



NJ PUBLIC HEALTH ASSOCIATION
Advocating Public Health in the State of New Jersey

STRATEGIC PLAN

2015 – 2016

Adopted June 9, 2015

The New Jersey Public Health Association's Vision Framework

The New Jersey Public Health Association's (NJPHA) strategic plan is framed by a shared sense of mission, core values and vision for the future.

Mission:

To advocate and advance public health issues in New Jersey.

Vision for the Future

Vision for the Organization

To be a highly visible, respected, and nonpartisan authority on public health issues and policy in New Jersey with committed partners in government, non-profit, educational and corporate sectors throughout the state.

Vision for the Community

New Jersey will have a robust statewide public health infrastructure and services that promote prevention activities and access to health care and works to eliminate health disparities.

Core Values

- *Advocacy:* The New Jersey Public Health Association should be an independent voice for public health policies, standards and practices that informs, inspires and mobilizes members and the public to act.
- *Education:* New Jersey residents should have access to information about public health issues and be empowered to make choices to protect their health and the health of their families.
- *Equity:* All New Jersey residents have the right to live in an environment that promotes and protects their health and well-being.
- *Professional Development:* Since the landscape of the public health field is constantly changing, it's important for public health professionals to routinely assess and update their skills and knowledge in order to effectively address present and emerging public health issues.

- *Collaboration*: Health professionals, students, funders, educators and public health officials must collaborate and communicate effectively to promote better public health policies, standards and practices.
- *Responsibility*: The government has a responsibility to promote an environment in which all individuals can make healthy choices. All individuals must take personal responsibility for their own health and well-being.
- *Sustainability*: Environmentally and economically sustainable cities and communities are critical to ensuring good public health.

Strategic Goals and Objectives for 2015 - 2016

Goal 1: Develop appropriate infrastructure to support the organization's mission.

Objectives:

1. Raise \$10,000 in contributions by December 31, 2016.
2. All Executive Board members will attend at least one professional training per year.
3. Maintain a membership retention rate of 75%.
4. Increase membership of public health professionals by 50 new members by December 31, 2016.
5. Increase membership of public health students by 50 new members by December 31, 2015.
6. Recruit 30 graduating students to become members by December 31, 2015.
7. Review and revise committee structure and to have at least 3 developed committees with 10 members each by December 31, 2015.
8. Create a business plan by December 31, 2015.
9. Review and revise by-laws by November 30, 2015.

Goal 2: Raise the organization's visibility and public identity.

Objectives:

1. Review and upgrade NJPHA's on-line and social media presences by December 31, 2015.
2. Develop a branding plan for NJPHA by September 30, 2015.
3. Establish working relationships with all public health associations and public health academic programs in New Jersey by December 31, 2015.

Goal 3: Be a leading advocate on public health issues and policy.

Objectives:

1. Adopt three policy and/or position statements by December 31, 2015.
2. Participate in three advocacy events by December 31, 2015.
3. Establish an advocacy page on the NJPHA website by December 31, 2015.
4. Establish an opportunity for public health professionals and students to publish public health related articles on-line by December 31, 2015.

Goal 4: Cultivate a pipeline of future public health professionals.

Objectives:

1. Co-sponsor four events with the student organizations of public health program in New Jersey each academic year.
2. An Executive Board member will attend one event each semester of each student public health association in New Jersey.
3. Establish a mentoring program for public health students and young professionals by December 31, 2015.
4. Establish a speaker series for NJPHA members by December 15, 2015.
5. Establish a referral system for public health internships and shadowing opportunities by December 31, 2015.