

VISION, MISSION, AND VALUES



Vision

Platte County Health Department will be at the forefront in leading, collaborating, and succeeding in making Platte County the healthiest county in Missouri.

Mission

The mission of Platte County Health Department is to ensure conditions that promote and protect health and equity, prevent disease, and improve the quality, safety, and length of life of all who live, work, and play in Platte County.

Values

Health Equity. We strive for all individuals and communities to have equal opportunity for health and wellness.

Integration. We understand health as an integrated, complex, dynamic state of being and we strive for an integrated approach in all that we do.

Partnerships. We collaborate with our many partners as necessary to achieve our goals and vision, which are shared by many in our county.

Quality of Service. We are committed to the highest quality in all of our services.

Transparency. We believe that we must be transparent in our processes and decisions and accountable to those we serve.

Evidence-Based Practices. We believe that data about real outcomes inform our practice, and we build on demonstrated success.

Innovation. We strive to create a culture of creativity among our Staff and encourage innovation in partnership with other organizations and within the community.

OUR LOGO



PREVENT. PROMOTE. PROTECT.

The Colors

Blue, white and khaki were chosen because of their longstanding connection with public health and health in general. In 1749, the first blue and yellow flag was flown to request help from the maritime health service and blue uniforms have always been worn by public health nurses and the US Public Health Service. These colors are associated with integrity, authority and stability. They symbolize the legacy and steadfast qualities of public health.

The Symbol

The three pointed shield and stylized plus symbol illustrate what the tag line conveys; prevention, promotion and protection. These icons have universal recognition associated with health, with protection and with growth. The three point symmetry reinforces the three core functions of public health.

The Tag Line

The tag line is a simple, elegant statement about what public health does-and what public health achieves. ***Prevent. Promote. Protect.*** is a phrase that embraces everything that public health accomplishes and communicates it in a simple way that differentiates public health as both a sentinel and responder.