



NJ PUBLIC HEALTH ASSOCIATION  
*Advocating Public Health in the State of New Jersey*

# STRATEGIC PLAN

## 2018 – 2019

Revised: February 20, 2019

# The New Jersey Public Health Association's Vision Framework

The New Jersey Public Health Association's (NJPHA) strategic plan is framed by a shared sense of mission, core values and vision for the future.

## **Mission:**

Founded in 1875, the New Jersey Public Health Association is one of the oldest public health organizations in the U.S. Its mission is to provide leadership in ensuring optimal and equitable health for individuals and communities through educating the public and health professionals, and advocating for developing public health policies that result in equitable and optimum health for the public in New Jersey.

## **Vision for the Future**

To be a highly visible, influential and nonpartisan public health organization focusing on addressing public health issues and policies in New Jersey with a robust statewide public health infrastructure capable of providing services that promote prevention activities and equitable health care.

## **Core Values**

- **Advocacy:** The New Jersey Public Health Association should be an independent voice for public health policies, standards and practices that informs, inspires and mobilizes members and the public to act.
- **Education:** New Jersey residents should have access to information about public health issues and be empowered to make choices to protect their health, the health of their families and their communities.
- **Equity:** All New Jersey residents have the right to live in an environment that equally promotes and protects their health and well-being.
- **Professional Development:** Since the landscape of the public health field is constantly changing, it is important for public health professionals to routinely assess and update their knowledge and skills in order to effectively address current and emerging public health issues effectively.
- **Collaboration:** Health professionals, students, funders, educators and public health officials must collaborate and communicate effectively to promote better public health policies, standards and practices.
- **Responsibilities:** The government has a responsibility to provide an environment in which all individuals can make healthy choices. All individuals must take personal responsibility for their own health and well-being.
- **Sustainability:** Environmentally and economically sustainable communities are critical to ensuring good public health.

# Strategic Goals and Objectives for 2018 - 2019

## Goal 1: Strengthen NJPHA's Infrastructure

### *Objectives:*

1. Review and strengthen organizational policies.  
Responsible persons: Perry Halkitis and Paschal Nwako
  
2. Review and improve financial policies and procedures.
  - a. Consolidate bank accounts into one financial institution.
  - b. Develop protocol for payment/review by Treasurer and President.
  - c. Report financial health at each board meeting.
  - d. Convene quarterly Finance Committee meetings.
  - e. Specify a portion of budget as the seed money for some committees. (e.g., Program Committee/Annual Conference).Responsible persons: Donald Weinbaum and Oliver Lontok
  
3. Review and consolidate organizational documents.
  - a. Identify documents (or types) to review/consolidate/archive (ongoing).
  - b. Assign NJPHA secretary (or appoint an NJPHA archivist) as lead.
  - c. Identify location for repository.Responsible persons: Oliver Lontok and Rose Kessler
  
4. Develop an organizational business plan.
  - a. Identify/invite individual(s) with business planning expertise.
  - b. Review first draft of the business plan at quarterly Finance Committee meeting.Responsible persons: Donald Weinbaum and Rose Kessler
  
5. Create an ad hoc fundraising committee to at least serve the needs of planning programs like the annual conference.
  - a. Obtain at least two direct or in-kind donors for annual conference.
  - b. Identify organizations to participate by early Summer 2018.
  - c. Develop engagement approach.Responsible persons: Cynthia Golembeski and Parvin Ahmadkhanlou
  
6. Increase the number of organization memberships.
  - a. Invite/enroll 7 additional local health departments.
  - b. Invite/enroll 4 additional colleges/universities.Responsible persons: Peter Tabbot and Paschal Nwako

7. Increase total membership
  - a. Follow up/invite/enroll lapsed memberships.
  - b. Invite/enroll APHA members residing in New Jersey.Responsible persons: Kevin McNally

**Goal 2:** Raise the organization’s visibility and public identity

*Objectives:*

1. Increase strategic partnerships (academic programs, community organizations).  
Strategies:
  - a. Clearly define what NJPHA would like to gain out of partnership with other organizations. To do so, identify and clarify the organization’s needs.
  - b. Identify a member that can assume the role of outreach coordinator to perform the tasks of identifying potential organizations and establishing the partnership.
  - c. Identify at least one organization that can potentially partner with NJPHA in areas such as conference planning, advocacy, sharing resources and services needed by NJPHA.
  - d. Define the specific audiences NJPHA wants to target. This includes:
    1. Professionals
    2. Public advocates
    3. Public
    4. Donors.
  - e. Identify organizations/entities which have similar missions to launch a joint initiative.
  - f. Identify local organizations (either nonprofit or for-profit) that can share expenses to rent facilities or buy office equipment and supplies.
  - g. Identify State key policy influencers and decision-makers and introduce to them the benefit of collaborating with NJPHA as an advocate for public health policies by.
  - h. Establish a think-tank relationship with identified influential policy makers and people’s representatives by.
  - i. Participate, celebrate and publicize successful partnerships throughout the year.Responsible persons: Cynthia Golembeski and Parvin Ahmadkhanlou; Assist: Peter Tabbot

2. Update NJPHA website  
Strategies:
  - a. Identify organizations and other entities that can feature NJPHA on their website, social channels, or regular communications to their communities by which their members can easily access NJPHA’s network.Responsible persons: Michelle Edelstein; Assist Peter Tabbot

3. Increase NJPHA social media presence

Strategies:

- a. Identify organizations and entities that can feature NJPHA on their website, social channels, or regular communications to their communities by which their members can easily access NJPHA's Network.

Responsible persons: Michelle Edelstein; Assist Peter Tabbot

4. Increase public awareness of public health issues

Strategies:

- a. Identify at least two public and/or community events where people congregate (i.e. Farmer's markets, holiday celebrations, and churches) and host a table and bring the NJPHA's cause to where people will be.
- b. Identify ways to create dynamic relationships and dialogue between community members and NJPHA and make efforts that promote a mutual exchange of information, ideas and resources between community members and NJPHA.

Responsible persons: Michelle Edelstein and Peter Tabbot

5. Increase member engagement

Strategies:

- a. Using social media identify in what areas and to what extent members of the NJPHA would like to get involve or increase their involvement with NJPHA.
- b. Using social media, ask members what are their expectations from NJPHA.
- c. Have a written communication with members and ask them to get involved or increase their involvement with NJPHA.
- d. Design and develop an online survey instrument to determine obstacles to becoming a member and getting involved with NJPHA.

Responsible persons: Michelle Edelstein and Peter Tabbot

**Goal 3:** Be a leading advocate on public health issues and policy.

*Objectives:*

1. Adopt at least one policy and/or position statement by December 31, 2019.

Responsible persons: Donald Weinbaum and Rita Njoku

2. Participate in at least one joint advocacy event and one NJPHA-initiated advocacy event by December 31, 2019.

Responsible persons: Donald Weinbaum and Rita Njoku

3. Create at least one informational fact sheet or infographic for the public related to public health in New Jersey by December 31, 2019.

Responsible persons: Donald Weinbaum and Rita Njoku; Assist Peter Tabbot

4. Monitor legislative issues and bills at State level and coordinate with APHA and other organizations on Federal bill monitoring and advocacy by December 31, 2019.  
Responsible persons: Donald Weinbaum and Rita Njoku
5. Establish an advocacy page on the NJPHA website for the Advocacy Committee to share information on activities, tools and resources by December 31, 2019.  
Responsible persons: Rita Njoku and Michelle Edelstein

#### **Goal 4: To develop relationships with potential public health professionals**

##### *Objectives:*

1. NJPHA Involvement:
  - a. Increase Public Health student and faculty membership by 10% by 2020, through outreach to area colleges and universities.
  - b. Reach out to non-Public Health programs, such as Communication, Public Policy, Social Work/Gerontology, as a way to expand our membership, develop the professional pipeline, and encourage enrollment in MPH programs.
  - c. Develop and hold an orientation for committee chairs on how to best engage new members, especially students and new faculty, on their committees.
  - d. Notify appropriate committee chairs when new members join, using interests selected by new members on the membership application. The committee chairs will then personally contact the new members who have expressed an interest in participation on their committees.

Responsible persons: Peter Tabbot; Assist Kevin McNally

2. Mentorship:
  - a. Establish a student mentorship program within NJPHA by December 31, 2019.
  - b. Train interested members about the essential elements of student and new professional mentoring.
  - c. Notify potential mentees about the availability and benefits of such a program.
  - d. Match a minimum of five (5) students or new professionals with mentors by January 2020.

Responsible persons: Sylvia Bookbinder; Assist Peter Tabbot

3. Internship referral:
  - a. Contact public health professional organizations about our referral system for internships.
  - b. Contact area colleges and universities to notify them of our internship referral system.
  - c. Establish a method to know if interns were placed through NJPHA.

Responsible persons: Cynthia Golembeski; Assist Peter Tabbot