

**Strategic Plan
Newfoundland and Labrador
Public Health Association
2004-2006**

Revised: June 2005

Overview of the Newfoundland and Labrador Public Health Association

The Newfoundland and Labrador Public Health Association (NLPHA) is a voluntary, non-profit provincial association encompassing health professionals, community members, and affiliated organizations who signify interest in the willingness to support and promote its goals and objectives. The Association is affiliated with the Canadian Public Health Association (CPHA).

Primary Activity

The primary activity of NLPHA is Health Promotion. Health Promotion is a process of supporting, enabling and fostering individuals, families and communities to take control of and improve their health. The major roles NLPHA plays in Health Promotion are through informing its membership and the public, and by shaping public policy, which is done by advocating for a healthy socioeconomic and physical environment and by collaborating, consulting and partnering with others to promote the development of healthy public policy. These roles are further defined below:

1. Increasing Awareness on Public Health Issues

1.1 Education to the Public on Public Health Issues

Education is provided on a variety of public health related topics for the general public. This may be the result of a request for education or an identified need for increased awareness. This is accomplished through conferences and meetings and by the development and dissemination of position papers, letter writing, media campaigns and using other opportunities available to share information on public health issues.

1.2. Informing Public Health Practice

The NLPHA informs public health practice through education of practitioners and the processes of consultation, collaboration, and feedback in areas where there is opportunity to promote best practice and evidence based strategies. NLPHA collaborates with the CPHA on professional development projects.

2. Advocacy

2.1. Providing a Public Voice to Membership

Through its advocacy role the NLPHA provides a proactive and informed perspective on public health related topics/issues to ensure that the voice of the members is presented. This is accomplished by the development of position papers, letter writing, media involvement, news releases, meetings with policy/decision makers, and using other opportunities available to publicize the Association's perspective.

2.2. Informing the Direction of Canadian Public Health Association (CPHA)

NLPHA is an active member of the CPHA. We collaborate with the CPHA on public health issues and provide feedback on various strategies and initiatives of CPHA. Where appropriate

joint strategies are developed and implemented toward a common goal. NLPHA is represented on several national initiatives, which are organized by the CPHA.

Stakeholders

The NLPHA in the work it does collaborates with many people. They include: the membership; public health professionals; partner organizations, both formal and informal; decision makers and the general public.

Mission

The mission of the NLPHA is to be an active public health voice to promote and support the health and well being of the people and communities of Newfoundland and Labrador.

Goals

1. The NLPHA responds in a timely manner to current public health issues.
2. The NLPHA will be visible to the general public, decision makers, partners and members
3. The NLPHA will conduct the general business of the association

Strategic Goals and Operational Objectives

Strategic Goal 1

The NLPHA responds in a timely manner to current public health issues.

Operational Objective 1.1

By 2006, the NLPHA will have responded in a timely manner to public health policy issues identified.

Indicator: % of current issues to which the NLPHA responds.

Measure: Tracking sheet completed during association meetings.

Operational Objective 1.2

By December 31, 2005, there will be criteria developed and implemented to prioritize the issues.

Indicator 1: Presence of the criteria.

Indicator 2: % of issues to which the criteria are applied.

Measures: Minutes of meetings.

Operational Objective 1.3

By the AGM in 2006, there will be an evaluation completed of member satisfaction with the timeliness and appropriateness of the NLPHA responses to current public health issues.

Indicator: % of member respondents satisfied with the timeliness of responses.

Measure: Satisfaction survey.

Strategic Goal 2

The Newfoundland and Labrador Public Health Association (NLPHA) will be visible to the general public, decision makers, partners and members.

Operational Objective 2.1

By January 2005, NLPHA will advocate for the positioning of public health within the organizational structure of the new boards.

Indicator: Letters to regional boards

Operational Objective 2.2

By December 2005, the Executive will elicit support from the new boards for the NLPHA.

Indicator 1: % of members who are board employees who have organizational support to participate in NLPHA activities as part of their employment.

Measure: Member survey.

Indicator 2: Financial support (monetary and “in kind” contribution) coming from boards for activities of the NLPHA.

Measure: Treasurer’s report.

Notation of “in kind” contribution in meeting minutes.

Report of “in kind” contributions from members.

Operational Objective 2.3:

By December 2005, NLPHA will form an ad hoc committee to develop a communications plan to identify an ongoing strategy to address the positioning and visibility of the NLPHA with members, partners, the general public, and policy/decision makers.

Indicator 1: Establishment of ad hoc committee.

Indicator 2: Presence of a communication plan

Measure: Meeting minutes

Strategic Goal 3

The NLPHA will conduct the general business of the association.

Operational Objective 3.1

By the AGM for each year, the By-Laws of the Association will have been reviewed.

Indicator: Dated review of the current By-Laws.

Operational Objective 3.2

The President, with the membership of the Association, will develop a strategic plan, which will be reviewed annually.

Indicator 1: Presence of Strategic Plan

Indicator 2: Dated review of the strategic plan.

Operational Objective 3.3

By the end of 2006, the NLPHA will have a strategy to address recruiting and fully engaging

membership.

Indicator 1: Membership Committee is operational

Indicator 2: Strategy to address membership issues.

Measure: Minutes of Membership Committee, membership results, committee structure.