

Strategic Plan

Virginia Public Health Association

Vision, Mission and Goals

Vision

Achieve significant improvements in public health practice and policy in the Commonwealth of Virginia.

Mission

To improve the public's health in Virginia by strengthening public health practice and promoting sound public health policy.

Goals

Goal 1: Help develop a first-rate public health workforce that is connected, informed and highly capable of improving the public's health in Virginia.

Goal 2: Become an independent trustworthy voice for public health in Virginia

Goal 3: Promote effective and promising strategies through collaborative leadership.

Goal 4: Stimulate public support for public health

Goal 5: Improve the function and structure of VAPHA to better meet its mission and goals.

Vision:

Achieve significant improvements in public health practice and policy in the Commonwealth of Virginia.

Mission:

To improve the public's health in Virginia by strengthening public health practice and promoting sound public health policy.

Goal 1

Help develop a first-rate public health workforce that is connected, informed and highly capable of improving the public's health in Virginia.

Rationale

Virginia is experiencing an aging public health workforce with a high percentage who has retired or envisions retirement in the near future. Simultaneously, more and more programs in public health are being developed throughout the Commonwealth by multiple academic institutions that train new public health professionals. There is also a new credentialing process for public health professionals. The Virginia Public Health Association can play a central role in assuring that Virginia can count on a first-rate public health workforce by connecting new and experienced public health professionals; keeping public health professionals informed in the broad area of public health; and serving as an information forum on public health credentialing.

Measurable Objectives:

1. By 2010, increase the number of members of VAPHA from 150 (2008 baseline) to 350.
2. By 2010, increase the number of VAPHA members who are actively involved in VAPHA from 6 (2008 baseline) to 20.
3. By 2010, increase attendance at VAPHA Annual Conference by 50% and provide at least one other regular continuing education event.

Action Steps

1. Develop continuing public health education and training. In particular, develop a business plan to provide regular online grand rounds for public health professionals; also address the credentialing requirements for continuing education of the MPH programs.
2. Develop a yearly conference for public health professionals and those interested in public health in Virginia
3. Form a student chapter of the association for the purpose of recruiting student members and connecting public health students in Virginia to exchange information in areas of common interest - in particular, internship/practice opportunities; public health field work; and career opportunities.
4. Develop a website and other resources that promote communication among members such as discussion boards or list serves.

5. Develop a mentoring program for public health professionals that will link new with experienced public health professionals for career development advice.
6. Convene the academic institutions with public health programs in Virginia for the purpose of exchanging information on their expertise, research, and public health practice. Explore the creation of a database of public health experts in Virginia and interest in a public health journal.
7. Serve on VDH's public health workforce committee.

Goal 2

Become an independent trustworthy voice for public health in Virginia

Rationale

While there are many organizations in Virginia that evaluate and recommend policy changes, but there is no other non-governmental organization that does this for the entire scope of public health issues. The membership of VAPHA is diverse and represents a number of different public health areas who can be tapped for expertise on a range of public health issues. The idea is to become an unbiased, research-based voice for public health issues in Virginia.

Measurable Objectives

1. By 2010, achieve a public health policy success that results in a significant beneficial change in the public's health.

Action Steps

1. Survey the members to find out their interest in becoming a resource for the organization in their areas of expertise.
2. Develop a database of members' expertise.
3. Develop a partnership with the Virginia Public Health Coalition (and possibly others coalitions) and assess their issues.
4. Based upon 3., make a decision about VAPHA's role and involvement with advocating for selected public health issues.
5. Develop a VAPHA membership service to track public health legislation (in collaboration with UVA and VDH)
6. Research the legality of VAPHA's involvement in advocacy as a 501c3 organization.

Goal 3

Promote effective or promising strategies through collaborative leadership

Rationale

VAPHA can improve public health practice by promoting effective or cutting-edge public health programs or initiatives by: 1) Publicly recognizing effective initiatives through awards; and 2) Convening partners in Virginia to develop new public health strategies and seek funding. VAPHA can serve as a catalyst by encouraging partnerships to develop innovative initiatives to improve public health practice.

Measurable Objective

1. Two visible and effective programs public health programs have been implemented in Virginia through VAPHA leadership.

Action Steps

1. Implement APHA's *Get Ready* campaign activities to create a national movement to enable all Americans to protect themselves, their families and their communities from preventable, serious health threats (reference APHA grant).
2. Develop at least one additional program to improve public health

Goal 4: Stimulate public support for public health

(no objectives developed yet)

Goal 5:

Improve the function and structure of VAPHA to better meet its mission and goals.

Rationale: To be successful, VAPHA needs to be effectively organized and functional. At present, it relies on a very small number of committed individuals. It needs to expand its base and visibility so that in turn draws in more members. A structure that follows Board best practices is essential for the long-term health of the organization.

Measurable Objectives:

1. By 2010, increase the number of members of VAPHA from 150 (2008 baseline) to 350.
2. By 2010, increase the number of VAPHA members who are actively involved in VAPHA from 6 (2008 baseline) to 20.
3. By 2010, increase the resources of the organization from multiple sources (membership, grants, private contributions) to be able to sustain an executive director and assistant and program needs beyond the APHA grant period.

Action Steps

1. Develop a business plan
2. Improve Board Structure and Board Development by:
 - a. Revising bylaws in accordance with best practices in governance of not-for-profit organizations (including committee structure and function)
 - b. Seeking training for Board members on governance
 - c. Recruiting board members, committee chairs and members
 - d. Developing relationships with other public health-related organizations to help identify future Board members
3. Improve the effectiveness of the Association by:
 - a. Establishing a communications process for members and target audiences
 - i. Newsletter
 - ii. Website
4. Recruit and retain members
 - a. Propose a new membership structure
 - b. Develop strategies to recruit and retain new members
 - c. Use the membership database and contact members to identify:
 - i. Members' interests in becoming active in the association
 - ii. Inactive members

- iii. Interests in the future direction of VAPHA
 - d. Recruit members to volunteer with the organization
 - e. Hire an assistant to recruit and retain members
- 5. Establish sound financial processes.
- 6. Cultivate strategic relationships resulting in funding with at least three foundations, health departments, and other health organizations.
 - a. Actively seek out partnerships and initiate collaborations on health issue projects and continuing education seminars.
 - b. Begin networking with members of the Virginia Consortium for Health Philanthropy, VDH and other government partners, universities, and businesses.
 - c. Continuously search for funding opportunities