

Strategic Plan Implementation: Report to Governing Council

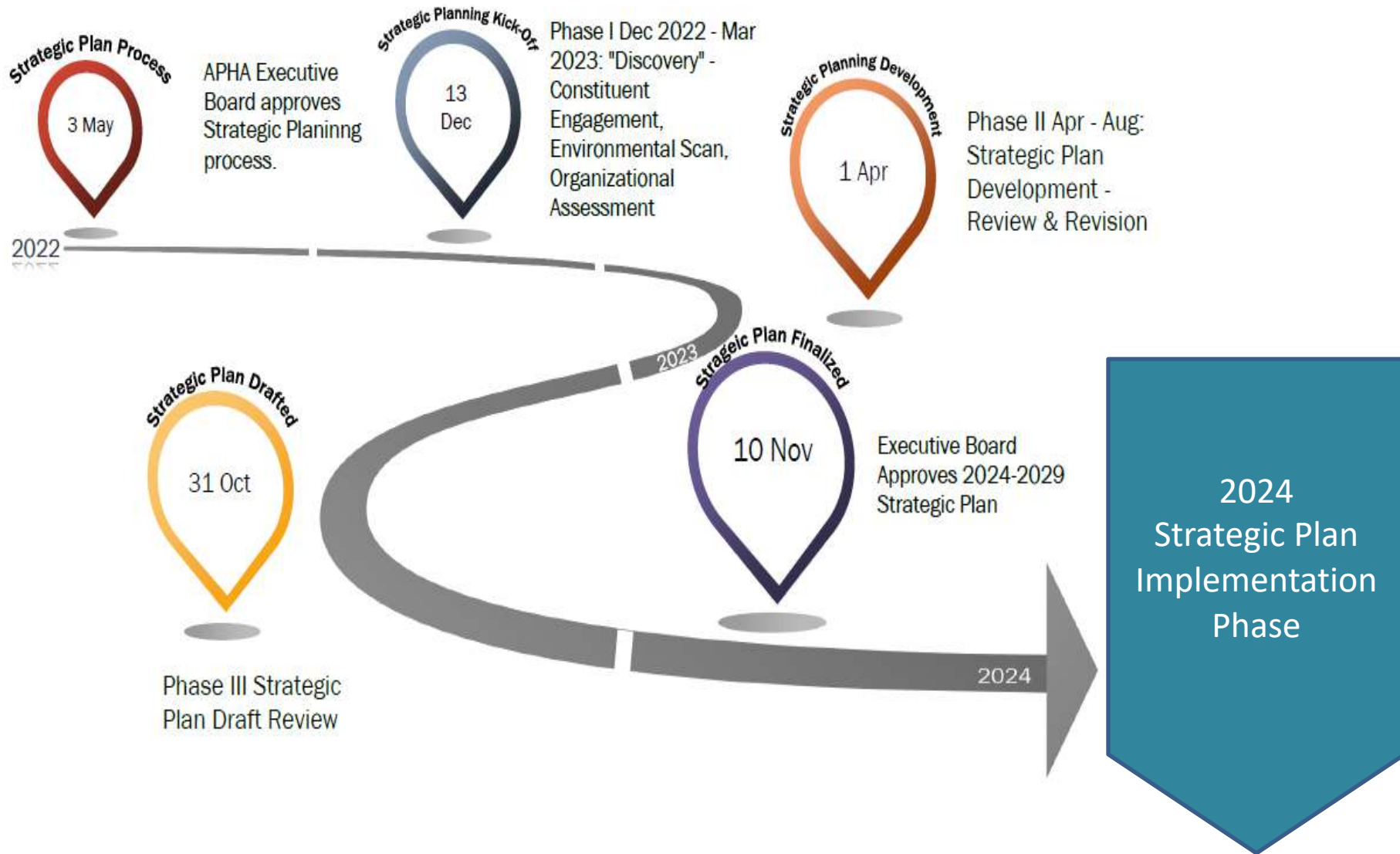


June 10, 2024

David Reyes, DNP, MPH, RN, PHNA-BC

Chair, Strategic Plan Implementation Committee







American Public Health Association

Strategic Plan

To achieve optimal, equitable health and well-being for all, APHA will:



Build Workforce Capacity and Effectiveness



Champion Public Health



Advance Equitable Public Health Practices and Outcomes



Improve Member Engagement and Satisfaction



Execute Operational Excellence



Our Mission:

Build public health capacity & promote effective policy & practice

Our Values:

- Community
- Science- and evidence-based decision-making
- Health equity and justice
- Prevention and wellness
- Measurable progress in improving health
- Fortitude to persevere

Overview of Strategic Priorities

1

Build Workforce Capacity and Effectiveness

Build a vital, versatile, empowered workforce with the skills and capacity to meet current and emerging public health needs.

2

Champion Public Health

Increase recognition of public health as critical to healthy, vibrant, equitable people and communities among policymakers, the public and other key players across all sectors.

3

Advance Equitable Public Health Practices and Outcomes

Advance initiatives on behalf of members and the communities they serve to address and reduce the adverse effects of the social and structural determinants/drivers of health, including systemic racism and all forms of intersectional discrimination, and to drive improvement in equitable and effective public health practices and outcomes.

4

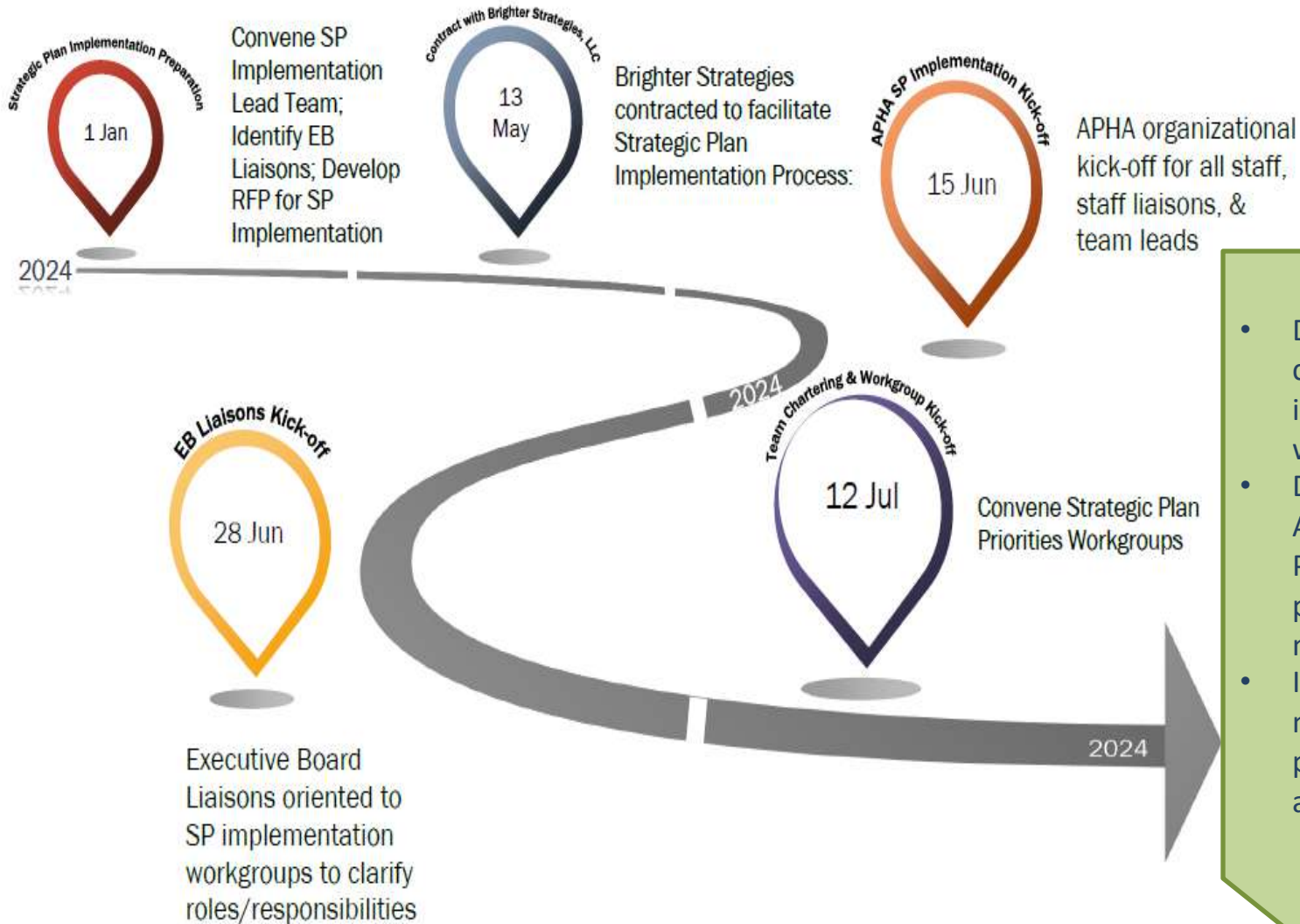
Improve Member Engagement and Satisfaction

Expand membership recruitment and improve retention by increasing the percentage of members who report being very engaged and very satisfied with their APHA membership.

5

Execute Operational Excellence

Optimize organizational staffing, infrastructure, governance and funding models to maximize member support and mission impact.



- Develop a comprehensive implementation plan with timelines
- Develop and conduct All Staff Strategic Planning presentation prior to workgroups meetings
- Identify and set up necessary tools for project management and collaboration

Brighter Strategies Implementation Support

- Project Initiation and Planning
- Workgroup Support
- Landscape Analysis and Gap Identification
- Metrics and Evaluation Planning
- Change Management and Coaching Support
- Meet with Executive Board SP Implementation Committee



Brighter Strategies Workgroup Support

- Assess workgroup leads' readiness and provide a training/workshop to establish both a peer mentoring cadence and cross team lead interactions
- Create guides for workgroup meetings to ensure consistency and engagement
- Coordinate and attend initial workgroup meetings, providing support and feedback
- Facilitate check-in meetings for workgroup leads
- Encourage peer mentoring and learning among workgroup members



EXCELLENCE







Strategic Plan Implementation Committee

- Moose Alperin (EB)
- Jessica Boyer (EB)
- Monique Brown (EB)
- Bryan O. Buckley (EB)
- Shontelle Dixon (EB)
- David Reyes (EB – Chair)
- Denise Strehlow (EB)
- Celeste Philip (Staff Lead)
- Georges Benjamin (Ex-officio)
- James Carbo (Staff Liaison)

