



# STRATEGIC PLAN 2014—2019

**Mission:** Promoting public health improvements through education, practice, and advocacy.

**Vision:** OPHA is the organization that unifies, strengthens, and advances the profession and public health workers and is the premier leader in building an advocacy network for improved public health policies in Oklahoma.

## COMMUNICATIONS

- Establish a marketing committee which will be responsible for establishing new plans and incorporating existing plans to increase OPHA's visibility and communication activities.
- Develop a public relations plan.
- Develop an electronic media directory with contact names for quickly apprising media resources about OPHA programs, events, and legislative issues.

## ADVOCACY

- Increase participation among members in advocacy efforts.
- Expand networking with other groups doing public health advocacy.
- Develop an electronic legislative list for communicating information on key issues to Oklahoma State and Federal legislators.
- Undertake initiatives to address key public health issues.
- Increase awareness of the APHA PHaCT campaign.
- Create one new resolution each year

## TRAINING AND EDUCATION

- Provide professional development educational offering at annual conference.
- Provide additional educational opportunities for members.

## MEMBERSHIP

- Expand the number and diversity of members.
- Identify and recruit additional corporate members.
- Expand the number and level of conference sponsors and exhibitors.
- Develop an electronic membership communication system for quickly routing information to and from OPHA members and providing them with a user-friendly response mechanism.
- Undertake activities that generate revenue for OPHA

## SYNERGISTIC PUBLIC HEALTH

- Link OPHA with various sectors in the public health system.
- Ensure the organization's structure best meets its needs.
- Make "Health in All Policies" a cross-cutting issue for all sections and strategies of the organization.