

## VISION

Everyone in Chatham-Kent has the opportunity to reach their full potential for health and well-being.

## MISSION

Working together to deliver evidence-informed, equity-focused programs and services. We protect and promote health and advocate for positive social change.

## VALUES

Dedication  
Knowledge  
Trust and Respect  
Leadership  
Innovation  
Flexibility



### Effective Public Health Practice

1. Increase the incorporation of planning, evaluation, & health equity in all programs and services to anticipate and address population needs
2. Increase CKPHU staff knowledge of planning and evaluation language and terminology, practices, and outcomes
3. Develop an organizational performance monitoring system to continually assess and improve indicators of governance, accountability, strategic priorities, and program outcomes



### Strengthen Organizational Capacity

1. Increase staff knowledge and skills around the Core Competencies for Public Health
2. Maximize and align the use of resources (financial, staff, community, technological, time, etc.) to respond to local population health needs
3. Foster an organizational culture that is supportive and recognizes staff as our most valuable asset



### Community Engagement

1. Increase public awareness of CKPHU's programs and services
2. Strengthen relationships with indigenous communities
3. Prioritize community engagement as a strategy to improve organizational capacity in addressing health inequities
4. Strategically strengthen partnerships to create the conditions that help our community to be healthy