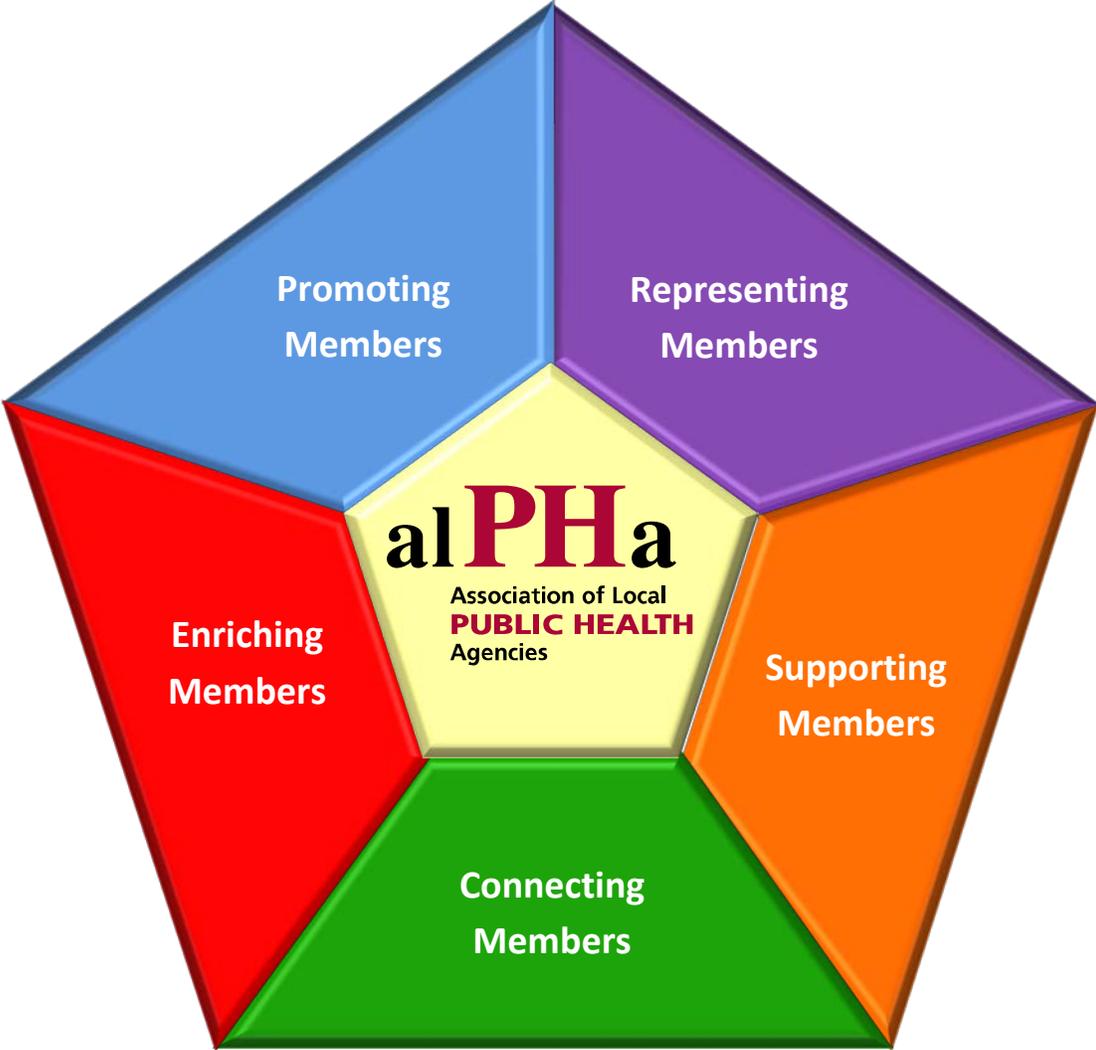


Association of Local Public Health Agencies

2014-16 Strategic Plan

Building on Our Strengths



INTRODUCTION

This document outlines elements in alPHa's strategic plan for 2014 to 2016. The overall purpose of the plan is to provide a strategic focus for the Association for the next two years. The plan recognizes the relative strengths and resources of the Association and its members and contains an approach that is intended to focus the support role played by alPHa with its member organizations. alPHa's members are at the center of the plan and the following five sections describe areas of focus for the Association.

1. PROMOTING MEMBERS

Steadily increasing health care costs resulting from epidemic levels of chronic disease and obesity, has the government of Ontario more keenly focussed on keeping people healthy. In this context, it is very important that the health promotion and disease prevention roles of public health units are well understood.

Public health units are well-known and respected for their role in communicable disease prevention and control and their effective and skilled support in emergency preparedness and response. There is a need to ensure that the role of public health units in health promotion and disease prevention is also well understood and valued. Local connections with community and diverse sectors mean that the public health units have unique opportunities to promote health and prevent disease. Local public health's expertise combined with these partnerships result in meaningful health promotion outcomes. These are unique roles of public health units and they are needed today more than ever.

Strategic Imperative for alPHa

alPHa will support its members to be better understood and valued by municipal and provincial governments.

Approach

alPHa will engage its members in a strategy to:

- build the local public health unit story
- get the news out through a communications plan

2. REPRESENTING MEMBERS

Membership in alPHa is open to the 36 public health units in Ontario. These organizations are represented by board of health members, medical and associate medical officers of health, and affiliate organizations representing senior management across seven professional groups. alPHa is organized into the Board of Health Section and the Council of Ontario Medical Officers of Health (COMOH). Each section and affiliate has its own identity and organizational structure and advocates for the public health issues that pertain to their professional areas of expertise. Boards of health engage in advocacy at the local and provincial levels by introducing local by-laws and resolutions. In addition to their own advocacy, members identify issues for alPHa's attention in the form of resolutions that are passed at the Association's annual general meeting.

Strategic Imperative for alPHa

alPHa will focus on representing its members in responding to member resolutions and public health sector issues where a collective voice best serves the membership as a whole, e.g., issues that impact the structure and funding of the public health sector and public health units.

Approach

- alPHa will represent its members through the development of strong relationships with stakeholder representatives
- alPHa will focus its work on member resolutions and public health sector issues that impact the structure and funding of the public health sector and public health units
- alPHa will enhance member advocacy on public health issues through supporting the alignment of member voices as appropriate
- alPHa will provide a public health voice at provincial government and other stakeholder consultations and special meetings
- alPHa will represent its members on committees and working groups

3. SUPPORTING MEMBERS

Many of alPHa's member public health units have staff that develops policy papers on issues of interest to boards of health and public health professionals. Boards of health pass resolutions locally that can benefit from the support of colleagues across the province. Affiliates develop discussion papers and calls to action on issues that are important to the public health professionals they represent.

Strategic Imperative for alpha

alpha will ensure that members are aware of proposed legislation and matters that are of interest to public health units.

alpha will facilitate the sharing of member positions, resolutions and discussion documents to encourage broader support for member issues among alpha membership.

Approach

alpha will monitor and share information with members about:

- legislation introduced at the provincial level
- government consultation processes regarding policy directions and proposed legislation
- proposed local by-laws
- local board of health resolutions
- local health unit policy work
- affiliate organization advocacy work

4. CONNECTING MEMBERS

This function will ensure alpha's members have opportunities to interact for professional networking purposes. Currently, alpha provides board of health members and medical officers of health with modes of interaction including teleconferences, face-to-face meetings and online interaction. Affiliate groups support their own approaches to interaction.

Strategic Imperative for alpha

alpha will work with Board of Health Section and COMO representatives to coordinate networking opportunities for these member groups.

Approach

alpha will coordinate on behalf of its members:

- an annual conference and annual general meeting
- 1 or 2 face-to-face meetings annually for Board of Health Section and COMO members in addition to section meetings at the annual conference
- web-based approaches to networking and sharing of information

5. ENRICHING MEMBERS

alPHa provides professional development opportunities for its members in the form of three conferences per year. The establishment of Public Health Ontario has provided alPHa members with additional opportunities for professional development aimed specifically at enhancing the technical expertise of public health professionals. alPHa is the only organization with the mandate to support boards of health.

Strategic Imperative for alPHa

alPHa will provide professional development to support excellence in public health leadership and public health unit management and governance.

Approach

alPHa will focus its professional development on enhancing the skills of members in the areas of leadership, management and governance. Professional development will be delivered through the annual conference, webinars and face-to-face meetings.

CONCLUDING REMARKS

This plan will be our guide for the next two years. The areas of strategic focus to **PROMOTE**, **REPRESNT**, **SUPPORT**, **CONNECT** and **ENRICH** alPHa's members outlined in this document build on the existing strengths of alPHa while providing direction to the organization that will encourage more effective, efficient and focussed use of the Association's resources. We want to thank alPHa's members for providing invaluable input to the development of the areas of strategic focus for the Association and we look forward to your engagement in the fulfilment of this strategic plan over the next two years.

The alPHa Board of Directors