

**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**