



STRATEGIC PLAN 2020 - 2024

MISSION

The mission of the Minnesota Public Health Association (MPHA) is to create a healthier Minnesota through effective public health practice and engaged citizens.

VISION

Our vision is to be an active, independent voice for public health in Minnesota.

ABOUT MPHA

Established in 1907, MPHA is an all-volunteer organization representing a broad spectrum of community and health professionals on behalf of the public. It is an organization where **public health workers from multiple disciplines and sectors come together around shared values and goals**. We engage and develop our members to mobilize the community to protect and improve the public's health.

CORE VALUES

- **To inspire** effective public health leadership by offering opportunities for enhancing learning, skills and practice
- **To advocate** for public health policy that is grounded in science-based evidence and social justice principles
- **To effectively impact** public health in Minnesota

Strategic Portfolio: **Align Capacity and Infrastructure**

1. Nurture and support leaders to ensure MPHA diversity, strength and longevity.
 - Provide new and existing board members training and leadership development
 - New board member orientation
 - Increase engagement in MPHA committees
2. Provide administrative support for committees, leadership and infrastructure.
 - Update the current operations manual to include:
 - Guidelines for the use of the MPHA brand
 - Membership requirement on committees
 - Financial standards and expectations
 - Board and staff evaluation
 - Develop a funding plan for longevity and preservation

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Strategic Portfolio: **Strengthen Public Health Practice**

1. Recruit and nurture new members to connect with partners working in public health
 - Develop a definition of MPHA membership that provides value to broader stakeholders such as government, private sector and non-profit organizations
 - Improve outreach processes:
 - Connect with more students at the post-secondary programs
 - Expand outreach to ensure members reflect the diverse populations of Minnesota
 - Increase promotion of discounted membership to people who see cost as a barrier
2. Strategically align professional development with established partners to grow with our ever-changing landscape
 - Leverage the organizational connections of MPHA committees to provide members with opportunities for professional development
 - Explore opportunities for MPHA members to provide professional support through partnership with other organizations

Strategic Portfolio: **Build a Public Health Movement**

1. Implement an advocacy plan that advances health equity through legislation and policy in MN
 - Review Current Policy Resolutions to ensure they reflect the science and values of MPHA and take health equity into account
 - Identify new resolutions that reflect the science and values of MPHA and take health equity into account
 - Develop and promote an annual legislative agenda and supporting activities
2. Strengthen and expand strategic partnerships with organizations and citizens to build a public health movement
 - Develop a partnership with the Local Public Health Association to increase networking between members and to increase joint activities
 - Identify organizational partners to help MPHA incorporate the health equity lens into current and emerging activities
3. Build a Communications Plan to engage current and prospective members
 - Support a regular newsletter to keep members up to date about MPHA activities
 - Increase capacity of all committees to do communications by providing access to MPHA social media accounts and training on how to effectively use them
 - Work with organizational partners to streamline communications about professional development opportunities and provide legislative updates

www.mpha.net