Empowering people, confronting inequities, influencing policy, and bettering lives

**Impact Coconino County Winnable Battles**

- Improve Maternal, Child & Teen Health Outcomes
- Promote Nutrition & Physical Activity
- Impact Disease Prevention & Intervention
- Ensure Injury Prevention

**Maximize CCPHSD Effectiveness**

- Prioritize Continuous Quality Improvement
- Achieve and Maintain Accreditation
- Optimize Marketing, Social Media & Branding
- Invest in Workforce Development

**Foundational Principles**

- Consider Health Outcomes in all Policy
- Promote & Protect Public Health, Safety & Wellness
- Prepare for & Respond to Public Health Emergencies
- Achieve Health Equity within all CCPHSD Programs and Services
- Be Responsible Fiscal Stewards