



## 2007-2008 Strategic Plan

**FPHA Mission:** Advance Public Health through Advocacy, Education, and Networking

**FPHA Vision:** Leading the Way to A Healthier Florida

**FPHA Values:**

- ⌘ *Collaboration: collaboration with members and partners is essential to our mission*
- ⌘ *Consensus: striving to build consensus around public health issues*
- ⌘ *Empowerment: enabling & encouraging personal involvement in creating a healthier Florida*
- ⌘ *Diversity: embracing and encouraging diversity of organizations & individuals*

### 2006-2007 Strategic Goals/Objectives:

**Goal #1: Increase FPHA's Impact on Public Health Issues:**

- Objective 1.1: Lead an initiative to improve sexual health related indicators
- Objective 1.2: Partner with other public health entities to identify initiatives to improve Florida's top ten lagging health status indicators
- Objective 1.3: Increase legislative advocacy among members

**Goal #2: Expand Communication & Partnerships:**

- Objective 2.1: Increase membership discipline diversity
- Objective 2.2: Increase member satisfaction
- Objective 2.3: Increase regional activities
- Objective 2.4: Develop two-way communication process among members, partners and affiliates

**Goal #3: Promote Public Health Leadership:**

- Objective 3.1: Define Florida's public health workforce
- Objective 3.2: Identify and ensure member and partner input on public health training needs
- Objective 3.2: Explore partnerships to create needed public health training
- Objective 3.3: Enhance the value of FPHA educational opportunities