



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

# STRATEGIC PLAN

## 2017 – 2018

APPROVED – May 10, 2016

REVISED – May 25, 2017



# 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:**

To advocate and advance public health issues in New Jersey.

## **Vision for the Future**

### *Vision for the Organization*

To be a highly visible, respected, and nonpartisan authority on public health issues and policy in New Jersey with committed partners in government, non-profit, educational and corporate sectors throughout the state.

### *Vision for the Community*

New Jersey will have a robust statewide public health infrastructure and services that promote prevention activities and access to health care and works to eliminate health disparities.

## **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 and the health of their families.
- *Equity:* All New Jersey residents have the right to live in an environment that promotes and protects their health and well-being.
- *Professional Development:* Since the landscape of the public health field is constantly changing, it's important for public health professionals to routinely assess and update their skills and knowledge in order to effectively address present and emerging public health issues.

- *Collaboration:* Health professionals, students, funders, educators and public health officials must collaborate and communicate effectively to promote better public health policies, standards and practices.
- *Responsibility:* The government has a responsibility to promote 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 cities and communities are critical to ensuring good public health.

## **Strategic Goals and Objectives for 2017 - 2018**

**Goal 1:** Develop appropriate infrastructure to support the organization’s mission.

*Objectives:*

1. Raise \$10,000 in contributions by December 31, 2018.
2. Increase the total membership of NJPHA by 25 members by December 31, 2018.
3. Recruit 30 graduating students to become members by December 31, 2017.
4. Create a business plan by December 31, 2017

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

*Objectives:*

1. Maintain upgrade NJPHA’s on-line and social media presences through December 31, 2018.
2. Establish working relationships with the public health academic programs in New Jersey by December 31, 2017.

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

*Objectives:*

1. Adopt three policy and/or position statements by December 31, 2017.
2. Participate in three advocacy events by December 31, 2017.
3. Establish an advocacy page on the NJPHA website by December 31, 2017.

**Goal 4:** Cultivate a pipeline of future public health professionals.

*Objectives:*

1. Establish a referral system for public health internships and shadowing opportunities by December 31, 2017.
2. Establish a page on NJPHA's website about careers in public health by December 31, 2017.