

APHA Strategic Plan

Affiliate Leaders

Susan Polan

AED, Public Affairs and Advocacy



Central Challenge: Create the **Healthiest Nation** in **One Generation**

APHA Strategic Map

OUR MISSION

For what purpose does APHA exist?

- Improve the health of the public and achieve equity in health status

OUR UNIQUE VALUE

What unique role does APHA play in meeting this mission?

- Community of public health professionals and collective voice advocating for the public's health
- History and broad constituency give us unique perspective

OUR GUIDING PRIORITIES

What must be accomplished for APHA to achieve its mission?

- Building public health infrastructure and capacity
- Creating health equity
- Ensuring the right to health and health care



Strengthen public health practice

Support diverse public health workforce

- **Foster education and professional development opportunities at all levels**
- Encourage networking and expand outreach for public health professional
- Provide/create pathways to leadership
- Increase influence of public health leaders beyond profession
- Improve and expand mentorship opportunities for emerging public health professional

Foster new public health science

- Support translational research that identifies effective interventions and programs for policy and practice.
- Promote research that integrates community and clinical prevention to improve community health.
- **Provide dissemination opportunities for evidence-based health equity interventions addressing social determinants.**

Facilitate cross-sector efforts

- **Foster clinical-community partnerships and collaboration with organizations both within and beyond the public health community**
- Support cross-system collaboration within public health sector
- Support intersectoral research that translates current science into community action

Build a Public Health Movement

Strengthen our Core

- **Retain members by creating and delivering real value**
- Provide members with tools to help others understand the value of public health
- Require components to define role and actions in support of our 2030 Challenge

Broaden our Base

- **Recruit new public health members**
- **Recruit community and nontraditional members**
- **Engage new and nontraditional organizational partners to support public health**

Advance Health in all Policies

- Share best practices for policy
- **Identify and act on advocacy priorities that directly advance our 2030 Challenge**
- Support aligned advocacy efforts of members, affiliates and partners

Align Organization Capacity and Infrastructure

Configure components, staff and program to maximize opportunities to achieve central challenge

- **Support activities for components to work together**
- **Highlight opportunities for affiliate/component alignment**
- Provide/create pathways to leadership within APHA
- Revise APHA policy development process

Ensure Responsible Stewardship

- Create and maintain effective and efficient administrative systems
- Assure accountable, transparent and efficient governance
- **Assure growing and diverse resource base**
- Foster strong, appropriate and ongoing communication

Measuring the
Healthiest Nation

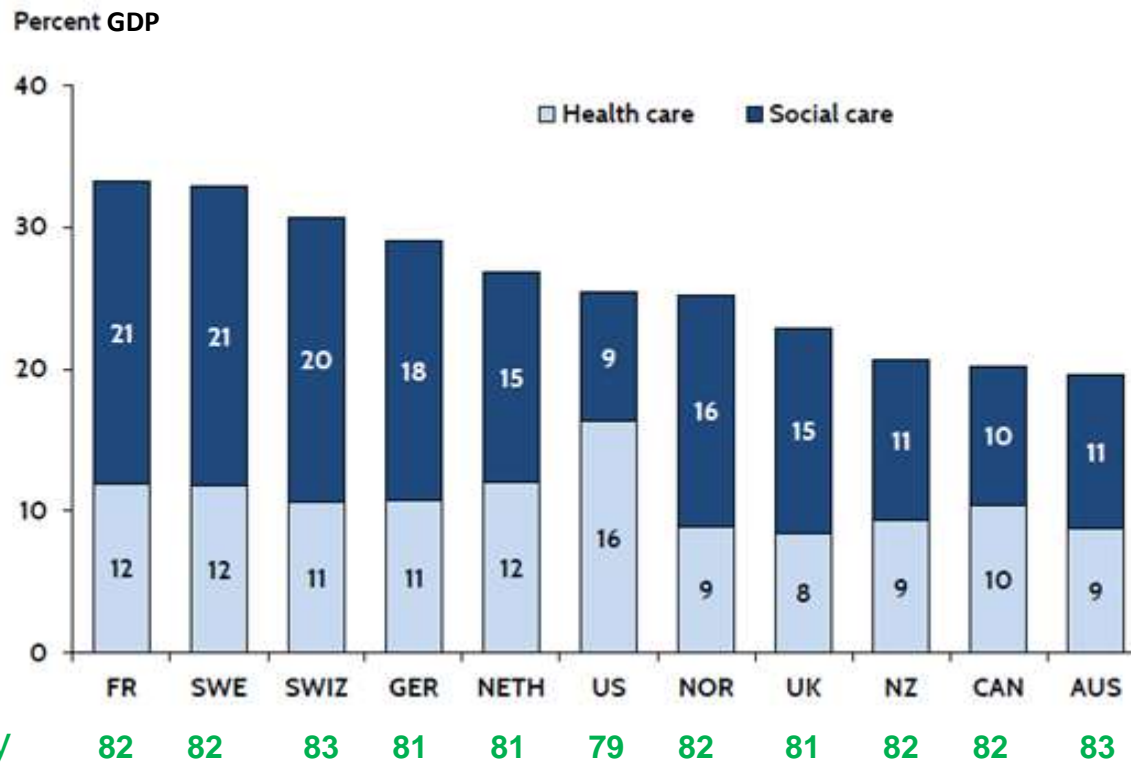


Measuring Healthiest Nation

- To help us track our progress toward the healthiest nation in one generation both nationally and internationally, we have targeted 10 leading health indicators. We need to use our APHA organizational platform to leverage and catalyze local, regional and national action

International landscape:

Health and social care spending



Life expectancy

Source: E.H Bradley and L.A. Taylor, The American Health Care Paradox: Why Spending More is Getting Us Less, Public Affairs, 23013
Americas Health Rankings, 2015
GDP=Gross Domestic Product

	Domestic		international		
Increase life expectancy	Life expectancy HALE at birth	79 years	OECD life expectancy	27 (out of 36)	
		69 years			
Improve social capital and well-being	BRFSS – How often do you get the social and emotional support you need?	55.9%	OECD – Community measure from the Better Life Index: Do you know someone you could rely on in time of need? OECD – Life Satisfaction measure from the Better Life Index: How happy are you? (general satisfaction with life)	18 (out of 36)	
	BRFSS – Now thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?	62.5%			
	BRFSS - Increase the proportion of adults who self-report good or better physical health	78.8%			
Improve air quality	EH-1 – Reduce the number of days the Air Quality Index (AQI) exceeds 100 weighted by population and AQI	2,200,000,000 AQI-weighted people days exceeded 100 on the AQI in 2006–08	Greenhouse gas emissions	1 (out of 34)	
			CO2 emissions	3 (out of 32)	
Increase adults who are at healthy weight	WHO overweight (BMI ≥ 25)	65.5%	WHO overweight (BMI ≥ 25)	39%	
Increase number of adults who are non-smokers	LHI – Reduce cigarette smoking by adults	20.6%	WHO – prevalence of tobacco use among adults and adolescents	86 (out of 130)	
Reduce firearm related deaths	HP2020: IVP-30 <u>Reduce firearm-related deaths</u>	10.3 firearm related deaths/100,000	Assault by firearm	1 (out of 23)	
Increase number of persons living above 100% FPL and above 300% FPL	Decrease proportion of persons living in poverty	14.3			
Increase educational attainment	Proportion of students who graduate with a regular diploma 4 years after starting 9 th grade	74.9	OECD Better Life Index – Education measure	75% OECD avg 89.3% US avg	
Increase persons with medical insurance	Increase the proportion of persons with medical insurance	83.2	OECD Health at a glance coverage for healthcare	34 (out of 35)	

Healthiest Cities &
Counties Challenge

Healthiest Cities & Counties Challenge



HEALTHIEST CITIES & COUNTIES CHALLENGE



About the Challenge

Map

Why Healthy Cities and Counties

Resources

Print Share

Home

We believe a healthy city/county is economically competitive, inclusive and equitable. That's why we're calling on cities and counties across the country to join the Healthiest Cities & Counties Challenge. The Challenge is a partnership between the Aetna Foundation, the American Public Health Association and the National Association of Counties and administered by CEOs For Cities. The partnership empowers small to mid-size U.S. cities and counties to create a positive health impact.

We're awarding more than \$1.5 million in prizes to cities, counties and federally recognized tribes most able to show measurable changes in health and wellness over the next several years.

[Read the RFP](#) >

[Submit a Proposal](#) >

Share this infographic!
CREATE MORE HEALTHY DAYS AND JOIN

ABOUT APHA

The American Public Health Association champions the health of all people and all communities. We strengthen the profession of public health, promote best practices and share the latest public health research and information. We are the only organization that influences federal policy, has a 140-plus year perspective and brings together members from all fields of public health. Learn more at www.apha.org.



800 I Street, NW
Washington, DC 20001-3710
202-777-APHA *phone*
www.apha.org

Susan Polan
202-777-2510
Susan.polan@apha.org