Strategic Implementation Plan
Annual Meeting 2019

We will achieve our mission if we:

- Support a diverse public health workforce
- Foster new public health science
- Facilitate cross-sector efforts

Strengthen public health practice

Build a public health movement

- Strengthen our core
- Expand our base
- Advance health in all policies

THE HEALTHIEST NATION

Align organizational capacity and infrastructure

- Configure components, staff and programs to maximize opportunities to achieve central challenge
- Ensure responsible stewardship

Our Mission
Improve the health of the public and achieve equity in health status

Our Vision
Create the healthiest nation in one generation

Data are fiscal year (July 1-June 30) unless otherwise noted

Strengthen Public Health Practice

Foster New Public Health Practice Provide dissemination opportunities for evidence based health equity interventions both with and beyond the Public Health Community	FY2017	FY2018	FY2019
Number of retweets	15,064	13,872	21,422
Google analytics (APHA SDoH/total website)	242,293/6,868,063	254,688/6,987,361	283,495/6,528,166
AJPH Impact Factor	3.858	4.38	5.381
AJPH total citation		34,671	37,368
AJPH top read article		*The Environmental Protection Agency in the Early trump Administration: Prelude to Regulatory Capture* (May 2018; 132829 full-text accesses)	
Facilitate cross sector effects **Foster clinical community partnerships and collaboration with organizations both within and beyond the public health community**	**FY2017**	**FY2018**	
Monitor Components- the number of partners for sections/SPIGS/forums	30	56	71

Build a Public Health Movement

Strengthen Our Core Retain members by creating and delivering real value	FY2017	FY2018	FY2019
Number of former members contacted	5,749	34,919	5033
Number of former members who renew	373	188	205
Executive Board role in Advocacy- number of EB members who participate	29	23	23
Number of Hill visits	60	195	318
Broaden Our Base **Recruit new public health members**	**FY2017**	**FY2018**	**FY2019**
Number of new members who join APHA	2735	3201	6683
Broaden Our Base **Recruit community and nontraditional members**	**FY2017**	**FY2018**	**FY2019**
Generation Public Health (indiv)	78,410	81,789	87,415
Generation Public Health (orgs)	367	805	872
Advance Health in all Policies* **Identify and act on advocacy priorities that directly advance our 2030 challenge**	**CY2017**	**CY2018**	**CY2019**
Monitor the number of letters to congress on priority issues	76	64	62
Rate of response to advocacy alerts			1.4%
Total number of advocates			4322

Align organizational capacity and infrastructure

Configure components to maximize opportunities to achieve central challenge Support activities for components to work together	FY2017	FY2018	FY2019
Monitor annual meeting abstracts that are co-sponsored and support Social Determinants of Health goals			13,114
Monitor number of policy statements relating to Healthiest Nation that are submitted and have support across components	18	19	14
Configure components, staff and programs to maximize opportunities to achieve central challenge Highlight opportunities for affiliate/component alignment	**FY2017**	**FY2018**	**FY2019**
Number of policy statements relating to Healthiest Nation that are submitted and have support across components (including affiliates)	3	1	0
Number of scientific abstracts relating to Healthiest Nation that are submitted and have support across components (including affiliates)			16
Ensure Responsible Stewardship Assure growing and diverse resource base	**FY2017**	**FY2018**	**FY2019**
Monitor giving by leadership	$31,658	$37,228	$38,863

Increase life expectancy

Increase educational attainment	Proportion of students who graduate with a regular diploma 4 years after starting 9th grade[vi]	79% (2010 2011)	84% (2015 2016)	OECD Better Life Index Education measure[iv]	75% OECD avg 89.3% US avg	74% OECD avg 90.1% US avg
Increase persons with medical insurance	Increase the proportion of persons with medical insurance[vii]	83.2% (2008)	89.7% (2016)	OECD Health at a glance coverage for healthcare[iii]	34 out of 35	36/37 (2017)
Improve oral health	LHI -Increase the proportion of children, adolescents and adults who use the oral health care system in the past year[vii]	44.5% (2007)	43.4% (2015)	Percent of teeth of 12 year olds affected by caries (DMFT)[xii]	--	1.86 Global (2015) 1.2 US (?)

[i] WHO Life expectancy at birth
  http://gamapserver.who.int/gho/interactive_charts/mbd/life_expectancy/atlas.html

[ii] WHO Healthy Life Expectancy at birth
 http://www.who.int/gho/mortality_burden_disease/life_tables/hale/en/

[iii] OECD Health at a Glance
http://www.oecd.org/health/health-systems/health-at-a-glance-19991312.htm

[iv] OECD Better Life Index - Community
  http://www.oecdbetterlifeindex.org/

[v] Behavioral Risk Factor Surveillance System (BRFSS) Codebook (by year)
  https://www.cdc.gov/brfss/annual_data/2017/pdf/codebook17_llcp-508.pdf

[vi] OECD Environment at a Glance
https://www.oecd-ilibrary.org/environment/environment-at-a-glance-2015_9789264235199-en

[vii] Healthy People 2020 Leading Health Indicators/Social Determinants of Health
https://www.healthypeople.gov/2020/topics-objectives/
[viii] WHO Prevalence of Overweight for Both Sexes $\geq$ 18 years of Age
http://gaapserver.who.int/gho/interactive_charts/ncd/risk_factors/overweight/atlas.html

[ix] Assault by Firearm, Global Burden of Disease Study - Homicide rates in the US compared to other countries
http://vizhub.healthdata.org/gbd-compare/#

[x] United Nations Office on Drugs and Crimes
https://www.unodc.org/documents/gsh/pdfs/2014_GLOBAL_HOMICIDE_BOOK_web.pdf

[xi] World Bank
https://data.worldbank.org/topic/poverty

[xii] WHO Oral Health Database
http://www.who.int/oral_health/databases/en/

[xiii] CDC Wisqars National Violent Death Reporting System (NVDRS)
https://wisqars.cdc.gov:8443/nvdrs/nvdrsDisplay.jsp

[xiv] WHO Global Health Observatory Data, Prevalence of Tobacco Use
http://www.who.int/gho/tobacco/use/en/