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

**Vision:** Healthier People …. Healthier Communities.

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

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**People**
- Attract & Retain a Competent & Diverse Workforce
- Cultivate a Positive Work Environment & Satisfied Workforce
- Develop & Enhance Relationships with Key Partners

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

**Efficiency & Effectiveness**
- Implement & Maintain a Department-wide Performance Management System
- Promote Effective Use of Technology & Increase Data Utilization
- Improve Sound Financial & Business Practices

**Building Public Health Capacity**
- Develop & Enhance Relationship with Academic Institutions
- Improve Relationship with Public/Private Partners
- Pursue Mission Specific Funding Opportunities

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**Strengthen Internal & External Communications**