



Strategy Map: 2019—2022

MISSION: To be the inclusive voice for Public Health, to proactively advocate for policies that reduce health disparities and empower all people to achieve their optimal health, and to advance the practice of public health in Ohio. (Rev: 10/18/18)

VISION: A healthy Ohio, where all communities are thriving, and all people have access to the care, information, and resources they need to be healthy.

Advocate for policies that promote health and equity in urban centers and rural areas.

Strengthen the capacity of Ohio's public health professionals to address Ohio's unmet public health needs

Promote the value of Investing in public health Infrastructure.

Strengthen OPHA, building an effective and vibrant internal structure which effectively supports our external work

Reduce or eliminate disparities in health and in its determinants, including social determinants.

Make it possible for all Ohioans to live the healthiest lives they can.

Develop an effective public policy infrastructure which reviews proposed legislation and administrative rules through a health and equity lens.

Create networking and learning experiences where members can share skills and best practices.

Provide educational opportunities through conferences, webinars and distribution of materials.

Create and/or build on collaborative relationships by reaching out to organizations, policy makers, and partners

Build a strong public health workforce as key to driving improvements in health outcomes and reducing health care costs.

Develop effective tools which communicate the contribution of Public Health at the local level

Be the Voice of Public Health in Ohio

Create communications mechanisms which eliminate the siloes between and among OPHA Boards, Sections and Committees

Recruit and grow a Development and Sustainability team

Grow the Public Health Professional Services

Increase and diversify the member base

Work collaboratively to influence the social determinants of health, focusing on health equity

Use evidence and science to inform our actions

Listen to our members to inform our positions, plans and actions

Metrics

- 1. Recruit, train and support 10 Legislative Liaisons each year
- 2. **Build and manage a statewide HEiAP coalition**
- 3. Launch local government resolution of support campaign getting 5 HEiAP resolutions each year (from LHDs, city councils, county commissioners etc)

- 1. **Host quarterly members only skill sharing sessions rotating among the regions with topics such as "How to write a Position Statement."**
- 2. Provide staff support for PHCC, VS and PPI conferences
- 3. **Survey each of the Sections to determine how their work is related to Health and Equity**

- 1. Publish 50 weekly newsletters which highlight the work of LHD, our state and national efforts. Distribute these to members and to policy makers at the state level.
- 2. **Publish 2 peer reviewed journals each year**
- 3. Increase This Weeks Notes open rates from 46% to 60%

- 1. Increase individual membership from 380 to 500
- 2. **ID funding sources which will increase OPHA budget by at least 20% each year.**
- 3. Recruit 1 regional PHPS volunteer sales rep for each region of Ohio each quarter
- 4. Provide staff support for Sections