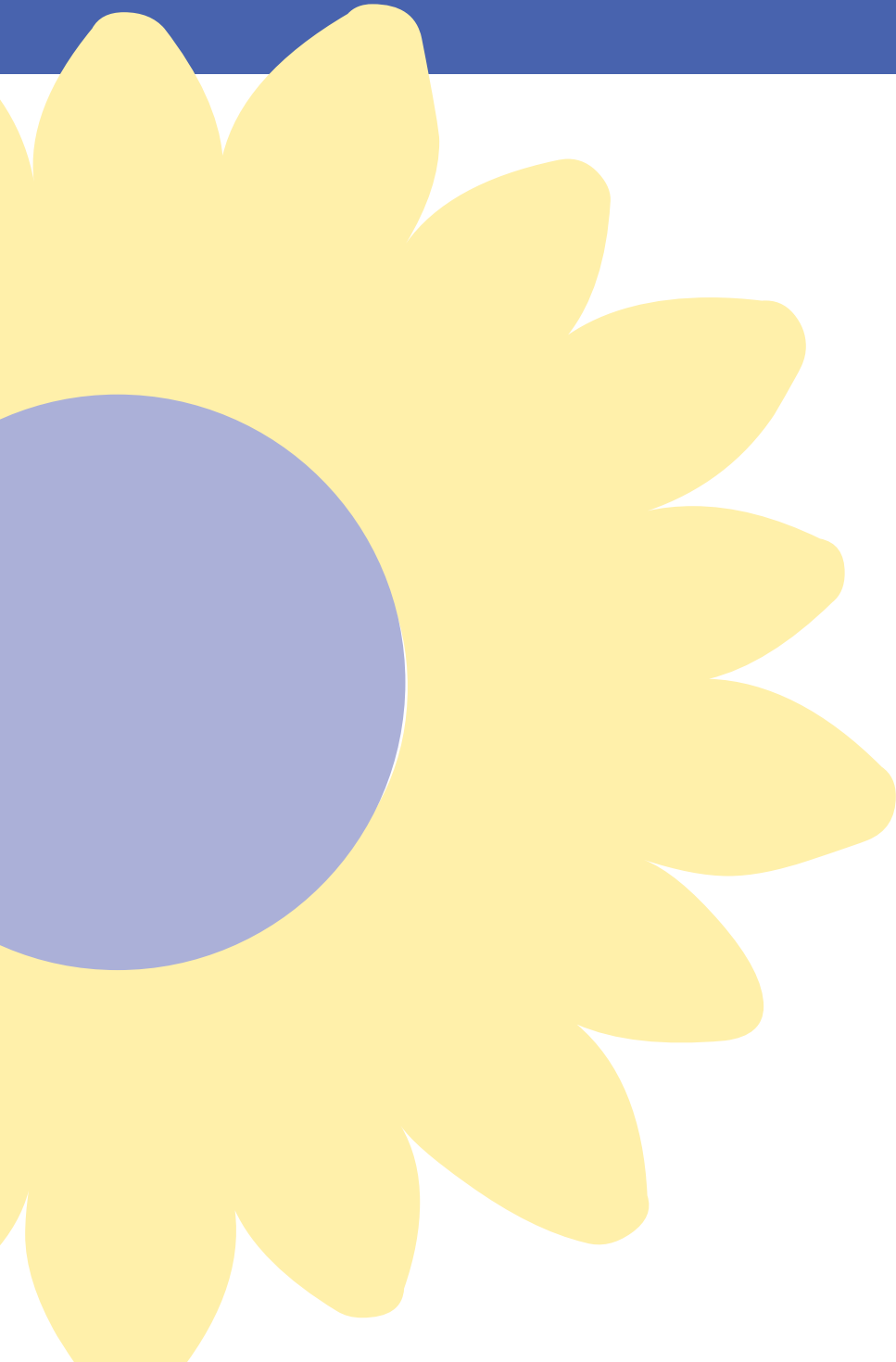


Healthy People Build Strong Communities

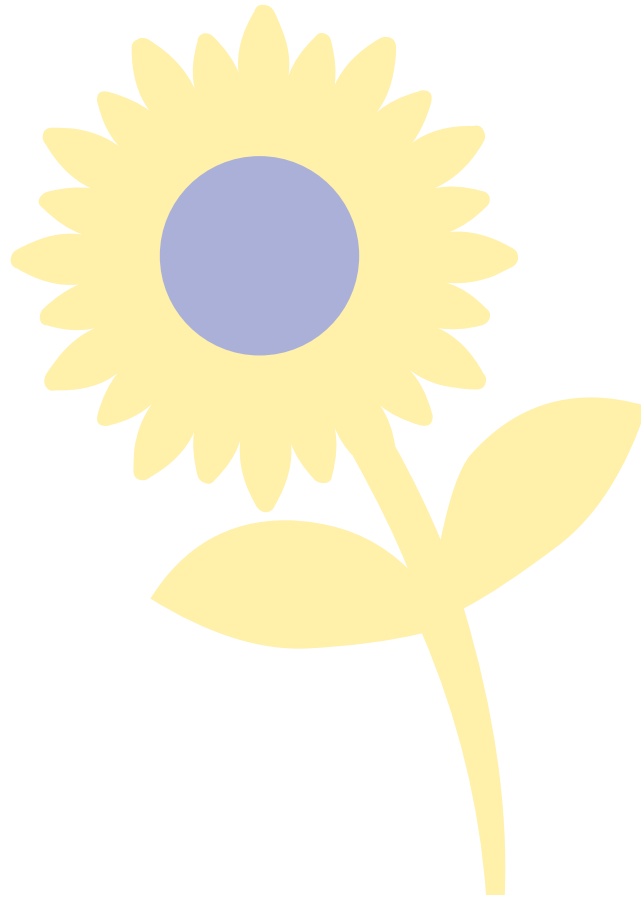


Kansas Public Health Association

Strategic Plan

September 2008





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Membership

Key Result Area 1: Membership - Increase membership to 1000 by 2010

Goals/Objectives	Objective Champion	Strategies/Actions	Partners	Next Actions (Qtrly Milestones)	Who	Date	Status	Funding Needed
Objective 1.1	ED/AD (Executive Dir Assoc Dir)	Increase involvement of retired and current members	Membership Committee (MC)	Seek approval at June 2008 board meeting (Encore, contests for recruiting members, PH certifications)	MC	June 19, 2008	Discussion moved to August board meeting Due to time constraints.	\$3000
Objective 1.2	ED/AD	Adjust fee schedule to accommodate more members	MC	Seek approval at June 08 board meeting	ED/AD	June 19, 2008	Approved at June 2008 Board of Directors Meeting. COMPLETE	\$0
Objective 1.3	AD	Utilize template recruitment letters	AD/PE/ED/MC PE=Pres Elect	Create letters to send to KHPLI fellows and scholars, non-member county administrators, etc.	AD	August 1, 2008	In progress	\$2000
Objective 1.4	ED/AD	Streamline membership database and all membership financial functions with the purchase of new software and accompanying equipment.	Board of Directors	Write grant to obtain funding for software, equipment, and training of key personnel	AD	August 1, 2008	In progress	\$20,000



Funding

Key Result Area 2: Funding - To increase our current budget from \$100,000 to \$160,000 by the end of 2009

Goals/Objectives	Objective Champion	Strategies/Actions	Partners	Next Actions (Qrtly Milestones)	Who	Date	Status	Funding Needed
Objective 2.1 Increase membership to 1000 by the end of 2008.	AD	See Next Actions	P/SC/T	1. Recruit all KPHLI Fellows	AD	July 2008	Recruitment mail sent August 2008	\$10,000
				2. Recruit administrative staff from health-related offices	AD/ED/Board	Ongoing	In progress	
				3. Recruit school nurses, chiropractors, veterinarians (work on professions we have few members from)	AD/ED/Board	Ongoing	In progress	
				4. Create regional liaisons for the state	AD/ED/Board	Fall 2008	Discussion during August Board Meeting	
Objective 2.2 Increase conference attendance to 500 for Fall 2009.	AD	See Next Actions	P/SC/T	1. Increasing membership will increase conference attendance.	AD/ED/Board	Ongoing	In progress	\$15,000
				2. Improve/expand conference offerings; determined by sections	President Elect 2009/ AD/ 2009 Conference Committee	January 2009	Once new Board has been elected, this process will begin.	



Advocacy

Key Result Area 3: Advocacy - By 2011 enable KPHA to advocate for healthy people to build strong communities by developing baseline of advocacy and increasing advocacy activities by 10 percent. Improve the health of Kansans through advocacy efforts by monitoring impact on legislation using a 2008 baseline.

Goals/Objectives	Objective Champion	Strategies/Actions	Partners	Next Actions (Qtrly Milestones)	Who	Date	Status	Needed Funding
Objective 3.1 Create a KPHA committee for legislative action and issues whose primary purpose is platform creation.	LAIC-Legislat	<ol style="list-style-type: none"> 1. Have sign-up sheets at the conference for the 2009 committee 2. Recruit at least three committee members from AHA 3. Use KHPA's recommendations and APHA resolutions as a guide 		LAIC will convene the committee by August 1st to create a platform proposal for the board to vote on in August for presentation to the membership by the September business meeting.				\$1000
Objective 3.2 Engage 20 percent of members to contact their legislators at least twice during timely moments during the legislative session	ED	<ol style="list-style-type: none"> 1. ED will develop our Capwiz capacity to use at least three times to prompt letters from members to legislators 2. Members will visit with legislators at home before the 2009 session and report results (who, what, when) to ED 	LAIC- Legis Committee	<ol style="list-style-type: none"> 2. ED will work with LAIC to draft an invitation to members to participate this fall 				\$24,000
Objective 3.3 Host 20 legislative forums to raise public awareness about current public health legislation during NPHW.	LAIC	<ol style="list-style-type: none"> 1. Legislative committee will engage local public health leaders to host forums 2. ED will support development of potential agendas for the forums and will staff conference calls. 		<ol style="list-style-type: none"> 1. LAIC will recruit a chair to lead the forums by the September 3rd AHA summit. 				
Objective 3.4 Plan for hosting Health Day at the Capitol								
Objective 3.5 Alliance of Health Advocates Kansas (AHA-KS) organization and leadership.								



Marketing

Key Result Area 4: Marketing - Understand our role in the Kansas Public Health System and take advantage of our position

Goals/Objectives	Objective Champion	Strategies/Actions	Partners	Next Actions (Qtrly Milestones)	Who	Date	Status	Needed Funding
Objective 4.1 Have a logo that shows KPHA actions and get approval from membership	ED	Create a new KPHA logo		Write a letter to technical school to create an opinion board that will narrow the logos down to three for membership vote	ED	June 19, 2008		\$5,000
Objective 4.2 Create a branding strategy	Section Chair	<ol style="list-style-type: none"> 1. Develop and distribute banners to be used at public health events, listing the department and KPHA logo. (Organizational affiliate) KPHA brochures offered to membership to use at health fairs, etc. 2. Stickers with KPHA logo 3. Put the KPHA website on the bottom of emails. 4. "What is Public Health?" video. Ask about working with Foundation. You Tube. 	<p>Director</p> <p>Section Chair</p> <p>ED</p> <p>Section Chair</p>					\$25,000



Communications

Key Result Area 5: Communications - Understand our role in the Kansas Public Health System and take advantage of our position

Goals/Objectives	Champion	Strategies/Actions	Partners	Next Actions (Qtrly Milestones)	Who	Date	Status	Needed Funding
Objective 5.1 Create a journal task force to investigate potential journal formats and funding requirements	PE and Section Chair	<ol style="list-style-type: none"> 1. Ask R&E Chair to report about GA's journal efforts: how, when, who, funding, and format. 2. Invite taskforce members: potential members include: Sonja, Jamie, Mary Beth Warren, Harlen Hays, Claudia Blackburn, Ellen Averett, Kim Richter, Richard Muma, Will Evans 	Section Chairs	<ol style="list-style-type: none"> 1. Report to occur at a proposed August or early September task force meeting 2. Feasibility report due to the Board by December 2008. 	Section Chair	August 1, 2008	2. Invitation email drafted	\$1000
Objective 5.2 To create a dynamic monthly, electronic newsletter to be sent to all members	PE and Section Chair	<ol style="list-style-type: none"> 1. In each issue, include a feature from the president, at least one section, and executive director's message 2. Share news and plans about upcoming events like National Public Health week, Health Day at the Capitol, legislative forums, spring and fall conferences, etc. 3. Recruit a newsletter editor from among the membership 4. Use a sign-up process at the conference to recruit writers and content 5. Provide legislative updates from KPHA's efforts from ED throughout the session 	ED/Pres/Section Chair-TSAMH/new editor	PE and all Section Chairs will work with ED to find an editor by August 30th.		October 2008		\$3000



Leadership

Goals/Objectives	Objective Champion	Strategies/Actions	Partners	Next Actions (Qtrly Milestones)	Who	Date	Status	Needed Funding
Objective 6.1 Develop Orientation for section chairs	President	Focus groups to occur for each section during the fall conference	PE/AD/SC/Director	September 18, 2008 Fall Conference, sections will be provided time for focus groups.	AD/Director/S	September 2008		\$4000
Objective 6.2	President	Evaluate Focus Group Discussions and form task force to develop new structure	Section Chair-R&E	Section Chair will compile data from the focus groups. Task force will be appointed by president.	Section Chair/P/PE	July 2009	Focus Group questions have been formulated by the membership committee	\$2000
Objective 6.3	President	<ol style="list-style-type: none"> Schedule orientation for new section chairs in January 2009, directly before or after monthly board meeting Develop folder with templates (report and budget templates) to give to new section chairs. 	ED and AD	<ol style="list-style-type: none"> December 2008 Schedule January Board Meeting and invite newly elected section chairs for orientation 	ED AD	December 2008		\$6000



Collaboration

Key Result Area 7: Collaboration - By 2011, improve performance of the KS public health system as measured by 4 out of 10 (# 3, 4, 5, 8) of the National Public Health Performance Standards.

Goals/Objectives	Objective Champion	Strategies/Actions	Partners	Next Actions (Qtrly Milestones)	Who	Date	Status	Needed Funding
Objective 7.1 Create a task force of major public health players in the State	AD	Contact major public health players in the state such as KDHE, KALHD, KU Med School, and others	None	Get in contact with organizations and begin recruiting for task force.	AD	October 2008	Will start this project after conference	\$2000
Objective 7.2 Create a list of all meetings taking place each month by public health entities and make sure KPHA is represented	AD	Contact John Rule with the Kansas Health Institute to receive list (this is a project he is working on)	None	See Strategies/Actions	AD	October 2008	Will start this project after conference	\$3000