

2018-2021 Strategic Plan

Vision

A community that lives well, plays well and stays well.

Mission

Promoting health, preventing disease, and protecting the environment so that all in Virginia Beach are empowered to achieve optimal health and well-being.

Values

- Excellence
- Integrity
- Collaboration

Strategic Priorities

1. Valued Workforce
2. Communication
3. Quality
4. Stewardship
5. Service Integration



Goals & Objectives

GOAL 1

Attract and empower a knowledgeable workforce passionate about service.

- Provide, support, and promote training and growth opportunities for all staff.
- Improve employee recruitment and onboarding processes.
- Establish and maintain a supportive work environment.

GOAL 2

Utilize open communication to foster relationships and enhance effectiveness of services.

- Communicate the value of VBDPH programs, services, and functions to internal and external audiences.
- Improve internal communications.
- Use health communication strategies and health information technology to improve population health outcomes.

GOAL 3

Infuse quality improvement into public health practices and operations.

- Develop and adopt a department-wide performance management system.
- Form a multidisciplinary quality improvement team to carry out and monitor improvement efforts.
- Develop a systematic process for assessing customer satisfaction with VBDPH services.

GOAL 4

Carefully and responsibly manage resources entrusted to us to advance the health of our community.

- Ensure our programs and services deliver the best value and return on investment for the resources with which we are entrusted.
- Create and employ an interactive budget creation and monitoring process.
- Explore new and innovative cost savings and funding sources.

GOAL 5

Connect people, services, and information to support optimal health outcomes.

- Integrate programs and client services across VBDPH divisions and work units.
- Encourage and support community collaborations to improve public health structures, systems, and outcomes.
- Optimize the use of technology to improve population health.