

# STRATEGIC PLANNING COMMITTEE REPORT JUNE 2021

## Agenda Item XII

**Cathy Troisi, Chair**

**Regina Davis Moss, staff liaison**

**Oscar Alleyne**

**Charlene Cariou**

**Shontelle Dixon**

**Anne Dressel**

**Jeanie Holt**

**Georges Benjamin, *ex officio***

## We will achieve our mission if we:



## PRIORITIES FOR THIS YEAR

- Begin planning for new strategic plan process based on MUEEP
  - Analyze MUEEP plan and how does it fit into strategic portfolios we have – will tweaking or starting over completely be required?
- Develop communication plan for strategic goals to EB, GC, Components, APHA staff
- Developed action items for EB
  - Reply to action alerts
- Finalized advocacy activities that can be incorporated into courses/trainings
- Developing advocacy activities for all members and allies

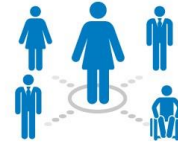
# SHAREABLE INFOGRAPHIC

## 5 Ways to Use APHA Action Alerts

*Action alerts are sample messages  
on public health issues.*

### 1 Professional networks

Forward APHA action alerts to colleagues and others in your professional networks. Include a personal note so they know why you care about the issue and why they should respond.



### 2 Friends and family

Share APHA action alerts with friends and family, including community or social groups, such as your book club or neighborhood organization.



The next time you host a BBQ, picnic or potluck, spend 5 minutes talking about an advocacy issue that's important to you. Ask everyone to speak out through an APHA action alert.

### 3 Students

Tell your students or anyone you mentor about APHA action alerts and why it's important to speak for health. Use the alerts for student assignments or extra credit.



### 4 Policymakers

Contact your policymakers and legislators, use APHA action alerts as talking points. Offer to be a resource as they work on an issue.

### 5 You

Read the APHA action alerts yourself and make sure you respond!



[apha.org/action-alerts](https://apha.org/action-alerts)



## STAY TUNED



- New strategic plan to be developed next year incorporating MUEEP results
- Will be updating GC regularly on our activities



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