**Vision**
Better Health Every Day for Everyone

**Mission**
To collaborate with the Community to protect, promote, and improve the health and well-being for all

**Values**
- Collaboration
  Working in teams and partnering with others to achieve our goals and visions
- Community-Focus
  Ensuring that community members are able to participate and have a voice in our work
- Compassion
  Demonstrating understanding, empathy, and kindness with patients, clients, colleagues, and the community
- Equity
  Ensuring full and equal access to programs and services that enable people to lead healthy lives
- Quality
  Striving toward excellence through the use of evidence-based practices and process improvement in all service and program areas
- Respect
  Addressing everyone with politeness and dignity while demonstrating value of individual needs and cultural diversity

**2018 5-Year Strategic Direction 2023**

- Increase access to quality & affordable primary care
- Increase access to oral health
- Participate in a coordinated health data resource for the county using the most current technology available
- Shift food & beverage consumption from unhealthy to healthy
- Increase physical activity
- Improve branding to increase awareness of Public Health
- Increase positive perception of Public Health in the Community
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**Access to Health Care & Dental Care**

**Data & Technology**

**Public Awareness & Education**

**Obesity & Diabetes**

**Resources**
- www.santacruzhealth.org/publichealth
- (831) 454-4000
- www.facebook.com/publichealthSCC
- www.twitter.com/publichealthSCC
- www.santacruzhealth.org/publichealth