

Strategic Plan – Action Plan Template 2008-2011

Vision: Acting as one voice, the Arizona Public Health Association – a dynamic and proactive partner in the public health arena – represents all persons and organizations interested in the health of the public in Arizona.

Mission: The Arizona Public Health Association promotes and protects the public’s health through education, advocacy and programs.

Goal 1: Strengthen the capacity, effectiveness and coordination of the public health system.

Goal 2: Foster diversity within AzPHA to reflect the State of Arizona and to ensure all voices are represented and heard.

Strategic Direction 1: Strengthen AzPHA’s Organizational Infrastructure

OBJECTIVES	CHAMPIONS	STRATEGIES / ACTIONS	PARTNERS
<p>Objective 1.1 Increase membership by 25% over a 3 year period while sustaining current membership</p>	<p>Membership Chair – Members working at schools/colleges All Board members through sections</p> <p>Website/Marketing committee</p>	<ol style="list-style-type: none"> 1. Work through sections to develop and market AZPHA targeting diverse groups 2. Increase recruitment of new members via expanded professional development activities 3. Create mechanisms for recruiting and retaining students. i.e. Contact new grads/alumni for recruitment 4. Create mechanisms for increasing life time members activity (mentoring, planned giving) 5. Identify individuals and groups that share an interest in public health and encourage membership 	<p>CHD Directors ADHS MEZCOPH, Midwestern Uni, AT Still Uni</p>

Strategic Direction 2: Strengthen Professional and Workforce Development Efforts

OBJECTIVES	CHAMPION	STRATEGIES / ACTIONS	PARTNERS
<p>Objective2.1 Increase participation in AzPHA professional development activities by 20% by 2012</p>	<p>Board members and sections (i.e. health education)</p> <p>Section chairs –(i.e. health disparities, indigenous)</p> <p>Conference Planning committee</p> <p>Workforce development committee (TBD) Section Chairs</p>	<ol style="list-style-type: none"> 1. Expand delivery of professional development utilizing new distance education technologies and investigate a partnership between web-based providers 2. Partner with other entities to expand cultural competency training to public health professionals 3. Provide professional development/continuing education through conferences and workshops and explore possibility of offering CME's/CEU's 4. Promote professional development within sections by: <ul style="list-style-type: none"> -Appointing an ad hoc workforce development committee -developing a survey assessing professional development training needs and section activities – -Working with AHECS and other pH entities to expand/promote professional development opportunities to support sections/membership 	<p>ADHS e.g. CC skills training, interpreter services,</p> <p>AHECS** Current providers of CEU's/CME's</p> <p>AHECS MEZCOPH RMPHEC Other pH entities</p>

OBJECTIVES	CHAMPION	STRATEGIES / ACTIONS	PARTNERS
<p>Objective 2.2 Increase involvement of students and new professionals entering health professions</p>	<p>Awards Chair</p> <p>Student intern (TBD) Lifetime members Workforce development committee</p> <p>PH Student Alliance UA MEZCOPH, Conference planning committee, Health profession schools (UA, NAU, ASU, AT Still, MWU) AHEC</p>	<ol style="list-style-type: none"> 1. Explore new partnerships for expanding scholarships 2. Identify mentoring programs in other affiliates and make recommendations for developing an Arizona Public Health Workforce Mentoring program 3. Expand volunteer opportunities for students at conferences workshops and other AzPHA activities 4. Internships Work with partners to identify and place student interns with a focus in rural and underserved areas 	<p>MEZCOPH – Student services & PH Student Alliance Other health Profession schools BHHS Legacy and other foundations AHEC'S RH Association Augusto Ortiz Endowment ADHS ALOHA AHECS</p>
<p>Objective 2.3 Identify and address public health workforce needs</p>	<p>Workforce Development committee</p>	<ol style="list-style-type: none"> 1. Convene/participate in a statewide taskforce to identify and develop a plan to address workforce needs 2. Support/participate in ongoing dialogue and process regarding Accreditation/certification(A/C) and disseminate information to AzPHA membership. 3. Disseminate AZPHA membership training needs survey findings 	<p>ADHS MEZCOPH NAU MWU AHEC AzRHA ACDONA ADHS ALOHA Other stakeholders</p>

Strategic Direction 3: Increase Impact on Public Health Policy

OBJECTIVES	CHAMPION	STRATEGIES / ACTIONS	PARTNERS
Objective 3.1 Determine public health priorities in any given session and via sections	Legislative Committee Section Chairs	1) Track Legislation 2) Consult with lobbyist	PAFCO, AzCHSP, AARP, all community partners
Objective 3.2 Determine AzPHA positions on bills	Board of directors as recommended by the legislative committee	1) Obtain input from sections on legislative activity and positions 2) Inform membership	Anyone who attends legislative committee meetings
Objective 3.3 Make the “Voice of Public Health” loud and clear	Legislative committee and all AzPHA members Section Chairs PIO	1) Educate and promote use of Capwiz 2) Make legislative visits 3) Get articles published with an emphasis on op. ed. pieces and policy statements, resolutions 4) Keep lobbyist informed and vice versa 5) Participate in rural and public health policy forum 6) Provide summary report at annual meeting 7. Develop a process for enlisting subject experts/spokespersons on public health content for rapid response 8. Develop a media/press plan that includes work products i.e. Press releases	All public health advocates and community partners

Strategic Direction 4: Strengthen External Partnerships and Outreach

OBJECTIVES	CHAMPION	STRATEGIES / ACTIONS	PARTNERS
<p>Objective 4.1 Expand partnerships and strategic alliances to leverage resources and expand reach</p>	<p>Executive Director Workforce development committee</p>	<ol style="list-style-type: none"> 1. Create greater linkages with health professions schools 2. Develop a list of current health professions schools and identify those who are currently not listed as partners 3. Increase number of sustaining members from health profession schools 4. Increase number of sustaining members from other partner organizations, associations and alliances 	

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<p>Objective 4.2 Increase communication and collaboration between partners</p>	<p>Executive Director and webmaster</p> <p>President</p> <p>Website/Marketing committee</p> <p>Sections</p> <p>Public Information Officer</p> <p>Webmaster and Interns</p>	<ol style="list-style-type: none"> 1. Examine and enhance the function and value of the AzPHA website by the members, partners, and general public. 2. Obtain access statistics (i.e. hits, pages accessed, and time spent on the website) over the past year and if possible by month– 3. Convene an Ad-Hoc committee to address the function, use, and design of the AzPHA website to strengthen marketing, membership and promote partnerships 4. Develop Facebook/Linkd-in etc. social networking sites to drive potential new members to website 5. Develop consumer fact sheets on key concerns for AzPHA that can be downloaded from the website (use a uniform template) 6. Develop a media training kit for AzPHA Board members 7. Add a blog page to the website that is organized by legislative priorities, mission, or other 8. Explore capability of website for mentoring exchange, member expertise directory, job-link options 	
OBJECTIVES	CHAMPIONS	STRATEGIES / ACTIONS	PARTNERS
<p>Objective 4.3 Improve responsiveness to partners and perceived value of AzPHA</p>	<p>MPH interns (TBD)</p> <p>Executive Director</p> <p>Website/Marketing committee</p>	<ol style="list-style-type: none"> 1. Evaluate the current relationship between AzPHA and informal partners, potential partners, and sustaining members and identify areas for development. 2. Compile a list of current and past informal partners and sustaining members, update contact information, email addresses, obtain website URL, number of members/employees, and mission statement. 3. Conduct a web based survey to determine the current perception of benefits of membership by AzPHA stakeholders, using APHA survey as a guide. 	<p>MEZCOPH</p> <p>NAU</p> <p>AHEC</p> <p>AzRHA</p> <p>APHA</p>