



**OUR MISSION** Drawing upon community wisdom and science, we support, develop, and implement evidence-based policies, practices, and partnerships that protect and promote health, prevent disease and injury, and create sustainable environments and resilient communities.

**OUR VISION** To be a community-centered leader in public health practice and innovation.

**STRATEGIC DIRECTIONS**

**PHD STRATEGIES AND PERFORMANCE MEASURES 2012-2015**

PUBLIC HEALTH ACCREDITATION (PHA) DOMAIN CATEGORIES

ASSESSMENT / RESEARCH

**1. Superb knowledge management systems and empowered users**

**STRATEGY 1 :** Build an integrated information and knowledge management infrastructure that enables us to monitor health, to inform and guide activities, and to improve staff and systems performance.

**PERFORMANCE MEASURES:**

- 1.1. Build a strong, highly functional information technology (IT) and technical assistance infrastructure in alignment with Department of Public Health IT strategy.
- 1.2 Establish a highly functional, integrated infectious disease system to collect and report data and to deliver and monitor public health actions.

POLICY DEVELOPMENT

**2. Assessment and research aligned with our vision and priorities**

**STRATEGY 2:** Integrate, innovate, improve, and expand efforts in community and environmental assessments, research, and translation.

**PERFORMANCE MEASURES:**

- 2.1 Create an action plan that supports division priorities.
- 2.2 Build cross-section interdisciplinary teams to improve health outcomes and programmatic activities.

ASSURANCE

**3. Policy development with collective impact**

**STRATEGY 3:** Conduct effective policy and planning that achieves collective impact to improve health and well-being for all San Franciscans.

**PERFORMANCE MEASURES:**

- 3.1 Establish a division-wide Performance Management, Equity and Quality Improvement Program.
- 3.2 Establish systems and partnerships to achieve and maintain Public Health Accreditation.
- 3.3 Develop a prioritized legislative agenda and strategic implementation plan to address health status and inequities.

GOVERNANCE, ADMINISTRATION, AND SYSTEMS MANAGEMENT

**4. Assurance of healthy places and healthy people**

**STRATEGY 4:** Lead public health systems efforts to ensure healthy people and healthy places

**PERFORMANCE MEASURES:**

- 4.1 Establish community-centered approaches that address the social determinants of health and increase population well-being.
- 4.2 Sustain and improve the infrastructure and capacity to support core public health functions, including legally mandated public health activities.

**5. Sustainable funding and maximize collective resources**

**STRATEGY 5:** Increase administrative, financial and human resources efficiencies within the division

**PERFORMANCE MEASURES:**

- 5.1 Establish a centralized business office for the division.
- 5.2 Appropriately address the human resource issues regarding civil service and contract employees.
- 5.3 Establish a centralized grants management and development system for the division.

**6. Learning organization with a culture of trust and innovation**

**STRATEGY 6:** Build a division-wide learning environment that supports public health efforts.

**PERFORMANCE MEASURES:**

- 6.1 Establish a division-wide Workforce Development Program.