



Kentucky Public Health Association

STRATEGIC PLAN

2023-2028



Our **vision** defines the overall outcome that we are working towards.

Our **mission** describes our purpose and unique contribution.

Our **values** are the key beliefs and principles that underlie our thinking and actions.



Strengths

Communication	Traditions (History)	Growth in advocacy	Public's Knowledge of Public Health Post-Pandemic
Research			
Professional			
Teamwork	Public Health Knowledge	Caring (each other & KY)	Workforce Development
Fun			
Agents			
Adaptability	Long-term Engagement	Public value (dedication)	
Growing			
Resourceful			
Organized	Networking & Partnerships		
Curiosity			

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Weaknesses

Media Presence	Representation	Communication
Membership & Engagement	Lack of Diversity	
Acknowledge success (peers/awards)	Reactive vs Proactive	Mission
Return on investment (membership)	Setting Boundaries	Time
	Fatigue (Burnout)	Involvement
	Accessibility (All of KY)	Finances
	Mass exodus of Workforce	Board Structure
		Student & University Engagement
		Consistency between years of service with Board

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Threats

Funding	Politics (political changes)	Loss of institutional knowledge	Understanding scope of public health
Social Media	Time & Commitment		
Duplication	Staff turnover/ retirements		
Morale		Apathy & Fatalism	
Social Opinions	Tax rates comp vs flat	Bandwidth/ Capacity	
Lack of Value	Retirement expenses		
Accessibility			

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Opportunities

Growth in membership		Creating a resource or product (needs of LHD's)
Networking	Collaboration for collective input & membership	
Social media presence	More than annual conference (trainings)	Highlight partnering organizations
More academic partnerships	University & student involvement	Dual membership opportunities (Rural Health, SOAR, ShapeKY)
Mascot (Daryl The Barrel)		
Compensation changes		
Brand ourselves		

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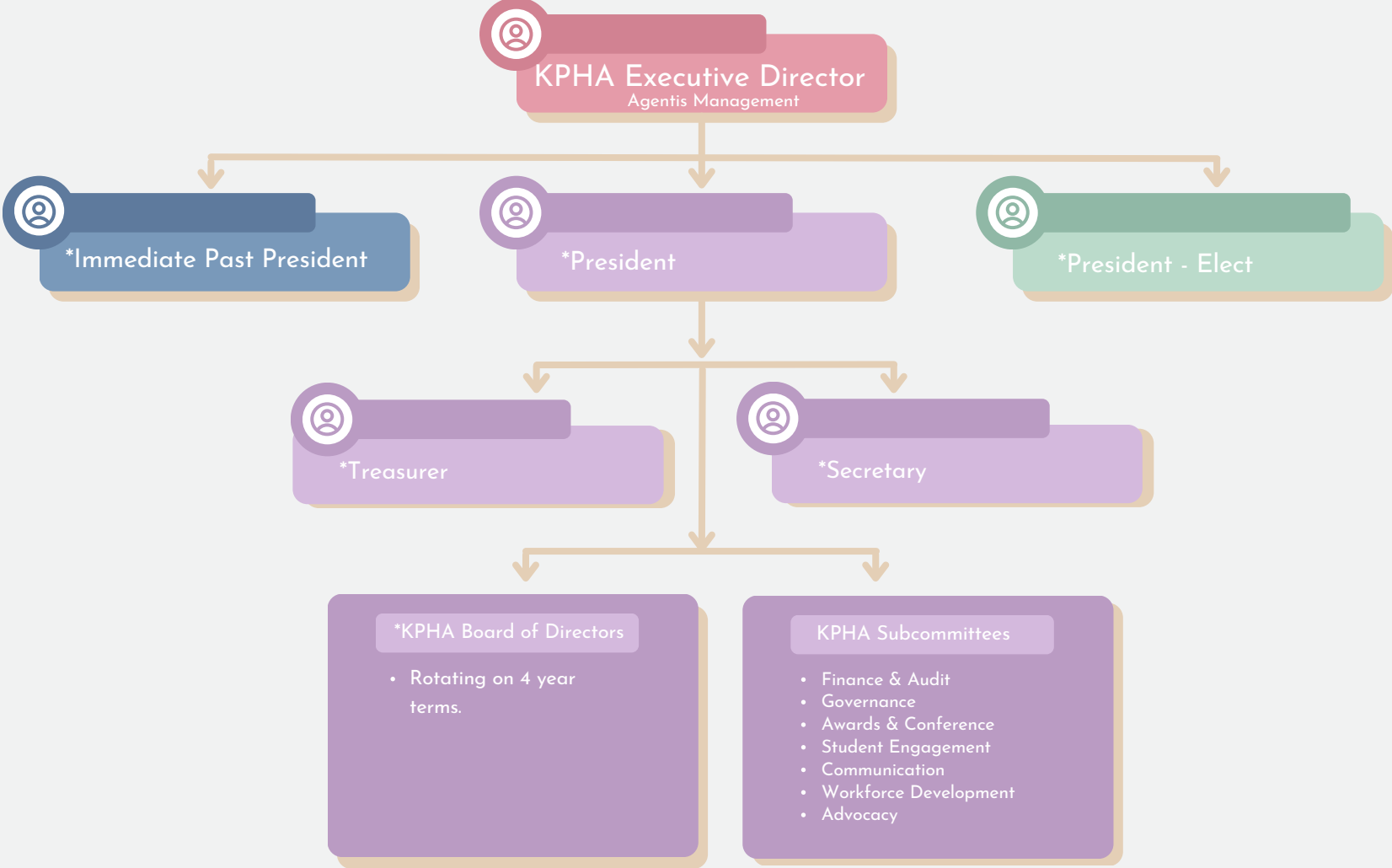
Values Wordle



KPHA Leadership

The success of our strategic plan builds upon the dedication and commitment that our executive leadership, board and general members showcase.

KPHA has the following infrastructure within the organization:



*Voted upon by KPHA Membership

KPHA Strategic Initiatives

The KPHA Board of Directors and executive leadership charted work groups to define goals and objectives for the following focal areas that we believe are essential to achieving our mission, vision and values.

POLICY & ADVOCACY

Mediate dialogue with influential networks and decision makers. Represent, promote and defend KPHA.

INFRASTRUCTURE & OPERATIONS

Organizational stability.

WORKFORCE DEVELOPMENT

Lead and strengthen public health workforce development and recruitment.

MEMBERSHIP

Develop a robust, diverse and engaged membership network.

FUNDING & BUDGET

Achieve financial stability.



MEMBERSHIP

Develop a robust, diverse and engaged membership network.

EXPAND

Expand, engage and diversify general membership through:

- Encompassing all engaged in population health.
- Engage past presidents and retirees.

OPPORTUNITIES

Provide ongoing opportunities for members to engage with KPHA and our partners through:

- Support implementation of KDPH SHA/SHIP

MEMBERSHIP

Membership engagement and retention through:

- Defining roles and responsibilities of sections and/or committees.
- Designing a new member orientation.

FUNDING & BUDGET

Achieve financial stability.

ESTABILZE

Stabilize, increase and diversify KPHA revenue through:

- Online swag shop
- Fundraiser/Golf Scramble

INCREASE

Increase and Retain Sponsors through:

- Collect most common local health department vendors.
- Provide multiple packages for sponsors.

DEVELOP

Develop audit committee for KPHA finances annually.

WORKFORCE DEVELOPMENT

Lead and strengthen public health workforce development and recruitment.

WORKFORCE

Lead public health workforce development and recruitment through:

- Supporting and fostering the development of the future public health workforce.
- Leadership development opportunities:
 - Systems Thinking
 - Emerging Issues
 - Public Health Transformation/Public Health 3.0
 - Fiscal Management
 - Grant Writing

DEVELOPMENT

Provide professional development through:

- Networking events
- Mentor/Mentee program.

EXPLORE

Explore/Promote evidence based and innovative approaches to ensure healthier communities for all.

OPPORTUNITIES

Statewide needs assessment

POLICY & ADVOCACY

Mediate dialogue with influential networks and decision makers. Represent, promote and defend KPHA.

ADVOCACY

Determine advocacy priorities of membership, and collaborators/partners.

- Emerging issues impacting health.

LEGISLATIVE PLATFORM

Expand legislative platform/liaison program.

- Babbage Firm
- Importance of public health.

ADVOCACY

Develop and implement a Policy and Advocacy Plan.

INFRASTRUCTURE & OPERATIONS

Organizational stability.



MARKETING

Expand marketing and communications.

- Biannual KPHA newsletter
- Public Health videos
- Strengthen KPHA social media presence.

STAFFING

Update staffing and board of directors structure to support infrastructure.

- Ensure performance and accountability of association, staff, sections and committees.

DOCUMENTATION

Ensure KPHA documents, by-laws, etc. are current and up-to-date.