

# Strategic Planning

**Governing Council Mid-Year Meeting, June 13, 2022**

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Executive Board; Chair Strategic Planning Committee



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**Improve the health of the public and achieve  
equity in health status**



# Current APHA Strategic Plan

- 5+ years old
- Outward focus
  - Strategic plan for public health, not APHA
- Progress measured by changes in Leading Health Indicators
  - Slow to change
  - Hard to evaluate impact of activities
  - Hard to find leverage points to impact these
- Strategic Portfolios have provided a flexible framework

# Strategic Portfolios



# Executive Board adopted Committee recommendations:

- Begin work on new strategic plan **for APHA**
  - Focus on strengthening APHA
  - Focus on metrics to measure progress and inform changes
  - Ensure solid evaluation plan and timetable
- Keep strategic portfolios
- Build on what we learned from APHA Your Way project
- Hire consultant
  - Gather input from affiliates, caucuses, staff, members
  - Facilitate developing new strategic plan

## Timeline (proposed)

- June: EB approve budget for consultant
- July-August: develop and issue RFP
- Sept-Oct: review proposals and select consultant
- Nov-May:
  - Gather input
  - Draft and circulate proposed new plan
- Governing Council Mid-Year Meeting 2023 approve new plan

## We need you!

- Inform your groups that strategic planning is underway
- Email me with questions
  - [Jeanie.APHA@gmail.com](mailto:Jeanie.APHA@gmail.com)
- Invite me to join a meeting to listen and discuss



**Build** a strategic plan that will  
*strengthen APHA* so we better  
**achieve our mission** to *improve the*  
*health of the public and achieve equity*  
*in health status.*

## Special Thanks

# Thank you!

- SP Committee
  - Jeanie Holt, Chair
  - Charlene Cariou
  - David Reyes
  - Elaine Archer-Booker
  - Jessica Boyer
  - Moose Alperin
  - Oscar Allenye
  - Regina Moss Davis
- Executive Board
- Dr. Benjamin
- Strategic Planning Committees over past 5 years

## About APHA

The American Public Health Association champions the health of all people and all communities. We strengthen the public health profession, promote best practices and share the latest public health research and information. We are the only organization that combines a 150-year perspective, a broad-based member community and the ability to influence policy to improve the public's health. Learn more at [www.apha.org](http://www.apha.org).



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