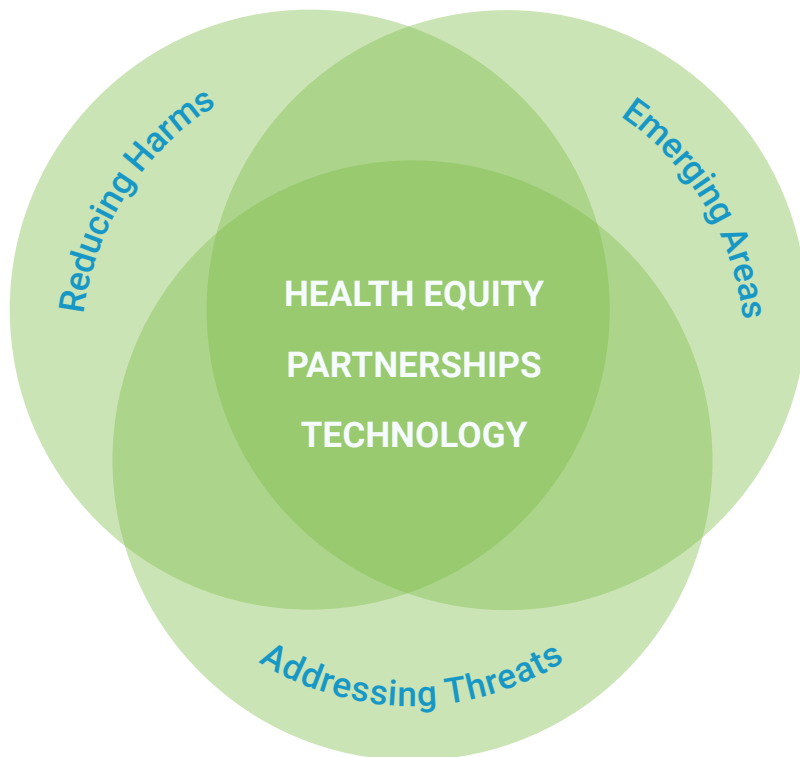


STRATEGIC PLAN 2020 - 2022

PRIORITIES AND CROSS CUTTING THEMES:



VISION:

People living in healthy communities protected from infectious disease and environmental health hazards through innovative research and collaborative public health solutions.

MISSION:

To protect and promote health, prevent harm, and prepare for threats by inspiring vision and philanthropy.

OBJECTIVES:

- Diversify funding prospects and increase opportunities.
- Create organizational and financial sustainability.
- Identify key projects in our priority areas.
- Raise our profile and advance public health.
- Build our reputation and become recognized as leading public health charity.
- Work with and convene our partners and the public, and build relationships.

PRIORITIES:

Our aim is to improve population and public health outcomes. By working on key health promotion, prevention, and equity initiatives, our goal is to positively shift the health of our population and reduce the burden of disease and injury. In addition to our cross-cutting themes that underpin our work—health equity, partnerships, and technology—our priorities are: **reducing harms; addressing threats; and emerging areas**; and through our primary partnership with the BC Centre for Disease Control, we advance public health in BC and beyond.