

## Alaska Public Health Association

### Strategic Plan

2009 – 2014

**Mission: Advancement of the Public's Health**

**Overarching Goal: Serve as a hub that connects all health groups in Alaska**

#### Core Values

**Equity:** All Alaskans have the right to live under conditions that promote and protect health.

**Integrity:** Our actions will always be ethical and based on the best available information.

**Excellence:** We will strive to be effective in all our undertakings.

**Leadership:** We will forward a vision that inspires action.

#### Toward this end, ALPHA will:

Work to identify, raise awareness about, and advocate for public health in Alaska;

Strive to educate, guide and influence issues affecting the public's health;

Partner with other public health advocates on targeted initiatives;

Advocate for and encourage public involvement in the Alaska public health process to improve public health outcomes;

Participate in the development and advocacy of sound public health laws and policies, using best practices;

Promote efforts to develop and sustain the public health workforce.

Resources	Outputs		Outcomes/Impacts		
	Activities	Target Audience	Short	Mid	Long
<ul style="list-style-type: none"> <li>• Strong Board</li> <li>• Existing membership</li> <li>• Info Insights</li> <li>• Health Summit</li> <li>• Website</li> <li>• Newsletter</li> <li>• APHA grant</li> <li>• Other grants</li> <li>• Partnerships such as Foraker and AARP</li> <li>• Public Health Policy Review</li> </ul>	<ul style="list-style-type: none"> <li>• Public health capacity</li> <li style="padding-left: 20px;">Mini grants (<i>Memb</i>)</li> <li style="padding-left: 20px;">Health Summit (<i>HS</i>)</li> <li style="padding-left: 20px;">Information sharing (<i>Website</i>)</li> <li style="padding-left: 20px;">Public Health 101 (<i>Pub Ed/Policy</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Public Health</li> <li>• Communities</li> <li>• Policy Makers</li> <li>• Membership</li> </ul>	<ul style="list-style-type: none"> <li>• Increased understanding of efficacy of public health</li> </ul>	<ul style="list-style-type: none"> <li>• Improved health of communities</li> </ul>	Increased health of all Alaskan's
	<ul style="list-style-type: none"> <li>• Partnership development</li> <li style="padding-left: 20px;">Mini-grants</li> <li style="padding-left: 20px;">Health Summit</li> <li style="padding-left: 20px;">Membership development (<i>Memb</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Partners</li> <li>• Communities</li> <li>• Membership</li> <li>• Potential members</li> </ul>	<ul style="list-style-type: none"> <li>• Increased number of partnerships</li> <li>• Increased number of members</li> </ul>	<ul style="list-style-type: none"> <li>• Improved coordination and collaboration across public health entities</li> </ul>	
	<ul style="list-style-type: none"> <li>• Marketing</li> <li style="padding-left: 20px;">Branding</li> <li style="padding-left: 20px;">Health Summit</li> </ul>	<ul style="list-style-type: none"> <li>• Partners</li> <li>• Public Health</li> <li>• Membership</li> <li>• Potential Members</li> </ul>	<ul style="list-style-type: none"> <li>• Increased benefits</li> </ul>		
	<ul style="list-style-type: none"> <li>• Leadership</li> <li style="padding-left: 20px;">Advocacy</li> <li style="padding-left: 20px;">Connector</li> </ul>	<ul style="list-style-type: none"> <li>• Policy Makers</li> <li>• Partners</li> <li>• Membership</li> </ul>	<ul style="list-style-type: none"> <li>• Increased responsiveness of association</li> </ul>		