

2008-2009 Florida Public Health Association (FPHA) Strategic Plan

FPHA Mission:

Advance Public Health through Advocacy, Education, and Networking

FPHA Vision:

Leading the Way to a Healthier Florida

FPHA Values:

‡**Collaboration:** collaboration with members and partners is essential to our mission.

‡**Consensus:** leading discussion and consensus focused on evidence-based public health policy.

‡**Empowerment:** enabling and encouraging personal involvement in creating a healthier Florida.

‡**Diversity:** embracing and encouraging diversity of organizations and individuals within FPHA to achieve our mission and vision.

2008-2009 Strategic Objectives & Goals

Strategic Objective #1: Improve Florida's sexual and reproductive health-related outcomes

Lori Jordahl, *Champion*

Goal 1.1: Identify adverse trends in all sexual-health related indicators (including teen pregnancy rates, infant morbidity/mortality, HIV/STD rates) by 8/08.

Goal 1.2: Identify national and international benchmarks for each lagging sexual health-related indicator by 10/08.

Goal 1.3: Prioritize, identify, and facilitate state and community support to implement a minimum of two evidence-based best practices to improve a sexual health-related indicator by 4/09.



Strategic Objective #2: Identify evidence-based initiatives to improve Florida's health status

Academic Committee, *Champion*

Goal 2.1: Research and understand Florida's health status by 9/08.

Goal 2.2: Prioritize areas for FPHA leadership by 12/08.

Goal 2.3: Recruit experts to identify evidence-based best practices, including return on investment, by 6/09.

Goal 2.4: Develop process to quickly identify and establish FPHA's position on hot-topic issues by 6/09.



Strategic Objective #3: Increase FPHA membership discipline diversity

Lea Heberlain-Larson, *Champion*

Goal 3.1: Increase FPHA membership diversity by 50% by 4/30/09.

Goal 3.2: Increase FPHA member retention by 25% by 4/30/09.



Strategic Objective #4: Increase and improve communication with FPHA members & partners

Mike Napier, *Champion*

Goal 4.1: Increase regional meetings through partnership with other associations.

Goal 4.2: Explore virtual venues (Live Meetings, satellite teleconferences, etc.).

Goal 4.3: Create a Communication/Marketing Committee.

