



Doña Ana County

NEW MEXICO

2024 Strategic Plan Snapshot

Mission Enhance the health, safety, and quality of life for all residents as determined by law and community interests. *Services are provided through innovative leadership and teamwork in a fair, respectful, and professional manner.*

Goal One: Increase social inclusion and cohesion.

Our Foundational Vital Condition: Belonging and Civic Muscle

Strategies:

1. Integrate language justice principles so that all voices can be heard and prioritized.
2. Create online spaces for individuals to secure information about major events/activities in their community.
3. Manage a feedback loop to hear the concerns and strategies from residents.
4. Complete all measures under the Strategic Plan's Transparency For You and Inclusivity and Respect sections.
5. Carry out a One-Year Community Implementation Plan of the Strategic Plan.

Goal Two: Improve wellness and wellbeing.

Adopted Vital Conditions and Urgent Services: Basic Needs for Health & Safety; Addiction Treatment; Unemployment and Food Assistance; Acute Care for Illness and Injury

Basic Needs for Health and Safety Strategies

1. Improve community resiliency and health outcomes by addressing the social determinants of health in rural communities (*cross-cutting strategy for Unemployment and Food Assistance*).
2. Improve self-managed care behaviors for adults with diabetes and improve preventative behaviors for people with pre-diabetes.
3. Provide efficient and quality services for safety and education around animal welfare.
4. Ensure excellent and responsive fire and rescue services across the County.
5. Increase accessibility of parks, trails, and thriving communities.

Addiction Treatment Strategies

1. Reduce/prevent substance use disorders and the impact of alcohol on health outcomes and public safety through public education, Driving While Intoxicated offender services, and substance use treatment.
2. Reduce opioid overdose, both fatal and non-fatal, within Doña Ana County.

Acute Care for Illness and Injury Strategy

1. Improve access to primary, dental, and behavioral care for people who are un/under-insured and work with safety-net care providers to improve the quality of the local healthcare delivery system.

Developed by Rethink Health, [A Rippel Foundation initiative](#), The Robert Wood Johnson Foundation, [The Wellbeing Trust](#), and [Wellbeing in the Nation \(WIN\)](#) supported by [WE In the World](#), the Seven Vital Conditions is an evolution of the Social Determinants of Health, a framework that helps describe the barriers that face individuals in achieving optimum health outcomes.

Copyright notice: We thank these organizations for their vision; all images in this Plan are either from or inspired by their body of work to help us design a local strategy connected to a larger movement for change. More information can be found at [Community Commons](#), an online platform for change making work. None of this work will be utilized for monetary gain.

2024 Strategic Plan Snapshot Continued

Our vision is a **County for Community** where all grow, thrive, & age well.



Goal Three: Enhance economic opportunity.

Adopted Vital Conditions and Urgent Services: Natural Thriving World, Reliable Transportation, Meaningful Wealth and Work

Natural Thriving World / Reliable Transportation

1. Prioritize key infrastructure to best attract business and address community needs.
2. Create equitable access to electric vehicle fueling infrastructure.
3. Facilitate the safe and efficient movement of people, freight, and emergency operations (*cross-cutting solution for Reliable Transportation*).
4. Be prepared for any threat to our community.

Meaningful Wealth & Work (Internal strategies for Doña Ana County employees/infrastructure)

1. Launch an economic development department.
2. Support the professional growth of Doña Ana County employees.
3. Provide Doña Ana County employees with a strong administrative backbone to support quality work.
4. Increase digital literacy at the County through a certification process for department directors and administrators to navigate their online work environment successfully.
5. Improve the brand recognition and integrity of Doña Ana County.

As a County, there are Vital Conditions we can influence and improve. There are Urgent Services that we can fund and be a bridge builder for our community. This is our way forward.

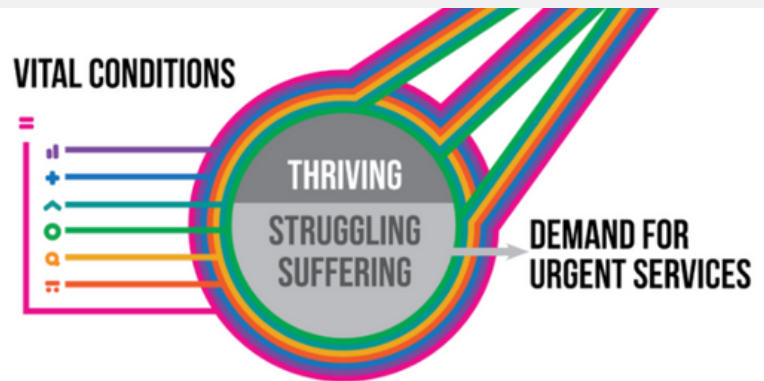


Image taken from the Thriving Together website.

