

STRATEGIC PLAN FOR THE TENNESSEE PUBLIC HEALTH ASSOCIATION

Vision

TPHA is the leading professional organization recognized as the voice of public health in Tennessee

Mission

- To exercise leadership in health policy development**
- To promote, protect, and improve the health of people living in, working in, or visiting the State of Tennessee**
- To foster professional development and a sense of unity among its members**

Values

- 1. Public Health is a critical element of the total health care system, is proven effective, and is extremely cost efficient**
- 2. Maintaining a strong Public Health system is critical to the health and well-being of Tennessee's citizen's and communities**
- 3. Public Health addresses community health problems through assessment, policy development and assurance. These core public health functions serve as the system's infrastructure**
- 4. The Public Health system, at all levels, must have the sufficient capacity to achieve its objectives**
- 5. Public Health can be most effective through the development of partnerships**

Goals, Objectives, Action Steps and Timelines

GOAL 1: TO ADVANCE PUBLIC HEALTH POLICY

Objective 1.1: Have a Clear Process for Organizational Priorities

Action Step(s)	Responsibility	Timeline
<p><u>Action Step 1:</u> Chair of the Resolutions Committee should be in constant contact with the newly elected Section Chairs to determine whether resolutions and position papers should be prepared for presentation to the Annual Meeting.</p>	<p>Resolutions Committee Chair</p>	<p>Ongoing</p>
<p><u>Action Step 2:</u> Chair of the Public Policy Committee may establish an <i>ad hoc</i> committee consisting of leaders of public health programs, health councils, boards of health, and other public health entities to identify critical public health issues for potential advocacy through research and the development of position papers.</p>	<p>Public Policy Committee Chair</p>	<p>Ongoing</p>
<p><u>Action Step 3:</u> Maintain the Public Policy Committee in composition and structure.</p> <p>Composition:</p> <ul style="list-style-type: none"> a) Past President (Chairs) b) President c) President Elect d) APHA Representative e) Grand Division Reps. f) Minimum of 1 Metro Rep. g) Minimum of 1 Health Council Rep. h) Subcommittee Chairs <p>(Note: For f. through i., one individual may fill more than one role.)</p> <p>Structure: Chair will appoint Chair of Subcommittees. Subcommittee membership is not limited to members of the Public Policy Committee.</p>	<p>Immediate Past President</p>	<p>Ongoing</p>
<p><u>Action Step 4:</u> Maintain current practice of having Annual Meetings.</p>	<p>Board of Directors</p>	<p>Annually</p>

Objective 1.1 continued

Action Step 5: Public Policy Committee and Board of Directors hold a planning retreat to review strategic plan, identify policy issues for the coming year, review relative legislation and develop resolutions and position papers.	Public Policy Committee	1 st Board meeting after the Annual Meeting
Action Step 6: Draft and present resolutions and position papers to the Board.	Public Policy Committee	>45 days prior to the Annual Meeting
Action Step 7: Following approval of the Board, distribute resolutions and position papers to the Members.	Public Policy Committee and staff	Before Annual Meeting via newsletter
Action Step 8: Members vote on resolutions and position papers.	Membership	Annual Meeting
Action Step 9: Public Policy Committee meets to review resolutions and position papers to develop proposed priorities and strategies for approval by the Board of Directors.	Public Policy Committee	<45 days after the Annual Meeting

Objective 1.2: Create a Clear Process for Acting on Established Priorities

Action Step(s)	Responsibility	Timeline
Action Step 1: Board of Directors meet to act upon recommendations of the Public Policy Committee including reviewing proposed priorities and strategies and making assignments to Committee Members and advocacy network to implement strategies.	Board of Directors	<30 days after Public Policy Committee Meeting

Objective 1.3: Develop a Process to Identify and React to Emerging Issues

Action Step(s)	Responsibility	Timeline
Action Step 1: Executive Director monitors the legislative process.	Executive Director	Ongoing
Action Step 2: Executive Director develops and maintains an advocacy network capable of prompt response.	Executive Director	Ongoing
Action Step 3: Executive Director assures appropriate communication to the Board of Directors, the Public Policy, Resolutions and Legislative Committees, the Membership, and the Public.	Executive Director	Ongoing

Objective 1.4: Assure that Regional Meetings are an Avenue to Advance TPHA Public Policy Agenda

Action Step(s)	Responsibility	Timeline
<u>Action Step 1:</u> President and Executive Director should meet with Committee Chairs, Section Chairs, and Vice Presidents to discuss roles and responsibilities.	President and Executive Director	>30 days after the Annual Meeting
<u>Action Step 2:</u> Assure agendas for Regional Meetings are reflective of current year TPHA priorities by including the Regional Vice Presidents on the Program Committee for the Annual Meeting.	Vice Presidents/ Program Committee Chair	During planning for Regional Meetings
<u>Action Step 3:</u> Assure agendas for Regional Meetings include a mechanism to gather Member input regarding TPHA priorities.	Vice Presidents	During planning for Regional Meetings

GOAL 2: TO INCREASE AWARENESS OF PUBLIC HEALTH ISSUES

Objective 2.1: Establish a More Effective Ongoing Means of Communication with the Membership

Action Step(s)	Responsibility	Timeline
Action Step 1: Executive Director should assure articles on pertinent public health issues are included in each newsletter.	Executive Director	Quarterly
Action Step 2: Explore strategies for electronic communication with the Membership.	Executive Director	Quarterly

Objective 2.2: Develop Strategies for Communicating with the General Public and Other Organizations regarding Public Health Issues

Action Step(s)	Responsibility	Timeline
Action Step 1: Executive Director will maintain a directory of organizations with similar interests.	Executive Director	Ongoing
Action Step 2: Executive Director will share public health issue information with organizations as appropriate.	Executive Director	Ongoing
Action Step 3: The Public Relations and Publicity Committee will develop strategies for increasing the capacity of the organization to utilize the media effectively.	Public Relations and Publicity Committee	Ongoing

GOAL 3: TO STRENGTHEN AND SUPPORT TPHA

Objective 3.1: Increase Membership in TPHA

Action Step(s)	Responsibility	Timeline
<u>Action Step 1:</u> Develop a subset of the Membership Committee to improve cross-sectional representation.	Membership Committee Chair	Ongoing
<u>Action Step 2:</u> Executive Director to write a letter to APHA Members who live in Tennessee to educate them about the Association and recruit them as Members.	Executive Director	Ongoing
<u>Action Step 3:</u> Board Members representing Sections should develop new Section-specific recruitment materials.	Section Representatives	Ongoing
<u>Action Step 4:</u> Develop new Sections as deemed appropriate.	Board of Directors	Ongoing

Objective 3.2: Institute Ongoing Strategic Planning and Continuity of Leadership

Action Step(s)	Responsibility	Timeline
<u>Action Step 1:</u> Continue policy of Immediate Past President chairing the Public Policy Committee.	Board of Directors	Ongoing
<u>Action Step 2:</u> Board should study Committee structure and terms with recommendations for increased continuity.	Board of Directors	Ongoing
<u>Action Step 3:</u> Public Policy Committee meets to review resolutions and position papers and to develop proposed priorities and strategies for approval by the Board of Directors.	Public Policy Committee	<45 days after Annual Meeting
<u>Action Step 4:</u> Board of Directors meet to act upon recommendations of the Public Policy Committee including reviewing proposed priorities and strategies and include new Board Member Orientation.	Board of Directors	<30 days after Public Policy Committee Meeting
<u>Action Step 5:</u> Board of Directors meet to identify a long -term project which can be implemented over a three-year period, with progress updates to be reported at the Annual Meetings. The three-year project for 2010-11 is to address transportation issues across Tennessee to promote physical activity.	Board of Directors	<30 days after the initial Board of Directors Meeting

Objective 3.3: Enhance Financial Strength and Performance of TPHA

Action Step(s)	Responsibility	Timeline
<u>Action Step 1:</u> Board should continue to pass only balanced budgets.	Board of Directors	Annually
<u>Action Step 2:</u> The Membership Committee should undertake activities to increase Individual Memberships to 1,500.	Membership Committee	Annually
<u>Action Step 3:</u> The Membership Committee should undertake activities to increase Agency Memberships to 150.	Membership Committee	Annually
<u>Action Step 4:</u> The Exhibits Committee should recruit 3 additional Corporate Sponsors each year.	Exhibits Committee	Annually
<u>Action Step 5:</u> The Executive Director will attempt to increase attendance at the Annual Meeting by communicating with other organizations that may have an interest in the educational aspect of the TPHA Annual Meeting.	Executive Director	Annually

Objective 3.4: Enhance Services to Members of TPHA

Action Step(s)	Responsibility	Timeline
<u>Action Step 1:</u> Board should develop strategies to strengthen Regional Meetings (see 1:4).	Board of Directors	Ongoing
<u>Action Step 2:</u> Staff and Board should explore ways to display job placement opportunities.	Executive Director and Board of Directors	Ongoing
<u>Action Step 3:</u> The Scholarship Committee should publicize the availability of scholarships to the Members.	Scholarship Committee	Annually
<u>Action Step 4:</u> The Membership Committee should strengthen, standardize, and conduct New Member Orientation.	Membership Committee	Ongoing
<u>Action Step 5:</u> The Board should develop a Board Member Orientation.	Board of Directors	Ongoing
<u>Action Step 6:</u> The Board should encourage the State to continue grants to TPHA for registration fees to Annual Meeting.	Board of Directors	Annually

Objective 3.4 continued

Action Step 7: The Board should explore new ways to enhance Member services through the website.	Board of Directors	Ongoing
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Objective 3.5: Develop Alliances with Other Organizations

Action Step(s)	Responsibility	Timeline
Action Step 1: The Board should explore opportunities with other organizations that hold similar interests.	Board of Directors	Ongoing

Objective 3.6: Increase Member Opportunities for Participation in TPHA

Action Step(s)	Responsibility	Timeline
Action Step 1: Strengthen existing Sections by charging them with the responsibility of recruiting/retaining Members in the Section.	Sections	Ongoing
Action Step 2: Increase ways for Agency Members to participate in the Association.	Executive Director/ Board of Directors	Ongoing
Action Step 3: Involve local health councils in TPHA.	Sections	Ongoing