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

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

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