

Strategic Implementation Plan

Annual Meeting 2019

We will achieve our mission if we:



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

Google analytics (APHA SDoH/total website)	APHA has several Twitter accounts. The biggest is @PublicHealth. Others include @GetReady, @NPHW, @APHAAnnualMtg, @NationsHealth, @EH_4_ALL, @StopDropOut and @AMJPublicHealth. This count is the total number of retweets for all.
AJPH Impact Factor	APHA's website (apha.org) is content heavy. Parts of the site are geared toward members and parts to the general public interested in finding out more about APHA or public health issues. This metric monitors the website using Google analytics and specifically look at views for the SDoH pages and overall. The list of SDoH is attached.
AJPH total citation	The total number of citations in YEAR A for citable articles produced in YEAR B and YEAR C divided by the total number of citable articles produced in YEAR B and Year C. For example, the 2019 Impact Factor is calculated from the total number of citations in 2018 for citable articles produced in 2017 and 2016 divided by the number of citable articles produced in 2017 and 2016.
AJPH top read article	This is the cumulative total of all citations to all journal articles produced
	This is calculated by adding the number of full-text PDF downloads from the AJPH website to the number of online full-text accesses on the AJPH website for a given article.

Facilitate cross sector effects

Foster clinical community partnerships and collaboration with organizations both within and beyond the public health community

Monitor Components- the number of partners for sections/SPIGS/forums	Components report their internal and external partners via their annual work plans. This number reflects their external partners.
--	---

Support diverse public health workforce Foster education and professional development opportunities at all levels

Annual meeting participants by Race/Ethnicity	This is optional information that Annual Meeting attendees complete at registration
Annual meeting participants by workplace	This is optional information that Annual Meeting attendees complete at registration
Webinar participants by Race/Ethnicity	This is optional information that webinar participants complete during the evaluation of each webinar
Webinar participants by workplace	This is optional information that webinar participants complete during the evaluation of each webinar

Build a Public Health Movement

Strengthen Our Core
Retain members by creating and delivering real value

Number of former members contacted	Total number of former members contacted with requests to renew via calls, Facebook or other means
Number of former members who renew	Total number of former members (lapsed members) who renew
Executive Board role in Advocacy- number of EB members who participate	Total number of Hill visits conducted by 23 Executive Board members (out of possible 69 visits)
Number of Hill visits	Total number of Hill visits organized by APHA staff for members. Includes component midyear meetings, Action Board, President-elect, Chair-elect and Student/ECP bootcamp

Broaden Our Base
Recruit new public health members

Number of new members who join APHA	Total number of members who join APHA who have never been members
-------------------------------------	---

Broaden Our Base
Recruit community and nontraditional members

Generation Public Health (indiv)	Total number of individuals who sign on to be part of GPH
Generation Public Health (orgs)	Total number of organizations who sign on to be part of GPH

Advance Health in all Policies*
Identify and act on advocacy priorities that directly advance our 2030 challenge

Monitor the number of letters to congress on priority issues	Total number of letters sent to congress on priority issues from APHA
Rate of response to advocacy alerts	Number of actions taken over total opportunities to take action via APHA legislative alerts
Total number of advocates	Total number of unique advocates that took action from 1/1/19-10/14/19

Align organizational capacity and infrastructure

Configure components to maximize opportunities to achieve central challenge Support activities for components to work together

Monitor number of policy statements relating to Healthiest Nation that are submitted and have support across components	When submitting an annual meeting abstract, authors self report how many of Healthiest Nation issues addressed in presentation. Authors can choose more than one. The list is attached. In addition, there must be collaboration with more than one other component or member unit.
	When submitting a proposed policy statement to the Joint Policy Committee, authors must self report how many of the Healthiest Nation terms are addressed. The list is attached. They can choose more than one. The list is attached.

Configure components, staff and programs to maximize opportunities to achieve central challenge Highlight opportunities for affiliate/component alignment

Number of policy statements relating to Healthiest Nation that are submitted and have support across components (including affiliates)	When submitting a proposed policy statement to the Joint Policy Committee, authors must self report how many of the Healthiest Nation terms are addressed. The list is attached. In addition, authors must report if there was active involvement from an affiliate in the creation of a proposed policy statement.
Number of scientific presentations relation to Healthiest Nation that are submitted (presented) and have support across components (including affiliates)	When submitting an annual meeting abstracts, authors self report how many of the Healthiest Nation terms are addressed in the presentations. Authors can choose more than one. The list is attached. This includes those proposed policy statements that include affiliate support.

Ensure Responsible Stewardship Assure growing and diverse resource base

Monitor giving by leadership	Total giving by Governing Council through entire fiscal year. Includes Executive Board.
------------------------------	---

In an effort to assist the Executive Board as they monitor the Association's mission to create the healthiest nation in one generation, we ask that you note which of the following leading health indicators your proposed abstract addresses. (Please choose a maximum of three)

- Access to Care
- Access to community-based resources (e.g., support of community living, opportunities for recreational and leisure-time activities)
- Access to economic opportunities
- Access to educational opportunities
- Access to job opportunities
- Access to resources for daily needs (e.g., safe housing, local food markets)
- Educational Achievement (e.g., quality of education)
- Equality
- Equity
- Gender equality
- Housing (e.g., residential segregation, quality of housing)
- Human Rights
- Justice (e.g., criminal and civil systems, environmental and voting)
- Place matters/geographic location (e.g. Exposure to crime, violence, social disorder, zipcode counts, infrastructure (physical), broadband)
- Public Safety
- Social determinants of health
- Social norms and attitudes (e.g. discrimination, racism, and distrust of government)
- Social support (e.g. family, friends, community connectivity)
- Socioeconomic conditions (e.g., Exposure to concentrated poverty and the stressful conditions that accompany it)
- Transportation options