Planning for Change: ACPHD’s Journey to Build Social & Health Equity 2006 -2013

Eliminate Health Inequities Use Social Justice Framework

2006-07

ACPHD’s Leadership Team had a vision...

HEALTH
Healthy Communities (community/families, self-determination)
Equity (fairness, equity)
Accountability (quality, efficacy, innovation)
Leadership (stewardship, responsibility, accountability, advocacy)
Trust & Teamwork (trust, respect)
Humility (Diversity, integrity)

Strategic Planning Process

2006-07

Strategic Planning Retreat 1
Identified Six Strategic Directions

9/2007

Surveys, Forums, Group Discussions
Data Analysis

10/2007

Strategic Planning Retreat 2
Finalized the Strategic Directions & Goals

2/2008

Transform our organizational culture and align our daily work to achieve health equity.
Enhance Public Health Communications internally and externally.
Ensure Organizational accountability through measurable outcomes and community involvement.
Support the development of a productive, creative and accountable workforce.
Advocate for policies that address social conditions impacting health.
Cultivate and expand partnerships that are community-driven and innovative.

6/2008

Roles:
- Liaison
- Think Tank
- Mobilizers

Developed 5 Phases
1. Education & Information
2. Assessment
3. Planning
4. Implementation
5. Evaluation
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2009

Place Matters Local Policy Groups Born

2009-11

Alameda County Public Health Department

Cross Dept. Workgroups

2012

Assess Status of all Division

2013

Health Equity Vision
• Diverse staff & community who have a shared understanding of the root causes of health inequities & our strategies to address them
• Skills to identify, track, & act on CCB, policy change & address HI
• Aggressive, creative & strategic attainment & use of funding as well as using current resources efficiently & effectively.
• Accountable to our community, our vision and ourselves.
• Partnership with DIVERSE residents, CBOs & institutions.
• Residents involved in decision making, staff who understands their day-to-day realities & earns their respect & trust.
• Programs that build on our current strengths while addressing root causes of HI.
• Flexible & dynamic work environment that supports staff across all levels, that is respected, respectful, involved & heard.