



Executive Summary

Outagamie County Public Health's Strategic Plan provides a clear framework for advancing the health and well-being of the community over the next several years. This plan outlines the division's vision, strategic goals, and key actions to strengthen services and improve health outcomes. It is intended to guide decision-making, align resources, and support effective oversight as the division implements the strategic plan.

2026-2029 Strategic Plan

Introduction

OCPH is excited to begin implementation of our 2026-2029 Strategic Plan. To inform the plan, we sought feedback from key stakeholders, including staff. We ensured ties to the Tri-County Community Health Coalition Community Health Assessment and Community Health Improvement Plan (CHA/CHIP), alignment with the Foundational Public Health Services, the 10 Essential Public Health Services, and the Public Health Accreditation Board (PHAB).

Doing so helped us create a strategic plan to guide us in reaching our goals. Thank you for taking the time to learn more about this plan and for joining us as we work together in the pursuit of community-driven wellness for all in Outagamie County.

Mission	We use local data to prevent disease and injury, promote wellness, and protect the health of our communities through collaboration and best practices.
Vision	To be a leader in the pursuit of community-driven wellness.
Values	• Invested in serving • Support through compassion • Create progress • Better together

2026-2029 Strategic Priorities

Outagamie County Public Health has identified these three strategic priorities and associated objectives to lead Outagamie County communities in the pursuit of wellness for all:

Priority Area	Objectives
1. Communications	• 1.1: Improve awareness of services • 1.2: Improve external awareness of services • 1.3: Engage identified audiences
2. Funding	• 2.1: Educate and engage staff in the grants process • 2.2: Evaluate and assess grant-funding opportunities • 2.3: Evaluate fiscal efficiencies and optimize financial resources
3. Strategic Partnerships	• 3.1: Assess, develop, and standardize partnership framework

Contact Us:

Email | PHQuestions@outagamie.org

Phone | (920) 832-5100

Website | www.outagamie.gov/PublicHealth