FIVE-YEAR PLAN FRAMEWORK 2019-2024

THE VISION
Everyone in Wisconsin will live healthy and full lives.

OUR MISSION
To bring about lasting improvements in health and well-being and advance health equity in Wisconsin through investments in community partnerships, education and research.

OUR VALUES
Academic Leadership • Community Voice • Creativity and Flexibility
Multi-Sector Partnerships • Sustainability

OUR GOALS
Promote Innovation • Advance Health Equity
Build Capacity and Leadership • Catalyze Systems Change

OUR STRATEGIES
- Generate new ideas
- Encourage collaboration
- Address social determinants of health
- Engage multiple perspectives
- Invest in a broad range of initiatives
- Increase diversity in healthcare delivery
- Invest in community-led ideas
- Cultivate new relationships to achieve health equity
- Use data to catalyze systems change

OUR FOUNDATION
Community Partnerships • Education • Research