

Santa Cruz County

From the Redwoods through the Valleys to the Sea: Embracing Communities, Enhancing Wellbeing

Partners from a variety of sectors across Santa Cruz County are joining together to build a culture of health and aim to improve the health of every resident. The vision for this effort is *From the Redwoods through the Valley to the Sea: Embracing Communities, Enhancing Wellbeing*. Values and the intent behind them will guide the process toward developing a community health improvement plan.

These values are:

Accountability: We must be transparent to the communities that we serve and provide the utmost fiscal stewardship. Accountability goes beyond the financing of programs and services. It also includes focusing our efforts on effective strategies that are measurable and demonstrated through the achievement of performance measure targets, while ensuring that we are doing no unintentional harm.

Collaboration: We recognize that no one organization alone is able to achieve monumental changes in the health of a community. We will work together in an effort to break down silos, create synergies, and achieve success. Collectively we will achieve optimum health for Santa Cruz County residents.

Equitable: We shall include social justice in our efforts to ensure all residents achieve health equity and use a health in all policies approach whenever deemed appropriate. We must be certain that our efforts do not lead to unintended inequities by continuously monitoring and assessing our outcomes. For equity to be fully achieved, we shall make every effort to address the linguistic and cultural needs of all communities within Santa Cruz County.

Evidence Informed and Data Driven: Strategies implemented to tackle our health concerns will be selected based on their proven ability to improve health outcomes based on scientific research. That said, we would always have an eye toward innovation when it may be necessary to find creative new approaches/solutions in an ever-changing world. We believe that best or promising practice plus innovation equals success.

Responsiveness: We will engage the community in dialogues about their health needs and methods for successfully achieving optimum health status. This dialogue will be a bidirectional mode of communication where we inform them about the process and they provide input into it. We will make our best effort to provide information that is linguistically and culturally appropriate so that we may respond to diverse needs appropriately. If we do not have the resources to do so, we shall seek them out.

All of this shall be done so that the quality of life is enhanced for each and every resident of Santa Cruz County.