

Metropolitan Washington Public Health Association

**Strategic Plan
2008**

Process

- During the September 2007 GC Retreat, a Strategic Planning Session was held. The process included:
 - A review of the association Mission, Values, and Objectives to ensure that they are current (note: adjustments are indicated in bold in this document)
 - A discussion and analysis of the environment in which the organization exists and must survive
 - An analysis of the organization's **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats (SWOT)

Process

- The group then identified 3 focal areas for the 2008 Strategic Plan and broke into groups to discuss themes for each focal area.
- Focal area leaders were determined, and those leaders received a worksheet to identify at least 3 goals and brief action steps to achieve those goals.

Timeframe

- **September 29:** Complete analyses, focal area identification. Assign responsible parties.
- **October 15:** Focal area leaders turn in goals and action plans, as assigned.
- **January 16:** Strategic Plan completed and distributed to GC members for final review
- **January 16:** GC Meeting: Strategic Plan voted for adoption by the GC

MWPHA Mission Statement

*MWPHA is an American Public Health Association (APHA) affiliate and a regional association of individuals and organizations working to improve the health of the **public in the** Metropolitan Washington region. The Association educates members, other professionals and the public in our region about scientific and professional health standards, practices and policies to enable them to advocate for social justice and enhance their own public health practice, addressing the conditions necessary for healthy communities.*

MWPHA Values

The core values of MWPHA are social justice, collaboration, social and cultural competence, empowerment, health care as a right, member satisfaction, responsiveness, flexibility to capitalize on opportunities and respect for diversity of opinions.

MWPHA Objectives

The objectives of the Metropolitan Washington Public Health Association (MWPHA) shall be to protect personal, public, and environmental health in the Metropolitan Washington area. In furtherance of these objectives, MWPHA shall seek:

- A) To protect and promote personal, public and environmental health;*
- B) To study and attempt to resolve health problems;*
- C) To meet and to share knowledge and experience in order to achieve the organization's goals;*
- D) To provide leadership in public health by initiating and supporting voluntary and governmental action to meet health needs or to remedy health problems;*
- E) To promote continuing educational opportunities for public health and allied workers to help them acquire new or broader knowledge and develop skills to provide more effective health services.*
- F) To collaborate with national, regional, and local public health organizations to further our mission.***

Environmental Analysis

- External Factors Impacting MWPHA:
 - Bush Administration
 - Increase in racism as evidenced by recent immigration reform and Jena 6 events.
 - War (budget, social impact)
 - Increased cost of health care
 - Failure of unions
 - Abundance of social issues
 - Northern VA and MD opportunities

Environmental Analysis

- External Factors Impacting MWPHA:
 - Fragmented services and systems
 - Abundance of associations and NGOs competing for resources
 - Uninsured and absence of national health system
 - Increase in public health schools and training
 - Availability of grants
 - Strength of GC
 - Partnership Opportunities

Environmental Analysis

- External Factors Impacting MWPHA:
 - Focus on emergency preparedness
 - Proximity to federal agencies
 - Highly educated public health population (academic institutions)

SWOT Analysis - Themes

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ▪Health disparities activities ▪Independent voice ▪Leadership of GC ▪Financial leadership ▪Multi-racial membership of GC and MWPHA ▪Grant availability ▪Hayman funds ▪Professional diversity of GC ▪Dedication of GC ▪GC alliances and expertise ▪Cooperation with agencies and alliances 	<ul style="list-style-type: none"> ▪Low member satisfaction and involvement ▪Connectedness with Hispanic population ▪Communication with members ▪Low visibility ▪Lack of strong infrastructure ▪Difficulty focusing on objectives and lack of resources for implementation ▪Financial resources ▪GC lack of 100% commitment, potential for fatigue of others ▪MD/VA activities ▪Not enough time for discussion of issues ▪Lack of staff/admin support 	<ul style="list-style-type: none"> ▪More involvement of members ▪Partnerships and collaborations ▪Access to legislators and their staff ▪New grant funding ▪Collaboration between committees ▪New GC members/more GC involvement ▪Working with local coalitions, unions, the uninsured ▪Not seen as government - less threatening ▪Prof. development & continuing education ▪Relationships with local media 	<ul style="list-style-type: none"> ▪Federal oversight in DC government ▪Lack of paid staff to take burden off of GC and provide steady contact point for members ▪Other associations in DC ▪Many NGOs in area ▪Losing our history ▪Decreasing membership ▪Emergency preparedness focus ▪Financial resources ▪Increases in racism

2008 Focal Areas

1. Membership
2. Programs & Committees
3. Governance & Leadership

Action Steps

- Action steps were developed by goal leaders and approved by the GC on January 16, 2008.
- Please see the accompanying MS Word document, “Final MWPHA Action Steps” for further details.
- Progress on the Strategic Plan goals will be reviewed in each GC meeting.