

STRATEGIC PLAN

2012–2015



ASSOCIATION FOR PREVENTION TEACHING AND RESEARCH

Our Unique Role in Preparing the Next Generation of Health Professionals

APTR represents faculty engaged in teaching prevention, public health, and population health and we have a unique and rapidly growing role in efforts to improve the health of the American people.

Prevention matters! Huge improvements in life expectancy and in quality of life have come from prevention efforts and we are now seeing the basic tenets of prevention transformed into new visions of population health. While prevention encompasses a wide range of activities—from encouraging individuals to change behavior, to screening tests, to broad policy initiatives aimed at changing societal conditions so people can be healthy—all prevention shares a common element: change.

APTR is unique in focusing prevention teaching so that change can happen. Creating change requires creativity that comes from teamwork and from working in interprofessional spaces: bringing together clinicians and public health experts, educators and practitioners, and those in and outside of the health sector. APTR members include public health professionals engaged in classic prevention efforts such as immunizations and cancer screening; clinicians using medical homes and electronic health records to improve the health of their patients; pharmacists engaged in efforts to prevent adverse drug reactions and support disease management programs; and nurses and dentists integrating prevention into education and practice. These are examples of the individuals APTR unites to influence the training of the next generation of health professionals and to help them apply the fundamental concepts of prevention in their community or patient population.

For this reason, APTR membership is not limited to a particular kind of organization or a specific profession. Rather, we recognize the critical need in prevention for an explicit commitment to interprofessional and cross-sectorial work, and this commitment is expressed in who we are as well as in what we do. Our focus on teaching and research also gives us a unique voice and a platform from which to encourage creativity and an orientation to the future.

APTR provides *the* national forum to articulate that need, to support educators of prevention and population health, and to advance policies related to prevention. We partner with many others in public health, health care, and other societal sectors—but we alone provide the national voice and meeting place for those for whom prevention education and its interdisciplinary foundation are central.

Key Elements of APTR's Strategic Plan:

Launched in April 2012, the APTR strategic plan is designed to strengthen the organization and assist our members in doing their critical work. The plan has three overarching goals.

Reaffirmation of Core Mission and Strengthened Focus on Prevention Education

Year-long educational programming culminating in a national meeting

Improving and increasing meaningful access to curricular materials and resources

Enhanced networking opportunities for prevention educators

Engaging membership in national projects through our cooperative agreements with federal agencies

Improving the Value Of APTR Membership

Restructured institutional memberships

Expanded programming, improved tools, and more networking opportunities

Enhanced advocacy for the importance of prevention education in all health professions education

Resources dedicated to specific membership groups, such as medical school faculty and faculty working in interprofessional initiatives

Increasing Member Engagement in APTR

Overhaul of elections process for board seats and other leadership roles

New and increased member participation and leadership opportunities through new and rejuvenated committees

Increased attention to supporting and mentoring young professionals – our next generation of prevention educators

New composition to meet the needs of specific groups such as preventive medicine educators and interprofessional faculty

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Mission:

APTR leads innovation in population health and prevention education

Vision:

Population health and prevention are integral parts of every health professional's education.

GOAL AREA A. Public Health and Prevention Education

- Objective A1: Embed public health and prevention education into the emerging health system by ensuring the recognition of the value of public health and prevention education for future practitioners and administrators.
- Objective A2: Promote interprofessional collaboration in prevention and public health education
- Objective A3: Provide multiple opportunities to convene in order to share educational opportunities and experiences
- Objective A4: Expand capacity of health professions educators to teach prevention and public health
- Objective A5: Support members in pursuing meaningful accreditation or credentialing

GOAL AREA B. Advocacy and Policy

- Objective B1: Educate and inform members on legislative issues to increase capacity to effectively advocate on appropriate issues
- Objective B2: Take policy and or position statements on issues pertinent to prevention education
- Objective B3: Increase impact of efforts through strengthened partnerships with other organizations and funding entities

GOAL AREA C. Marketing, Communications and Public Relations

- Objective C1: Increase APTR visibility for programs and services among all internal and external constituencies using clear and multiple communications channels
- Objective C2: Express the unique value of APTR in academic prevention and population health to professional organizations, federal institutions and individuals
- Objective C3: Increase APTR visibility among partners and others

GOAL AREA D. Membership

- Objective D1: Design and implement strategies and activities that clearly denote and justify the value of APTR membership
- Objective D2: Enhance graduate program membership in APTR and the Council of Graduate Programs in Public Health
- Objective D3: Increase number of Individual members who are Public Health or Medical School faculty
- Objective D4: Increase institutional membership of appropriate medical school departments
- Objective D5: Create member involvement opportunities in the organizational structure

GOAL AREA E. Research and Scholarship

- Objective E1: Enhance scholarship of APTR membership by promoting opportunities for recognition, publication, and presentation of work

Governance and Management

- Enhance board engagement through association management governance training to ensure succession planning and sustainable leadership
- Create a detailed business plan using metrics and accountability standards
- Reevaluate funding sources and increase non-dues and non-federal revenue