West Virginia Department of Health and Human Resources
Bureau for Public Health Administration
Strategic Map: 2014-2014

Meet Critical Public Health Needs
and Improve Health Outcomes
in a Changing Environment

A
Deliver Quality Public Health Programs and Services
- Use Public Health Needs Assessment to Improve Bureau Operations
- Continuously Identify All Programs and Services
- Maximize Value of Programs and Services
- Develop and Implement a Statewide Health Improvement Plan

B
Demonstrate Public Health Value by Achieving and Communicating Targeted Outcomes
- Identify and Prioritize Targeted Outcomes
- Strengthen Bureau Capability to Monitor, Track and Report Outcomes
- Communicate and Promote Activities and Outcomes
- Develop & Maintain a Performance Management System

C
Recruit, Develop and Support a Competent Workforce
- Develop & Implement Workforce Recruitment, Retention and Development Plan
- Assess and Fill Critical Vacancies
- Train Staff to Meet Public Health Core Competencies
- Continually Assess and Promote Employee Satisfaction
- Work With Schools to Help Meet Current & Future Public Health Needs

D
Improve Infrastructure Effectiveness And Efficiency
- Clarify Roles and Responsibilities in Decision-Making at All Levels
- Explore and Prioritize Opportunities to Achieve Bi-Directional Data Use
- Improve Technology Utilization
- Optimize Use of Existing Funds
- Pursue Alternative Sources Funding

E
Develop and Foster a Performance Management and Quality Improvement/Strategic Effectiveness Culture

F
Use Evidenced-Based Data-Driven Decision Making