Florida Public Health Association Strategic Plan

Infrastructure and Capacity

Strength and Practice Public Health Workforce

Build a Public Health Movement

Improving the foundational structure

Achieve Financial Sustainability Engage FPHA membership

Identify new members

Create Message Strategy

Reassess by-laws

Look into partnership with rural health association

Identify member needs

Why should I become a member

How to get the Message out

Update policies and proceduresincluding fiscal polices Evaluate external members and partners

Define value of membership benefits

Engage in

advocacy

Redefining public health

Implement Communication Strategy

Board
developmentRetain,
orientation,
recruiting,
succession plan

Reevaluate the usage of both accounts

Provide Professional development activities Define what is the importance of PH

Define what PH has done well & what FPHA done well

Reevaluate fiscal year