



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

STRATEGIC PLAN

2021 - 2022

Revised: June 15, 2021

The New Jersey Public Health Association's Vision Framework

Mission:

Founded in 1875, the New Jersey Public Health Association is one of the oldest public health organizations in the U.S. The New Jersey Public Health Association is comprised of diverse public health professionals, public health students, and organizations involved in promoting individual and community health. 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, and influential organization focusing on improving the health of people in NJ via advocacy, education, and collaboration with scientific and professional organizations that share the same vision for prevention practices and robust public health infrastructure.

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 its 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:** NJPHA believes that all residents of New Jersey 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 to address current and emerging public health issues.
- **Collaboration:** Collaboration and establishing effective communications among health professionals, students, funders, educators and public health officials for the purpose of promoting better public health policies, standards and practices.
- **Responsibilities:** NJPHA understands that the government has a responsibility to provide an environment in which all individuals can make healthy choices. However, all individuals are encouraged to take personal responsibility for their own health and well-being.

- **Sustainability:** NJPHA believes that environmentally and economically sustainable communities are critical to ensuring good public health.

Strategic Goals and Objectives for 2021 - 2022

Goal 1: Strengthen New Jersey Public Health Association's Infrastructure

Objectives:

1. By December, 2021 create a Policy and Procedure manual to be reviewed by Executive Board.
2. By December, 2021 create a draft Business Plan to be reviewed by the Executive Board.
3. By December, 2021 create a draft Finance Plan to be reviewed by the Executive Board.
4. By December, 2022 finalize Policy and Procedure manual.
5. By December, 2022 finalize a Business Plan.
6. By December, 2022 finalize a Finance Plan.

Goal 2: Raise the organization's visibility and public identity

Objectives:

1. By December, 2021 increase individual membership from 138 to 152 [10% increase]
2. By December, 2021 increase academic affiliate organizations from 4 to 6 [2 additional organizations]
3. By December, 2021 increase student membership from 37 to 52 [by 15].
4. By December, 2021 increase web and social media presence by 25% [measured by views/engagements].
5. By December, 2022 increase organizational membership from 7 to 10 [by 3]

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

Objectives:

1. Annually produce and distribute at least one policy/position paper.
2. Annually participate in at least one joint advocacy event with public health partners through the Public Health Associations Collaborative Effort (PHACE).
3. Annually produce/distribute at least one educational/informational fact sheet to the public through social media and other channels.
4. Annually participate in one legislative event solely or with public health partners through PHACE.

5. By December 2021, increase the number of encounters with legislatures and other partners by 10%.

Goal 4: To develop relationships with potential public health professionals

Objectives:

1. By December, 2022 increase strategic interprofessional partnerships with public health or health groups (e.g., Communications, Public Policy, Gerontology, Social Work) from 13 to 17 [by 3 organizations]
2. By December, 2022 increase strategic partnerships with community organizations that work on social determinants of health or with vulnerable populations (such as homeless, prison population and maternal and child health) from 5 to 8 [by 3 organizations]
3. By December 2022, implement new strategies and conduct at least 3 events/programs to engage students through educational events and mentoring activities, to provide opportunities to connect with and support future public health professionals