforce

2
Promote Core Values

3
Optimize the Use of Information Technology

4
Improve Decision Making Processes

5
Strengthen Linkages with Local Health and Tribal Jurisdictions

*Directorate-sponsored Department-wide Initiatives Final 5-7-15

Cross-Cutting Strategic Priorities
These priorities are foundational and should be embedded in efforts to implement other Strategic Map Priorities and Objectives

D
Expand and Strengthen Collaborations and Partnerships

E
Make Continuous Quality Improvement a Way of Life in the Department

F
Achieve Health Equity through Public Health Policies and Programs