Strategic Map: 2021-2022

Lead and Support States in Preventing Chronic Disease through Healthy Communities, Equitable Opportunities, and a Modernized Health System

A Be a Leader in Policy and Advocacy

1. Build on Established Success with Congressional Advocacy
2. Cultivate Diverse, Strategic Leaders among NACDD Members to Strengthen Policy, Engagement and Education
3. Develop Model Legislation/Policy Positions and Statements
4. Advocate for a Modern Chronic Disease Surveillance System
5. Continue to Build and Cultivate External Champions

B Be a Catalyst to Grow State Capacity to Address Upstream Factors with Other Sectors

1. Assess the Current Landscape to Target and Define Upstream Factors to Be Addressed
2. Integrate Upstream Factors into Professional Development
3. Pursue Community Investment for States to Address Upstream Factors
4. Influence Funders to Allow Grantees to Address Upstream Factors
5. Secure Internal Subject Matter Expertise to Facilitate Integration of Upstream Factors into Programs
6. Improve Access to Health Equity and Social Determinants of Health Data
7. Use Data to Connect Racial Inequities to Chronic Disease Outcomes

C Be the Integral Source for Chronic Disease and Health Promotion Best Practices and Innovation

1. Assure Broad Uptake of Chronic Disease Competencies
2. Engage Members in Professional Development and Innovation
3. Strengthen Communication and Collaboration with States and Partners
4. Identify Model Practices for Workforce Recruitment, Development, and Retention
5. Provide Leadership for Collaboration with Health Systems
6. Continue to Integrate a Social, Ecological Approach
7. Advance the Integration of Health Promotion and Behavioral Health into Chronic Disease Programs
8. Expand Capacity for Chronic Disease Leaders to Prepare for and Respond to Emerging Health Threats

D Be a Model Public Health Organization

1. Ensure Ongoing Board Self-Assessment, Development, and Diversity
2. Recruit, Develop and Retain Highly Qualified, Diverse Staff and Consultants
3. Promote Work that is Grounded in Science and Best Practices while Embracing Innovation
4. Maintain Fiscal Integrity
5. Leverage Technology to Improve Connectivity, Efficiency and Effectiveness
6. Cultivate and Promote a Comprehensive Healthy Work Site
7. Ensure Equitable and Environmentally Responsible Procurement Policies
8. Implement Strategies to Become a Model Anti-Racist Public Health Organization