

Approved 08/03/18: PHN Section 3-5 Year Strategic Plan - Replaces the 2010 Strategic Plan

Vision	Advancing social justice and equity to achieve population health for all.			
Mission	Innovating nursing to advance population health through: community and professional partnerships, evidence-based practice, workforce development, research, policy development, and advocacy.			
Aims	Objectives	Action(s)	Outcome(s)	Evaluation Metric(s)
Advocate for social justice and health equity	Develop a more diverse active membership.	Conduct an assessment of the diversity and composition of the Public Health Nursing (PHN) Section members and stakeholders, such as the Quad Council Coalition of Public Health Nursing Organizations (QCC).	Data obtained regarding present diversity of the PHN Section, and stakeholders, such as the QCC.	Number of underrepresented PHNs in the PHN Section and stakeholders, such the QCC 2018.
		Increase diversity and inclusion by increasing the number of underrepresented PHN in the Section, including race and ethnicity by at least 12% above current standing, as well as increasing their involvement and retention in the Section.	<p>Increase in the number of underrepresented PHN in the section by at least 12%.</p> <p>PHNs new to the section given a mentor.</p> <p>New members provided with link to Section Manual, Leadership information and other PHN resources – 2018, 2019, 2020.</p> <p>Promote diversity of committee assignments of new members – appointed and elected – 2019 and 2020.</p>	<p>Number of underrepresented PHN in the section above baseline data – 2019 and 2020.</p> <p>Number of new PHNs 2018, 2019 and 2020 retained and active in the Section.</p> <p>Number of new members appointed – 2019 and 2020.</p>

		<p>Achieve a presence in minority/ethnic nursing organizations by developing community and professional partnerships, for instance, through membership with the National Black Nurses Association, National Hispanic Nurses Association and National Alaska Native American Indian Nurses Association (NANAINA).</p> <p>Promote a Section dedicated to Social Justice and increasing Diversity, Equity, and Inclusion.</p>	<p>Membership with the National Black Nurses Association and Section liaison appointed.</p> <p>Membership with National Hispanic Nurses Association and Section liaison appointed</p> <p>Membership with National Alaska Native American Indian Nurses Association and Section liaison appointed</p> <p>Dedicate at least 15% of the Section’s allocated sessions at the APHA Annual meetings 2019 and 2020 to Special/Requested Sessions dedicated specifically to workforce diversity, racism, inclusion, equity and the elimination of racial/ethnic and geographical health disparities.</p> <p>Sharing best practices on successful equity and inclusion initiatives within APHA (<i>Antiracism Initiative of Dr. Camara Jones</i>) and outside APHA (<i>Undoing Racism-The People’s Institute for Survival and Beyond</i>).</p>	<p>Number of new members elected – 2019 and 2020.</p> <p>Membership and liaison appointed 2019 and 2020.</p> <p>Membership and liaison appointed 2019 and 2020.</p> <p>Membership and liaison appointed 2019 and 2020</p> <p>15% (number to be determined based on number of sessions allocated) of the sessions at 2019 and 2020 Annual Meeting.</p>
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			Identify and disseminate information about best practice models promoting diversity, inclusion equity and the elimination of racial/ethnic and geographical health disparities on the Section's website, and Facebook page.	Number of monthly information and data posted in Connect, Section's Website and Facebook page.
Promote the inclusion of public health nurses in all deliberations about health policy, research, practice, & education in which nurses have expertise, interest, and unique perspective.	Engage members in advocacy.	Identify advocacy measurement methods.	Action Alerts disseminated to members on a regular basis by Action Board Representative.	Increase by 15% PHN Section members writing letters to the editor or op ed. pieces on key issues.
	Leverage members in secondary section & caucuses as Advocacy Ambassadors.		Enlist the assistance of APHA to identify a measurement method.	Increase by 10% PHN Section members on state or national policy related committees evaluation metrics
	Establish a base line number of members on APHA Boards & Committees.		Engage members in secondary sections & caucuses via Intersectional Council (ISC).	Increase by 10% PHN responding to APHA action alerts
			List obtained from APHA July 2018 Identify members to deploy for APHA positions.	Percent change in members on APHA Boards & Committees.

		Facilitate advocacy during the APHA PHN Section mid-year meeting.	Develop a communication strategy to solicit members. Coordinate advocacy with APHA staff.	Number of members who participate in advocacy.
Support & Engage Members	Activation			
	Implement the PHN Mentorship Program by August 2018 to provide professional development opportunities for students, promote member participation, and facilitate communication between potential and existing members.	Develop Mentorship Guidelines by March 2018 Solicit Section mentors and mentees for the Mentorship Program by August 2018	Mentorship Guidelines Approved 3/2/18 Call for mentors and mentees by Sept 2018	Establish 5 mentor/mentee pairs by Nov 2018

	<p>Quarterly dissemination of information about multi-disciplinary learning opportunities (i.e. webinars and CE offerings) to promote continuing education for potential and existing members.</p>	<p>Collaborate with ISC to develop multi-disciplinary CE offerings.</p>	<p>Facilitated the development of an Opioid Epidemic Webinar series (CE):</p> <ul style="list-style-type: none"> • Webinar 1- (1-25-18) Tyler Auck: A Personal Narrative: Loving the Unlovable • Webinar 2- (3-21-18) Becoming Free of Opioids: the Recovery Journey and Peer Support: Tom Coderre, Tom Hill, MSW • Webinar 3- (5-16-18) Use of Integrative Health Approaches to Address the Opioid Epidemic: Alan I. Trachtenberg, MD, MPH <p>Acted as nurse planner and collaborated with the Vision Care Section on a webinar (CE): Vision Care for School-aged Children 3-29-18</p>	<p>In conjunction with the Communications Committee, posted all webinar offerings on Connect for members (PHN Section & ISC Group).</p> <p>List all available offerings for members on Connect and other social media platforms.</p>
	<p>Promote advocacy among existing and potential members by broadcasting calls to action and facilitating linkage to groups of interest.</p>	<p>Disseminate Call to Action to Section members.</p> <p>Provide opportunities for advocacy trainings.</p>	<p>Action Board Representative receives Call to Action Alerts for dissemination to members.</p> <p>Advocacy training opportunities identified for regular and student Section members.</p>	<p>Action Board Representative posts Call to Action Alerts on Connect.</p> <p>Advocacy training opportunities posted on Connect.</p>

Communication			
Leverage social media and publications to market section events, programs, and offerings to extend the reach of information to potential members and other professional groups with a goal of increasing membership by 5% by May 2019.	Boost Facebook Page strategically once a quarter. Monitor social media metrics (Twitter & Facebook)	Continue to stay up to date with social media platforms used by the American Academy of Nursing	15% more “likes” and/or at least 5 shares Percent followers change
Host social events to provide opportunities for members and potential members to network during the annual meeting. Goal will be to organize/host one event for the annual meeting in November 2018.	Membership & Student Engagement Committees collaborate to identify 1-2 networking opportunities during the annual conference.	Market the annual conference networking opportunities with the Communications Committee.	Number of networking opportunities at the annual conference & meeting attendance.
Increase followers on Facebook and Twitter by 20% by December 2018.	Establish baseline Facebook metrics: Boost Facebook Quarterly		Percent change since (date)

	Members			
	Analyze the PHN Section membership and increase membership by 3% annually.	Measure baseline membership in January of each year through December 31 st .		Percent annual change
	Develop, implement, and evaluate section leadership succession plan.	Develop leadership succession plan to include leadership shadowing opportunity by December 2018.	Implement succession plan by January 2019.	Have in place at least 2 leadership pairs.
	Offer leadership opportunities to members.	Announcement leadership opportunities on Connect and other platforms.		Number of opportunities posted.
	Ensure the presence of public health nursing in the greater APHA organization.	Deploy PHN Section nominees to APHA committees & track trends.	Maintain a roster of Section members engaged on APHA committees.	Percent change over time of Section members on APHA committees.
	Increase Intersectional Collaboration.	Monitor ISC collaboration efforts.		
Increase resources and capacity	Finance			
	Achieve an annual balanced budget and obtain necessary funds to meet the goals of the section.	Monitor section expenditures and revenue monthly	Plan for anticipated annual expenses	
	Develop an annual fundraising plan during the first quarter of the year.	Obtain supplemental financial resources from internal and external donors	Schedule of solicitation letters and requests	