



2020 DEVELOPMENT STRATEGY

City of San Fernando, La Union: Northern Luzon's Center for Health and Wellness by 2020

Breakthrough 1: Institutionalize a culture of health and wellness among City of San Fernando, La Union Residents

Breakthrough 2: Position the City of San Fernando, La Union as the ideal business location for health and wellness enterprises

ENABLING ENVIRONMENT

Revitalize the CSF Central Business District

Upgrade existing health facilities to Health & Wellness facilities

LEARNING AND GROWTH

Ensure all City Work Units complete Business Process Improvement

Upgrade skills of Barangay Health & Wellness Volunteers

Expand personnel to provide Health & Wellness standard of service

DEVELOPMENT PROCESS

Guarantee E-HSAS Certification of Barangays

Ensure profitability of barangay Income Generating Projects

Intensify Investment Incentives Promotion for Health and Wellness MSMLEs

FINANCE

Mobilize Resource for Health and Wellness Programs

MISSION: "We, the City of San Fernando, La Union, with our partners and linkages, deliver inclusive social, health and economic services with utmost professionalism and excellence that will spur the City as the center of health and wellness in Northern Luzon."

VALUES

TRANSPARENCY

EXCELLENCE

ACCOUNTABILITY