



2019-21 STRATEGIC PLAN
Approved December 2018

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Purpose

Mission & Vision

- (Mission) Building a healthier, safer Wisconsin through policy and partnership.
- (Vision) WPHA is the largest and most recognized membership association for public health professionals in Wisconsin.

Values

- Believes all persons deserve the opportunity for health, wellness and protection from disease and injury.
- Believes striving toward the elimination of health disparities and the achievement of racial and health equity is important for improving health for all.
- Believes long term improvement is achieved by addressing the root causes of illness, disease, injury and social determinants of health.
- Believes a strong public health system requires a diverse, sufficient and competent workforce.
- Applies best practices in its policy, program and administrative efforts.
- Engages in strategic and effective partnerships.
- Strives to be diverse and inclusive in its membership and partnerships.
- Acts with integrity, honesty and transparency.

Priorities

Goals and Objectives

Support a strong, skilled and sustainable public health WORKFORCE

- Provide at least 20 hours of continuing education and training per year with a focus on addressing and dismantling racism, expanding members/understanding of racism, and how racism affects individual and population health
- Provide opportunities for peer-to-peer learning and information sharing amongst members
- Partner with WICPHET to develop and implement resources for students, early career and all public health professionals
- Provide tools to assist members to engage actively and authentically with communities of color

Support collective ADVOCACY for policy change that makes Wisconsin a healthier state

- Advance the 2019-21 public health policy agenda
- Advocate for relevant policies that improve health in communities of color, and support local, state, and federal initiatives that advance social justice

Continue to build the Association's organizational CAPACITY

- Increase financial reserves from 4 months (2018) to over 6 months by 2021
- Assess internal policy and procedures to ensure racial equity is a core element of WPHA
- Create and advance an equity and justice-oriented organization
- Work to build alliances and partnership with other organizations that are confronting racism

Policy Agenda

During the first two years of this strategic plan (2019-2020 legislative session), the joint WPHA-WALHDAB Public Affairs Committee has presented and the respective boards agreed on the following over-arching themes:

- Building and retaining infrastructure through public health funding.
- Infusing health and equity in all policies.
- Improving public health workforce succession planning to support consistent and efficient delivery of services.

Along with these overarching themes, the following social determinants of health have been prioritized where WPHA will work towards advancing legislative initiatives:

- Early Childhood Education
- Criminal Justice Reform
- Income Stability and Employment
- Housing

Strategies

Operational

- Identify and share news from members and organizations with others to recognize accomplishments and **highlight** member and partner skills, experience and expertise.
- Support **advocacy** efforts and create resources to support the priorities.

Programmatic

- Incorporate recommendations from **WICPHET analysis** into WPHA programming.
- Incorporate recommendations from **organizational assessment** related to racial equity.

Organizational

- Continue to promote **organizational membership** to engage organizations and recruit individual members.
- Identify and appropriate **restricted funds** to develop products that add value and can be sustained after start-up.
- Develop new **sections** based on member interest to personalize WPHA membership, and increase subject expertise from among members.
- Incorporate language that is **inclusive and equitable** in strategies and throughout the workplan.