

# 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:





# 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

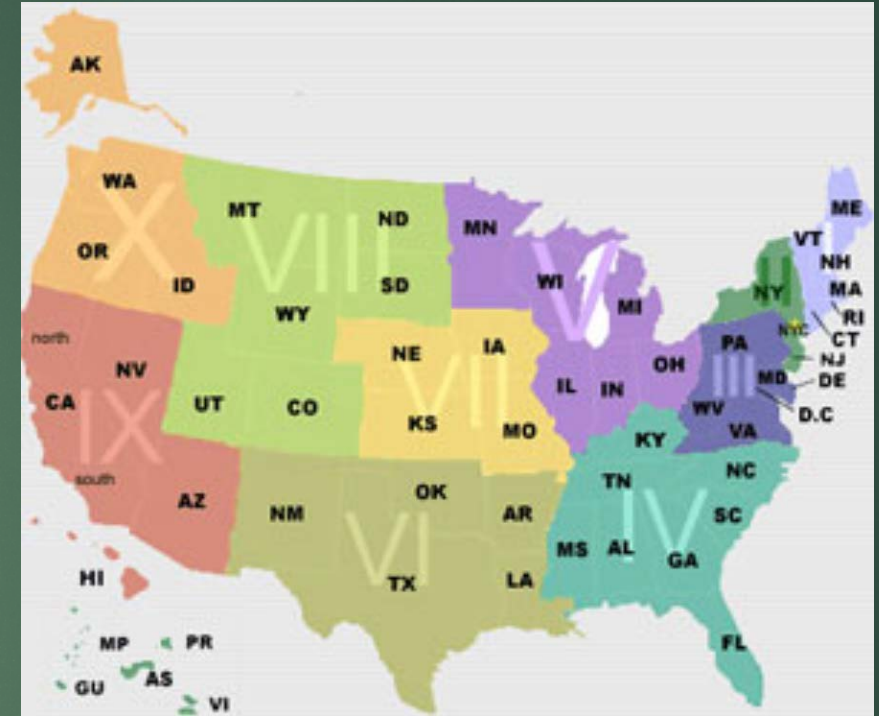
# Affiliates

- ▶ 54 Affiliates
  - ▶ CA has two: CA-North, CA-South
  - ▶ NYC and DC each have an affiliate
  - ▶ Puerto Rico



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- ▶ 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

