



THE UNIVERSITY OF ARIZONA

Mel & Enid Zuckerman
College of Public Health

MISSION AND VISION STATEMENTS REVISED JULY 8, 2015

Mission

To promote health and wellness in Tucson, Arizona, through community-engaged research, education, and service.

Vision

"Tucson as a National Leader for Health and Wellness."

Our vision is achieved through the following actions:

- Helping communities achieve and maintain physical, social, mental, spiritual, and emotional health where they live, learn, work, worship and play.
 - Developing strategic partnerships that can assist individuals, communities, and societies in adopting and maintaining healthy lifestyles, and creating supportive environments for health.
 - Engaging in community-centered planning, implementation and evaluation/re-evaluation in relation to wellness programming.
 - Developing programs that meet individual, group and community-identified wellness needs and therefore fill identified gaps.
 - Exploring innovative methods to enhance the availability, accessibility, recognition and use of prevention and health promotion facilities, programming and expertise within the Tucson community.
- Advancing the research and evidence-base for lifestyle behaviors in promoting wellness.
 - Dissemination of current evidence to assure optimal uptake and impact on healthy behavioral choices and sustainability of healthy life-style behaviors.
 - Implementing both high and low technology for dissemination.
 - Targeting health literacy as central to achieve necessary gains in behavioral change.
- Promoting the training of health care professionals, future prevention researchers and public health ambassadors to support the vision and mission of the CRCPHP.
- Integrating fun, convenience, affordability and access into all health promotion efforts.

Core Values:

- Wellness is achieved through prevention and health promotion.
- All people can change lifestyle behaviors to improve their health and well-being.
- Living a preventive lifestyle takes knowledge, planning, supportive relationships and a facilitative environment.
- Barriers to achieving health equity as it relates to prevention and wellness must be reduced/removed.
- Research is the source of evidence; education and delivery approaches must be evidence-based.
- Involvement and investment will be important to the sustainability of our efforts.
- All ideas that have potential to prevent or promote health, however unconventional, hold value and should be evaluated.
- A profound respect for accountability, integrity and ethical behavior.
- Prevention is local; innovative solutions that will have a high impact on the health of Tucsonans are available and attainable within the community.