Kentucky Public Health
Prevent. Promote. Protect.

STRATEGIC MAP: 2021-2025

Mission: To improve the health and safety of people in Kentucky through Prevention, Promotion and Protection

Vision: Healthier People, Healthier Communities

We Achieve Excellence through REACH Values: Responsiveness, Equity, Accountability, Collaboration and Honesty

PEOPLE

QUALITY

EFFICIENCY AND EFFECTIVENESS

BUILDING PUBLIC HEALTH CAPACITY

Promote HEALTH EQUITY in All We Do

Attract and Retain a Competent and Diverse Workforce
Cultivate a Positive Work Environment and Satisfied Workforce

Implement and Maintain a Culture of Quality and Customer Satisfaction
Attain and Sustain PHAB Accreditation
Support Evidence-Based and Promising Public Health Practice and Research

Implement and Maintain a Department-Wide Performance Management System
Promote Effective Use of Technology and Increase Data Utilization
Improve Sound Financial and Business Practices

Develop and Enhance Relationship with Key Partners
Pursue Mission Specific Funding Opportunities

Strengthen Internal and External COMMUNICATIONS

07/31/21 Revised