



**VISION:**

An effective organization; a trusted advocate; and a key supporter in the development of our members...

**MISSION:**

The New Jersey Association of City and County Health Officials advances the art and science of public health, and ensures conditions that promote health, prevent disease and protect the health of the state’s population through leadership, advocacy, collaboration and the assurance of workforce competencies.

**VALUES:**

<b>TRUSTWORTHY</b> - Is accountable to its members and all their communities	<b>DYNAMIC</b> - Is passionate and responsive about its members and the public health	<b>DEDICATED</b> - Committed to effectively advancing the public’s health
<b>TRANSPARENT</b> - Conducts itself in a manner visible to all parties	<b>SUPPORTIVE</b> - Promotes member development both individually and collectively	<b>RESILIENT</b> - Flexible and responsive yet committed to our Mission
<b>CREDIBLE</b> - Informed, reliable, fact-based resource for public health information		<b>RESPECT</b> - Open-minded and accepting of the differences in individuals and groups

**GOALS & OBJECTIVES:**

<b>Create an environment that encourages member engagement</b>	<b>Improve the organizational effectiveness of the Association</b>	<b>Influence the future of public health in New Jersey</b>
↓	↓	↓
By December 2016, increase membership by 10%.	By November 2016, develop an SOP orientation manual.	Annually produce and distribute a minimum of two position papers addressing current public health issues.
Annually retain 95% of current members.	By December 2017, develop a sustainable business model.	
Increase member participation on committees by 25% by June 2017.	By December 2018, fully implement business model.	By December 2016, increase the number of encounters with legislature and other partners by 10%.



**Public Health**  
Prevent. Promote. Protect.