Florida Public Health Association Strategic Plan

Infrastructure and Capacity

- Improving the foundational structure
  - Reassess by-laws
  - Update policies and procedures, including fiscal policies
  - Board development: Retain, orientation, recruiting, succession plan

- Achieve Financial Sustainability
  - Look into partnership with rural health association
  - Evaluate external members and partners
  - Reevaluate the usage of both accounts
  - Reevaluate fiscal year

Strength and Practice

- Public Health Workforce
  - Engage FPHA membership
    - Identify member needs
    - Define value of membership benefits
    - Engage in advocacy
    - Provide Professional development activities

Build a Public Health Movement

- Why should I become a member
- Redefining public health
- Define what is the importance of PH
- Define what PH has done well & what FPHA done well

Create Message Strategy

- How to get the Message out
- Implement Communication Strategy