Kentucky Public Health Association
Strategic Map: 2009-2015
Revised September 21, 2009

Vision: Kentuckians will understand, value, and have access to public health services in their communities.
Mission: Promote healthy communities through education, leadership and a commitment to excellence.
What We Do: Provide public health leadership, education and collaboration with partners to:
• Develop effective public health laws· Provide an independent voice for the health of the public
• Acquire resources to support infrastructure· Provide educational opportunities . Develop strategic alliances
Values: Integrity – Honesty – Professionalism – Inclusiveness – Responsiveness – Leadership

Strengthen the Effectiveness of KPHA’s Voice for Public Health

1. Improve Effectiveness of Policy and Advocacy
   - Provide Information & Educational Opportunities for Decision Makers
   - Develop Strategic Alliances with Public & Private Organizations
   - Focus on Policy Priority Area One: Smoking
   - Focus on Policy Priority Area Two: Obesity, Nutrition & Physical Activity
   - Focus on Policy Priority Area Three: Preparedness

2. Improve Public Health Science and Practice
   - Provide Educational Opportunities for HealthCare and Other Professionals
   - Provide Public Health Education and Awareness for the General Public
   - Advocate for a Public Health Research Agenda to Improve Practice
   - Promote Accreditation For Public Health Organizations
   - Promote Competency Of the Public Health Workforce

3. Increase Member Engagement and Expand Membership
   - Implement Strategies To Increase Membership by 10% each Year
   - Emphasize Retention By Adding Value Through Member-Based Services
   - Increase Member Participation & Interaction
   - Implement Innovative Strategies to Re-Engage Lapsed Members
   - Create Mechanisms For Increasing & Transitioning Student Memberships
   - Expand Government And Boards of Health Membership

4. Strengthen Organization Capacity
   - Secure Funding for Adequate Staffing & Service Delivery
   - Implement Marketing Strategies to Increase Awareness of KPHA & Its Initiatives
   - Promote Accountability & Cost-Effective Operations
   - Strengthen External & Internal Communication Through Multiple Mediums
   - Provide Information Technology Required To Support Key Initiatives