

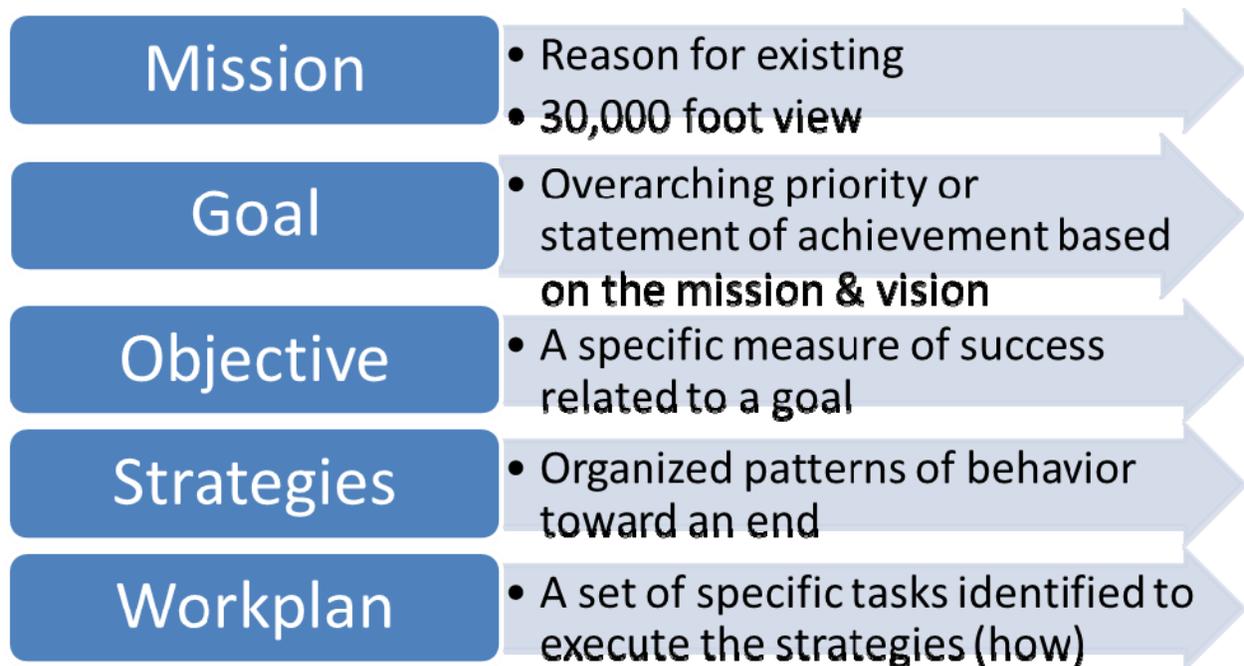
# WPHA 2013-2015 Strategic Plan: Process, Framework, Definitions

## Process

The WPHA Board of Directors developed the strategic plan over the course of 2012. Input was received through a member survey, focus groups, key informant interviews, inquiries to other affiliates, and an invitation to members to review a draft plan. The board approved the plan on October 19, 2012. The strategic plan informs the workplan. The workplan informs the budget.

## Framework and Definitions

The board used the following framework and definitions as they developed the plan.



Additionally, the Healthy Wisconsin Leadership Institute's *Community Health Improvement Toolbox* includes the following description of **objectives**:

[Objectives] are specific and measurable end-products of the intervention often expressed in terms of changes in behavior, norms, knowledge, attitudes, capacities, or conditions. You might have one or multiple objectives outlined for your goal. Always make sure that your objectives are **SMART**:

Specific, **M**easurable, **A**ttainable, **R**ealistic, **T**imed

Example: By March 30, students will substitute their current high school vending machine purchases with healthier snack options.

# WPHA STRATEGIC PLAN: 2013-2015

**Mission:** Building a healthier, safer Wisconsin through policy and partnership.

**Vision:** A healthier, safer Wisconsin for all.

**Values:** To achieve its mission, WPHA:

- ◆ Believes all persons deserve the opportunity for wellness and protection from disease and injury.
- ◆ Believes striving toward the elimination of health disparities and the achievement of health equity is important for improving health for all.
- ◆ Believes long term improvement is achieved by addressing the root causes of illness, disease and injury.
- ◆ 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.

**GOAL #1:** Grow WPHA's capacity for policy changes that improve the public's health.

- Conduct 600 people-hours of policy-related training (e.g., HIA) annually.
- Increase the hits on WPHA policy-related pages by 50% by December 2014.
- Increase the frequency that members use editorial templates, legislative resources, and resolutions made available by WPHA or APHA in their day-to-day work.
- Assure that each state senator and assembly person is contacted at least twice annually by the designated WPHA key contact or his/her delegate.
- Assure that each US representative and senator is contacted at least twice annually by the designated WPHA key contact or his/her delegate.
- Present for approval at least one resolution at the annual meeting every year.
- Address national, regional and state board-identified policy issues proactively (e.g., with member/supporter engagement, coalition building and/or other appropriate).

**GOAL #2:** Enhance the resources and information available to public health professionals to support their practice.

- Increase participation in WPHA-sponsored trainings 25% over baseline by December 2015.
- Increase learning and networking opportunities for new public health workers in Wisconsin. (Specific plan to be developed in 2013.)
- Assure that all WPHA members who want a mentor can find a mentor.
- Deliver practice-based research information to all WPHA members on a monthly basis starting in July 2013.

**GOAL #3:** Increase the public's support for public health approaches that improve health for all.

- Disseminate information to legislators or media at least quarterly.
- Provide 5 media resources annually, available for local community use starting in 2013.
- Increase WPHA visibility through at least three newspaper or other publication features on WPHA partnerships, projects or policy approaches annually starting in 2013.
- Increase Public Health Week visibility through at least three media venues starting in 2013.

*Note: Baseline for all measures is calendar year 2012 unless otherwise indicated.*

*Approved by the WPHA Board of Directors on October 19, 2012*