

# North Carolina Division of Public Health Strategic Map: 2017 - 2019

**Drive and Promote Integrated  
Public Health System that Invests in  
Prevention and Safeguards the  
Public's Health**

- Engage People and communities in Prevention and Health Improvement
- Expand and Strengthen Collaboration with Traditional and Non-Traditional Partners
- Use Data to Drive Decision Making and Improve Performance
- Incorporate Health and Health Equity in All Policies

**Clarify and  
Communicate  
Public Health Value  
and Contribution**

Develop Messages  
on Our Roles in an  
Integrated System  
of Health

Define and  
Prioritize  
Key Audiences

Define and  
Prioritize Key  
Methods of  
Message Delivery

Implement  
Communications  
Strategies and Monitor  
Effectiveness

**Strengthen  
Statewide  
Infrastructure to  
Support the  
Public's Health**

Develop Workforce  
Skills Needed to  
Support Current and  
Future Requirements

Recruit and Retain  
Key Workforce

Promote HNC 2020  
as the Framework to  
Build Community  
Infrastructure

Leverage  
Cross-Jurisdictional  
Resources to Optimize  
Infrastructure

**Secure Sustainable  
Funding Aligned  
with Strategic  
Priorities**

Educate about Tobacco Master  
Settlement Payments and  
Tobacco Taxes to invest in  
Tobacco Use Prevention and  
Cessation

Optimize Fee/  
Reimbursement for  
State and Local Public  
Health Services

Use Evidence-Based  
Population-Based  
Model to Fund  
Community Prevention

Maximize  
Safety Net Funding

Promote Federal,  
State and Local  
Funding for  
Core Public Health

Continue engagement in  
Medicaid Reform to assure  
funding for prevention activities  
and policies for prevention

**Create a Nimble,  
Quality-Driven  
Organization**

Streamline  
Core Business  
Processes

Foster a Positive  
Customer-Focused  
Culture

Increase Employee  
Recognition,  
Empowerment, and  
Retention

Utilize Innovative  
Relationships and  
Mechanisms to  
Achieve Best Solutions