

OUR VISION

Healthy people in a healthy community that promotes optimal health for all.

OUR MISSION

Engage the community to promote conditions for all residents to achieve optimal health.

OUR VALUES

Community Resource
Collaboration
Expertise
Responsiveness
Trustworthy

A Nationally Accredited
Health Department
Since November 2017



Winnebago County

Health Department

2025-2030 STRATEGIC PLAN

GOALS

1. Focus on Core Public Health

Advocate for policies
that promote
population health

Assess health status of
the population and
current trends

Assure development and
implementation of plans to
address health priorities

2. Develop and Enhance Systems to Support Core Public Health

Engage with community
partners to address
health priorities

Organize internally
to support
strategic initiatives

3. Advance a Culture of Quality

Maintain and ensure a
workforce development
plan to support public
health competency

Inform community on
public health initiatives
and impact

Maintain or surpass national
public health accreditation
standards by using emerging
best practices to address
health priorities.