

CDC Achieving Greater Health Impact

CDC's Strategic Imperatives

Health Impact Focus:

Align CDC's staff, strategies, goals, investments, and performance to maximize impact on the population's health and safety.

Customer-centricity:

Market what people want and need to choose health.

Public Health Research:

Create and disseminate the knowledge and innovations people need to protect their health now and in the future.

Leadership:

Leverage CDC's unique expertise, partnerships, and networks to improve the health system.

Globalization:

Extend CDC's knowledge and tools to promote health protection around the world.

Accountability:

Sustain people's trust and confidence by making the most efficient and effective use of their investment in CDC.



Health Protection Goals

Healthy People in Every Stage of Life

All people, and especially those at greater risk of health disparities, will achieve their optimal lifespan with the best possible quality of health in every stage of life.

- Infants and Toddlers, ages 0–3: *Start Strong*
- Children, ages 4–11: *Grow Safe and Strong*
- Adolescents, ages 12–19: *Achieve Healthy Independence*
- Adults, ages 20–49: *Live a Healthy, Productive, and Satisfying Life*
- Older Adults and Seniors, ages 50 and over: *Live Better, Longer*

Healthy People in Healthy Places

The places where people live, work, learn, and play will protect and promote their health and safety, especially those people at greater risk of health disparities.

- Healthy Communities
- Healthy Homes
- Healthy Schools
- Healthy Workplaces
- Healthy Healthcare Settings
- Healthy Institutions
- Healthy Travel and Recreation

People Prepared for Emerging Health Threats

People in all communities will be protected from infectious, occupational, environmental, and terrorist threats.

Pre-event:

- Increase the use and development of interventions.
- Decrease time needed to classify health events.
- Decrease time needed to detect and report chemical, biological, and radiological agents.
- Improve the timeliness and accuracy of communications.

Event:

- Decrease time to identify causes, risk factors, and appropriate interventions.
- Decrease time needed to provide countermeasures and health guidance.

Post-event:

- Decrease time needed to restore health services and environmental safety to pre-event levels.
- Improve long-term follow-up provided to those affected by threats.
- Decrease time needed to implement recommendations from after-action reports.

Healthy People in a Healthy World

People around the world will live safer, healthier, and longer lives through

- Health Promotion
- Health Protection
- Health Diplomacy