

## FPHA 2007 Strategic Plan – Action Plan as of 6-7-07

GOALS / OBJECTIVES	OBJECTIVE CHAMPION	STRATEGIES / ACTIONS	TIMELINE	PARTNERS	MEASURES/PROGRESS
<b>Goal #1: Increase FPHA's Impact on Public Health Issues</b>					
Objective 1.1: Lead an initiative to improve sexual health related indicators.		Identify relevant Health Status Indicators (teen pregnancy rates, infant morbidity/mortality, HIV/STD rates, immunizations, contraceptives)  Benchmark internationally to identify strategies that produce results.	Long-term objective (3-5 years)	Healthy Start Coalitions Local Health Councils Cancer Associations Related FPHA Sections (HIV/STD)	
Objective 1.2: Partner with other public health entities to identify initiatives to improve Florida's top ten lagging health status indicators.		Review data to identify top ten lagging indicators.  Sections to develop white papers, identify partners, with focus on initiatives that will improve indicators while reducing costs	Short-term objective (1-3 years)	FPHA Sections to Identify Partners	
Objective 1.3: Increase legislative advocacy among members		Expand the use of Voter Voice among members, partners	Short term objective (1 year)		

Goal #2: Expand Communication & Partnerships					
Objective 2.1: Increase membership discipline diversity.		<p>Identify discipline diversity gaps and target recruitment</p> <p>Increase public health presentations/displays at other conferences (trade space)</p> <p>Offer CEOs free membership or ex-officio on board</p>	Short-term objective (1-3 years)	Corporate, physicians, DOE, DOACS, DEP, FMA, FNA, FHA, Local Health Councils, Healthy Start Coalitions, universities and colleges, other health partners	
Objective 2.2: Increase member satisfaction.		<p>Lynne to identify benchmarking questions; Matt Dillon will take to APHA</p> <p>Establish relevant target</p> <p>Continue exit, annual member and annual AEC surveys</p> <p>Board/sections use data to explore opportunities to increase member satisfaction</p>	Short-term objective (1-3 years)		
Objective 2.3: Increase regional activities.		Explore opportunities to link regional meetings with other partner meetings, FPFA board meetings	Short-term objective (1-3 years)		

		Focus regional activities on section issues			
Objective 2.4: Develop two-way communication process among members, partners and affiliates.		Interactive website  Survey members/partners  Develop marketing strategies	Short-term objective (1-3 years)		
Goal #3: Promote Public Health Leadership					
Objective 3.1: Define Florida's public health workforce		Benchmark with other states, Dept. of Labor stats	Short-term objective (1 year)		
Objective 3.2: Identify and ensure member and partner input on public health training needs.		Surveys	Short-term objective (1 year)		
Objective 3.3: Explore partnerships to create needed public health training. .		Explore grants Use Foundation Explore online training  Use real world scenarios/case studies Explore alternative trainings (PHLI web training, PH certification programs) Explore CDC approach (EIS, labs)	Short-term objective (1-3 years)		
Objective 3.4:		Ensure CMEs for	Short-term		

Enhance the value  
of FPHA  
educational  
opportunities

physicians  
Promote regional  
opportunities  
Partner with  
students/academic

objective (1-3  
years)