HPHA and APHA

COLLABORATION FOR PUBLIC HEALTH
**HPHA Mission**
Promote public health in Hawai‘i through leadership, collaboration, education and advocacy.

**APHA Mission**
Improve the health of the public and achieve equity in health status.
APHA-Snapshot

- Founded in 1872
- 25,000 members
- “Communities”
  - Affiliated public health associations ("Affiliates")
  - Sections and Special interest groups
  - Student Assembly
  - Forums
  - Caucuses

- Programs
  - Annual Meeting and Scientific Sessions
  - American Journal of Public Health
  - Webinars and other Continuing Education
  - Publications (books, newspaper)
  - National Public Health Week
  - Get Ready! programs

- Incubator
We will achieve our mission if we:

- Support a diverse public health workforce
- Foster new public health science
- Facilitate cross-sector efforts

- Strengthen public health practice
- Build a public health movement
- Align organizational capacity and infrastructure

- Strengthen our core
- Expand our base
- Advance health in all policies

- Configure components, staff and programs to maximize opportunities to achieve central challenge
- Ensure responsible stewardship
APHA Governance

Governing Council
- ~200 Councilors
- Reps from each section, Student Assembly
- Affiliate Representative to Governing Council
- Roles:
  - Adopt internal policies, bylaws, structures
  - Adopt external policy positions for advocacy
  - Elect APHA President and Executive Board

Executive Board—govern between GC meetings
Council of Affiliates, Intersectional Council, Caucus Collaborative
Affiliates

- 54 Affiliates
  - CA has two: CA-North, CA-South
  - NYC and DC each have an affiliate
  - Puerto Rico
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- Each affiliate has ARGC
- Organized into 10 regions
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Council of Affiliates

Purpose:

- Promote efficient and effective communication
- Coordinate Affiliate and APHA activities
- Collaborate to strengthen Affiliates and APHA
- Ensure that APHA and the Affiliates are empowered by each other
- Recognizes that Affiliate activity is critical to APHA success and that APHA resources are essential to strengthen each Affiliate.
Shifting gears...
Affiliate Strategic Planning

- New Hampshire Public Health Association story
  - 2010—lost major funding
    - Laid off staff
  - 2011—I was elected President
    - No staff
    - Tiny one-room office
Affiliate Strategic Planning

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  - 2018—Affiliate of the Year
    - 3 staff
    - 3-room office
Affiliate Strategic Planning

- How did we do it?
- Strategic Work Plan
  - Focus on core: member programs, advocacy
  - Focus on continuity: strategic work plan
  - Focus on accountability: work plan reporting
  - Focus on sustainability:
    - Membership dues adequate for rent, bookkeeper, insurance, phone
    - Programs must pay for themselves
    - Seek grants, donations for any other programming
    - Any surplus into savings
Affiliate Strategic Planning

- 2016-Chair-Elect of Council of Affiliates
  - New APHA Strategic Map
  - Council of Affiliates work plan alignment
  - NHPHA hired Interim Executive Director
- Could I help other affiliates grow strong through strategic planning?

- My mission and my passion
  - 10 Affiliates to date
  - 4 or more in 2019
HPHA Strategic Planning

- Board prep including review of Membership Survey and SWOT
- Board retreat Monday to design strategic work plan
- Your input—Creative Chaos
- Your commitment, energy, participation to make the work plan work
HPHA Strategic Planning--SWOT

- **Strengths**
  - HPHA members
  - Diversity of membership
  - Clearinghouse for members
  - Legacy

- **Weaknesses**
  - Financial health
  - Lack of structure
  - Lack of identify/recognition
  - Limited member engagement
  - Limited membership beyond ‘Oahu

- **Opportunities**
  - Advance public health in Hawai‘i
  - Educate policymakers
  - Connect people: traditional and non-traditional public health workers
  - Mentorship, student engagement, strengthen public health workforce

- **Threats**
  - Competition with other organizations doing similar work
  - Federal administration anti-public-health
HPHA Strategic Planning- Membership Survey

- Networking, networking, networking
- Outreach and events on neighboring islands
- Special programs for students, early career professionals
- Conferences and trainings
- Weekly eBlast
Creative Chaos

- Mix, mingle, flow
- Start where-ever you want
- Stay there as long as you want
- Move when you want

- Contribute ideas, build on ideas
  - What
  - How
  - Who

- Board will balance ideas with reality to write work plan