



*Delaware Division  
of Public Health*

# Division of Public Health's Strategic Direction

November 18, 2011

## Our Mission

To protect and promote the health of all people in Delaware

## Our Vision

Healthy people in healthy communities

Goals

Promote healthy lifestyles

Improve Access To Quality and Safe Healthcare

Achieve Health Equity

Improve Performance

Strategic Priorities

Improve Healthy Behaviors

Implement Health Reform

Improve the health of minority populations

Implement a performance management system

Improve Organizational Culture

Rationale

Obesity is an example of a major contributor to leading causes of death including heart disease, stroke, diabetes and some types of cancer. These chronic diseases are among the most common, costly and preventable.

Health reform provides access to preventive health services, promote wellness, improves population health, and integrates the public health and medical care systems.

Every person deserves equal access to comprehensive, culturally competent, community-based health care that serves the needs of the individual and promotes community health.

Performance management uses standards, measures, progress reports, and ongoing quality improvement (QI) to make sure we achieve the results we want

Foundations

### Emphasize population-based activities

Guiding Principle: DPH partners with others to have the greatest positive impact on the health of all people in Delaware by using available resources in the most efficient way to achieve desired results. We do this by providing population based services and interventions. These are services and interventions that impact large groups of people and systems, rather than individuals.

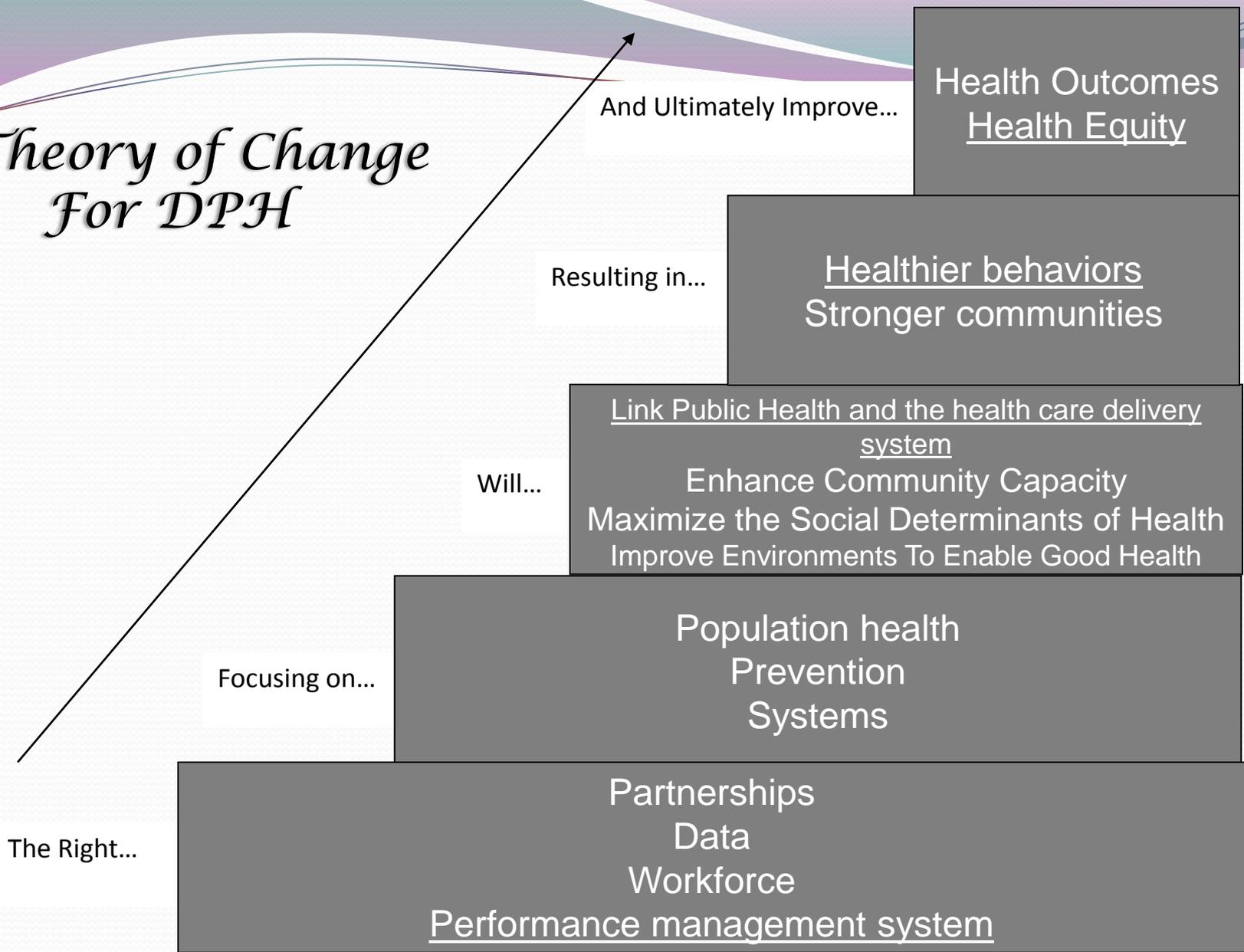
### Strengthen the community-based public health system

Guiding Principle: DPH improves health by increasing the capacity of communities. Community-based public health programs are broad and sustainable efforts to prevent illness, disability and premature death. They have an important role to play in reforms that expand and ensure access to health care coverage, especially for vulnerable populations.

## Our Values

Integrity · Respect · Participation · Accountability · Teamwork · Excellence

# *A Theory of Change For DPH*



Underline Font Indicates a DPH Strategic Priority

Perspective

**STRATEGIC OBJECTIVES**

Health Status

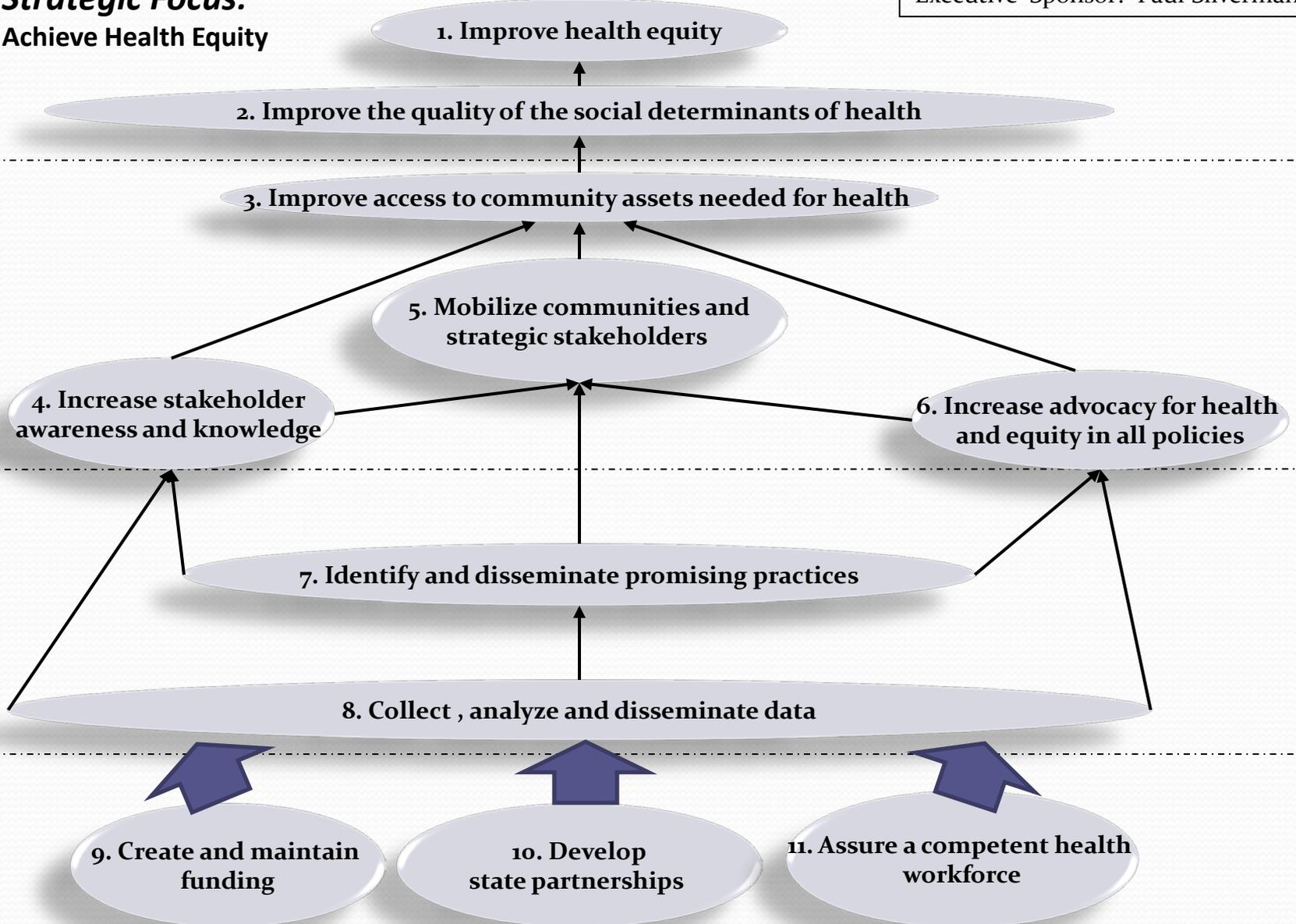
Implementation

Process & Learning

Assets

**Strategic Focus:**  
Achieve Health Equity

Executive Sponsor: Paul Silverman



# *Key Initiatives*

- Health Equity Data Analysis and Annual Report
- Health Equity Organizational Self-Assessment (BARHII)
- Basic Health Equity Training for all DPH employees and “Health/ Health Equity in All Policy” Training for DHSS Divisions
- Health Equity Place-Based Community Strategy

# *Next Steps*

- Finalize Objectives and Measures
- Obtain baseline and targets
- Fill in the detail for the four overarching initiatives
- Enter measure information into our Performance Management System
- Begin Implementation
- Begin scorecard reporting

# *Challenges*

- ❖ Organizational Alignment
- ❖ Building Expertise
- ❖ Adding value to existing efforts by our partners

# *Achievements*

- ❖ Beginning a culture change in DPH
  - ❖ Use of Balanced Scorecard
  - ❖ Addressing root causes
  - ❖ Working outside of traditional silos

# *Opportunities to Collaborate*

- ❖ Joining existing “place based” approaches
- ❖ Contributing DPH resources to existing efforts
- ❖ Promoting a partnering environment
  - ❖ Sharing knowledge
  - ❖ Sharing resources
  - ❖ Coordinating effort
  - ❖ Advocacy