

## Strategic Plan 2018-2022

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**Mission:** To prevent and address chronic disease and injury so that Alaskans live longer healthier lives.

**Vision:** Healthy and Safe Alaskans

To achieve our mission, the Section of Chronic Disease Prevention and Health Promotion (CDPHP):

- Collects and shares scientific data to help us and our partners to:
  - ensure activities are the best use of resources,
  - monitor the effectiveness of our work, and
  - give us an accurate picture of trends in health and health-related behaviors;
- Uses and promotes strategies that have been shown to be effective;
- Enables communities to protect Alaskans' health by reducing chronic disease, injuries, and their effects; and
- Empowers Alaskans to live healthy lives through public education.

### Background

Eight of the 10 [leading causes of death in Alaska](#) are related to [chronic disease](#) and [unintentional injury](#). Nationally, 70% of deaths and 75% of health care spending are related to chronic disease. Injuries (intentional and unintentional) are the leading cause of death for Alaskans in the first half of life, and represent 10% of health care spending nationwide. To address this, prevention efforts target risk factors that contribute to most preventable deaths. Using tobacco, being inactive, having a poor diet, and being overweight or obese [greatly increase the likelihood that someone will develop chronic disease](#), suffer reduced quality of life, and ultimately die from that disease. Risk factors for unintentional injuries vary widely by type of injury, but alcohol and substance abuse are risk factors linked with many of them. We need to find better ways of working with our partners to reduce health care costs and help Alaskans live long, healthy lives.

### About the Plan

A number of plans, including individual CDPHP program plans, [Healthy Alaskans 2020](#), and the [Alaska Division of Public Health \(DPH\) 2016-2020 Strategic Plan and Winnable Battles](#), identify public health goals for CDPHP programs to reduce deaths and poor health due to chronic disease and unintentional injuries in 2018-2022. The CDPHP Strategic Plan will not change these goals, but will instead outline collective goals and strategies to improve the ability of CDPHP programs to meet those public health goals. This strategic plan will be used to set priorities, focus energy and resources, and ensure that staff and partners are working together toward a desired future. The plan will also establish agreement around collective efforts and help CDPHP staff communicate how their work fits into the goals of the Division and Department.

Many of the goals and strategies are related to one another, but represent discrete sets of work. Those relationships are illustrated in the Strategic Map (Figure 1). By making these linkages explicit, we enhance our ability to implement and monitor the plan's strategies effectively.

**Working assumptions include:**

- Most of the death and poor health related to chronic disease and unintentional injuries are preventable;
- Working together improves health and safety;

- Planning should build on previous work, including the CDPHP 2013-2017 Strategic Plan, the DPH 2016-2020 Strategic Plan, Healthy Alaskans 2020, and individual CDPHP program strategic plans;
- Improved statewide coordination increases Alaska programs' ability to successfully seek funding, take advantage of existing work being done to improve health and safety, and communicate need;
- Strategies are chosen based on sound data, proven effectiveness, and potential to reach the most Alaskans;
- We strive to not only prevent chronic diseases and unintentional injuries, but also to improve the health of those living with chronic diseases and injuries; and
- We cannot make improvements in the health of Alaskans without addressing and improving the health of the most vulnerable.

Development of this plan involved numerous internal and external partner agencies and individuals. In addition, the Section conducted an internal strategic planning process during FY17. Partners involved in the development and review of this state plan represent voluntary organizations, health care providers, staff from the Department of Health & Social Services, coalition members, non-profit organizations, tribal partners, and other state staff.

## Implementation

CDPHP work groups will be responsible for development of the goal-specific work plans, and for either completing activities or reaching out to appropriate staff to complete them. They will also be responsible for tracking specific indicators and reporting progress quarterly. The CDPHP Leadership Team members will participate in the work groups, and the Leadership Team as a whole will be responsible for monitoring and guiding progress.

## Evaluation

Guided by the priorities identified in the Section strategic planning effort, indicators of program process, outputs, and intermediate and long-term outcomes have been identified. A dashboard of key indicators will be developed and monitored regularly by the Leadership Team to assess progress and inform mid-course corrections.

## Goals and Strategies

### **GOAL 1: IMPROVE TIMELY ACCESS TO USEFUL QUALITY PUBLIC HEALTH DATA AND INFORMATION**

- Strategy 1.1. Increase the amount and type of data available online
- Strategy 1.2. Increase trainings provided to data users and data stewards regarding data availability and use
- Strategy 1.3. Increase the sustainability of public health information systems

### **GOAL 2: EXPAND PUBLIC EDUCATION EFFORTS TO CHANGE KNOWLEDGE, ATTITUDES, AND BEHAVIORS TO IMPROVE HEALTH**

- Strategy 2.1. Use social marketing and best practices when executing public education efforts
- Strategy 2.2. Increase engagement with internal and external partners to leverage funding and maximize reach of messages
- Strategy 2.3. Increase public access to CDPHP public health information
- Strategy 2.4. Improve communication of our work to reinforce the value of public health with the public and decision makers

## **GOAL 3: ENSURE PROGRAMS USE EVIDENCE-BASED APPROACHES THAT IMPROVE QUALITY OF LIFE FOR ALASKANS AND REDUCE HEALTH INEQUITIES.**

- Strategy 3.1. Use public health data sources (public health information systems), other data sources and analysis tools to assess and monitor the health of Alaskans
- Strategy 3.2. Use evidence-based approaches when recommending solutions and developing interventions and programs
- Strategy 3.3. Interpret, share and publish health status reports and recommendations tailored for identified audiences
- Strategy 3.4. Conduct critical review of health program effectiveness using ongoing evaluation of programs and interventions based on proximal and distal measures including analysis of health status

## **GOAL 4: STRENGTHEN PROGRAMS AND POLICIES THAT IMPROVE OUTCOMES FOR CHRONIC DISEASES AND UNINTENTIONAL INJURIES**

- Strategy 4.1. Obtain non-traditional funding streams to support Alaska programs that address chronic disease and unintentional injury
- Strategy 4.2. Provide the public, partners, and decision makers with information about the health effects, costs, evidence based strategies related to chronic disease and unintentional injuries to meet community-defined needs
- Strategy 4.3. Use messages and formats that resonate with the public, partners, and decision makers when creating communication resources

## **GOAL 5: MAINTAIN A HIGHLY PROFESSIONAL COMPETENT STAFF OF PUBLIC HEALTH LEADERS WHO ARE CAPABLE OF PROVIDING LEADERSHIP, EXPERTISE, AND CONTINUITY TO PUBLIC HEALTH CHRONIC DISEASE AND INJURY PREVENTION EFFORTS STATEWIDE.**

- Strategy 5.1. Improve the introductory stage of new employee assimilation to gain employee commitment and improve retention
- Strategy 5.2. Offer regular professional development opportunities, including mentorship, training, and 'stretch assignments' aimed for growth as a professional
- Strategy 5.3. Promote a section culture that supports collaboration, including sufficient documentation and cross-training to ensure that other staff can perform the major tasks and duties of a position

## **GOAL 6: EXPAND AND ENHANCE EXTERNAL AND INTERNAL PARTNERSHIPS AND COLLABORATIONS TO IMPROVE THE COLLECTIVE IMPACT OF OUR PUBLIC HEALTH WORK**

- Strategy 6.1. Improve the Section's ability to support and benefit from our partners' work
- Strategy 6.2. Improve the ability of CDPHP programs to contribute to and benefit from the expertise and resources of other internal programs

Figure 1. CDPHP Strategic Map – FY18-FY22

