



# Illinois Public Health Association – 2016-2020 Strategic Plan

**Mission:** To improve health in Illinois through leadership in advocacy, education and collaboration

**Vision:** A high performing sustainable public health system in all areas of Illinois to achieve wellness and health equity.

**Strategic Issues:**

- I. Align Public Health Partners
- II. Strengthen IPHA and the Public Health Workforce
- III. Advance the Practice of Public Health to Improve Health Equity
- IV. Promote the Value of Public Health and the Role of Public Health in Healthcare Transformation

<b>I. Align Public Health Partners</b>	
<b>Goal 1: Lead collaborative efforts for a unified public health voice in Illinois.</b>	
<b>Objectives</b>	<b>Strategies/Tasks</b>
1.1 Establish and maintain effective communication with key organizations.	1.1.1 Provide updates through Legislative listservs. 1.1.2 Conduct quarterly roundtables of public health associations and allied groups for policy discussions. 1.1.3 Use IPHA social media for dissemination of action alerts on legislation, policy statements and situational awareness. 1.1.4 Engage new/non-traditional advocacy groups, partners, and stakeholders for effective public health policy. 1.1.5 Share the Health in All Policies approach with non-public health/health organizations. 1.1.6 Conduct annual meeting of public health association partners to align efforts. 1.1.7 Ensure that membership is informed about the alignment work being done. 1.1.8 Facilitate the implementation of Healthy Illinois 2021 and other health improvement strategies.
<b>Goal 2: Engage IPHA members and public health allies in advocacy efforts to promote, protect and improve public health in Illinois.</b>	
2.1 Support a legislative agenda and process that includes public health membership organizations, community stakeholders, advocates, IDPH, IDHS, and other human service providers.	2.1.1 Conduct annual policy summit with partner organizations. 2.1.2 Collaboratively develop a legislative agenda through partner engagement. 2.1.3 Conduct stakeholder discussions/meetings. 2.1.4 Conduct annual assessment to identify new organizations to engage with to increase impact of advocacy at state and federal levels. 2.1.5 Review the Illinois Register each week and publish a regulatory update on IPHA’s website. 2.1.6 Monitor the introduction of federal and state legislation. 2.1.7 Use health impact assessments and health in all policies framework to analyze selected



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	<p>legislative priorities.</p> <p>2.1.8 Convene IPHA’s Policy and Legislative Committee.</p> <p>2.1.9 Ensure representation from each IPHA Section on the Policy and Legislative Committee.</p> <p>2.1.10 Support IAPHA’s Policy and Legislative Committee.</p> <p>2.1.11 Inform the IPHA, NIPHC, and IAPHA Policy and Legislative Chairs regarding the development and review of pending legislation and proposed regulations.</p> <p>2.1.12 Work with partners to review, prepare, comment on and advocate for the adoption of laws and regulations that support public health practice.</p> <p>2.1.13 Use interactive web features to engage the public health community.</p>
2.2 Enhance the public health agenda through education, public policy promotion, and advocacy.	<p>2.2.1 Conduct review of state and federal legislation to determine impact.</p> <p>2.2.2 Convene IPHA’s Policy and Legislative Committee bi-weekly during session.</p> <p>2.2.3 Meet with members of the Legislative General Assembly.</p> <p>2.2.4 Train members on advocacy and legislative engagement.</p> <p>2.2.5 Host Lobby Days.</p>
2.3 Create forum for member communication	<p>2.3.1 Provide a communication link with legislative committee and general membership.</p> <p>2.3.2 Enhance IPHA web features for interactive communication.</p> <p>2.3.3 Explore options for a Political Action Committee (PAC).</p>

<b>II. Strengthen IPHA and the Public Health Workforce</b>	
<b>Goal 1: IPHA will be comprised of a more actively engaged and diverse membership.</b>	
<b>Objectives</b>	<b>Strategies/Tasks</b>
1.1 Members will be representative of the field of public health and the communities they serve.	<p>1.1.1 Assess level to which membership represents Illinois communities to identify recruitment priorities.</p> <p>1.1.2 Actively recruit members from under-represented communities.</p> <p>1.1.3 Develop and institute an affiliate agreement that clarifies contact, expectations and members.</p>
1.2 IPHA’s activities and benefits will reflect the interest of members.	<p>1.2.1 Conduct annual member survey.</p> <p>1.2.2 Enhance member benefits based on feedback and cost.</p> <p>1.2.3 Market benefits of membership.</p> <p>1.2.4 Create tools for Affiliates to engage their own staff.</p>



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	<p>1.2.5 Create mechanism for accountability of engagement.</p> <p>1.2.6 Provide more opportunities for member networking.</p> <p>1.2.7 Clarify the purpose, goals and plans for each Section.</p>
<p>1.3 Members will be involved in all levels of achieving IPHA’s mission and the strategic plan.</p>	<p>1.3.1 Streamline and improve IPHA’s communication with membership.</p> <p>1.3.2 Explore other member communication opportunities (i.e. focus groups, community forums, interviews, etc.).</p> <p>1.3.3 Identify opportunities for Section engagement and actively solicit support from Sections for these activities (i.e. grant writing, webinar development, program development, evaluation, etc.)</p> <p>1.3.4 Educate Sections on their role in strategic plan implementation.</p> <p>1.3.5 Provide support to Section activities.</p> <p>1.3.6 Increase in Section activity.</p> <p>1.3.7 Improve consistency of communications with Executive Council, Sections and members.</p> <p>1.3.8 Develop an orientation for new members, Section leadership and Executive Council.</p>
<b>Goal 2: Lead efforts in workforce development to grow and sustain the public health system in Illinois.</b>	
<p>2.1 Engage in collaborative planning to meet the training needs of the future and current public health workforce.</p>	<p>2.1.1 Implement process for ongoing assessment of training needs.</p> <p>2.1.2 Collaborate with MPH, DrPH training programs.</p> <p>2.1.3 Participate in Region 5 Public Health Training Center (PHTC) as part of the Illinois Local Performance Site (LPS).</p> <p>2.1.4 Provide mentoring and networking opportunities for students.</p>
<p>2.2 Enhance the knowledge, skills and capacity of the public health workforce.</p>	<p>2.2.1 Offer a dynamic annual meeting which meets a broad spectrum of training and networking needs.</p> <p>2.2.2 Coordinate seminars and webinars sponsored by Sections.</p> <p>2.2.3 Provide continuing education credits.</p>
<p>2.3 Increase cultural competency of the Illinois Public Health workforce.</p>	<p>2.3.1 Conduct and compile information (including primary data collection) on health related values and their impact on health behavior among various cultural groups represented in Illinois.</p> <p>2.3.2 Disseminate findings through the website, Viewpoint, Annual Meeting, etc.</p>
<p>2.4 Acquire funding to support workforce development needs.</p>	<p>2.4.1 Explore sustainability options for professional development offerings.</p> <p>2.4.2 Implement new strategies to increase the number of workforce development activities conducted.</p>
<b>Goal 3: Increase the racial and ethnic diversity of the public health workforce to represent the population in Illinois.</b>	
<p>3.1 Assist public health partner organizations in</p>	<p>3.1.1 Engage Public Health related higher education programs (MPH, Nursing, EH, etc.).</p>



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recruiting diverse staff from professional training programs.	3.1.2	Work collaboratively with partners to assess current workforce diversity and steps to expand.
	3.1.3	Utilize AmeriCorps as a pipeline to recruit and place a more diverse workforce.
3.2 Assist public health partner organizations in encouraging students to choose public health careers.	3.2.1	Engage the IPHA Student Section and Health Equity Section, in developing and presenting to high schools, technical schools, junior colleges, etc.
	3.2.2	Develop a toolkit that can be used for presentations and marketing.
3.3 Collaborate with public health partners to develop a plan for creating pipeline to public health careers.	3.3.1	Partner with minority fraternities/sororities on minority recruitment.
	3.3.2	Work with partner organizations and colleges to compile and/or develop opportunities for internships, fellowships and volunteer activities in public health.
	3.3.3	Enhance features of IPHA’s career section on the website.

<b>III. Advance the Practice of Public Health to Improve Health Equity</b>	
<b>Goal 1: Support the field to create evidence-informed policy to address public health issues and social determinants of health.</b>	
<b>Objectives</b>	<b>Strategies/Tasks</b>
1.1 Ensure IPHA, LHDs and other public health partners have access to robust and current public health data sets.	1.1.1 Establish a data taskforce by engaging State administration and other key partners to review and make recommendations for improvement. <ul style="list-style-type: none"> <li>a) Review data sets/surveillance systems in use by IDPH, LHDs and academia, review policies, data management, data collection and dissemination processes.</li> <li>b) Develop recommendations for improvement</li> </ul> 1.1.2 Advocate for: <ul style="list-style-type: none"> <li>a) policies that support data exchange while protecting privacy.</li> <li>b) adoption of Electronic Health Records (EHR) by local health departments.</li> <li>c) development of adequate information technology capacity in state government.</li> <li>d) maintenance of the state’s capacity to conduct health surveys (i.e. BRFSS, PRAMS, Tobacco surveys, IYS, YRBS, etc.).</li> </ul>
1.2 Ensure optimal use of evidence/data in public health policy and practice.	1.2.1 Work through Academia and Student Sections of IPHA to increase the use of data in public health policy, practice and allocation of resources.
1.3 Increase public health	1.3.1 Disseminate sample evidence-informed policies.



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workforce knowledge of evidence-informed policies to address public health issues and social determinants of health.	1.3.2 Develop and disseminate white papers related to effective policy to address social determinants of health.
<b>Goal 2: Support the field to implement evidence-informed practice including policy, systems and environmental change.</b>	
2.1 Ensure sharing of best practices across the public health system.	2.1.1 Work with collaborators (PHTC, NIPHC, IAPHA, IDPH, academia, etc.) to identify and disseminate evidence-informed best practices. 2.1.2 Integrate best practices into training. 2.1.3 Create ongoing forum through IPHA Sections for best practice sharing throughout the field.
2.2 Ensure utilization of Health in All Policies and Health Impact Assessment approaches throughout state and local governments.	2.2.1 Offer professional workforce development activities focused on health in all policies and health impact assessments. 2.2.2 Use a “health in all policies” framework to analyze and improve priority legislative initiatives and administrative rulemaking as defined by IPHA’s Policy and Legislative Committee annually.
<b>Goal 3: Develop evidence-informed best practices to address public health issues and social determinants of health.</b>	
3.1 Integrate public health services with other safety net providers to address unmet needs.	3.1.1 Pursue Federal, State and private grant funding opportunities to address public health problems. 3.1.2 Implement new or expanded programming to address social determinants of health.
3.2 Increase IPHA capacity to evaluate public health practice implemented by IPHA and grantees.	3.2.1 Work through the Academia Section to identify and collaborate with a group of experts in program evaluation. 3.2.2 Identify program evaluation opportunities and allocate funding. 3.2.3 Conduct two (2) program evaluations.
3.3 Disseminate program findings and recommendations for replication.	3.3.1 Inform the public health community of progress and outcomes through presentations, publications and other media.



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<b>IV. Promote the Value of Public Health and the Role of Public Health in Healthcare Transformation</b>	
<b>Goal 1: Illinois residents support the role and value of public health.</b>	
<b>Objectives</b>	<b>Strategies/Tasks</b>
1.1 Increase the capacity of local health departments to effectively promote the value of public health in their own community.	1.1.1 Compile evidence on value and ROI of public health. 1.1.2 Convene a Public Health Marketing Committee of partners, LHDs and media experts. 1.1.3 Develop a media toolkit (i.e. public health success stories, templates, infographics, etc.) for local health departments. 1.1.4 Disseminate media toolkit. 1.1.5 Measure effectiveness and make improvements.
1.2 Increase community resident knowledge and advocacy in support of the value of public health.	1.2.1 Work with the Public Health Marketing Committee to develop, coordinate and implement a statewide media campaign. 1.2.2 Measure effectiveness and make improvements.
<b>Goal 2: Illinois General Assembly and the Governor supports the role and value of public health through appropriations and substantive legislation.</b>	
2.1 Increase funding for the core function of public health services to identify, address, and mitigate threats to the public's health.	2.1.1 Advocate for a \$2/capita appropriation for the Local Health Protection grant. 2.1.2 Annually meet with the Governor's staff, Committee Chairs, and legislative staff to review IPHA's legislative priorities. 2.1.3 Annually conduct training for members of House and Senate Appropriations and Public Health Committee staff. 2.1.4 Annually analyze the Governor's introduced budget and participate in Appropriations Committee hearings.
2.2 Ensure public health is a core component of Illinois' plan for healthcare transformation.	2.2.1 Ensure that IPHA is represented on the Medicaid Advisory Committee, the SHIP Committee, and other healthcare reform taskforces. 2.2.2 Advocate with Executive branch agencies regarding the adoption of policies that support public health practice in healthcare transformation.