



Public Health
Prevent. Promote. Protect.

2012 Strategic Plan Iowa Counties Public Health Association (ICPHA)

ICPHA Mission

To enhance local public health practice by assisting local public health agencies through advocacy, leadership, education, communication, and relationships with local, state, and national public health system partners.

ICPHA Purpose

- Speaking for, and acting on behalf of local public health agencies in Iowa.
- Promoting a local public health perspective in state health program and fiscal policy.
- Supporting public health systems to improve the health status of Iowa's population.
- Developing the technical competence, managerial capacity, and leadership potential of the public health workforce.
- Promoting a vision of public health and leadership for local public health agencies.
- Developing and sustaining relationships with other organizations to improve health systems and health status.
- Serving as an exchange point for information and ideas to keep local health official informed.
- Promoting partnerships among federal, state, and local health officials.

ICPHA Core Pillars

Develop a Strong Public Health Workforce

Ensure appropriate training materials exist and are made available to public health workforce.

Focus on orientation of local boards of health and new public health administrators.

Provide Public Health Advocacy and Promote Best Practices

Create and actively advocate for local, State and national policy statements that promote public health best practices.

Establish and maintain active relationship with Director and executive team of IDPH.

Enhance relationship with ISAC and other state partners (e.g., IPHA, IEHA, etc.) to maximize advocacy efforts to promote public health in Iowa.

Foster an Active Membership and Growth Plan

Develop and implement a "growth" plan to increase level of engaged members.

Develop a "communication" plan to encourage new members as well as establish community partners.

Develop and implement a media guide and ICPHA talking points.

Public Health Workforce

Pillar 1: Develop a Strong Public Health Workforce

Goal 1: Ensure appropriate training materials are made available to public health workforce.

Action Items*:

- Ensure that all training information available is accessible to ICPHA members, specifically those courses offered by UI College of Public Health's (UI-COPH) Upper Midwest Public Health Training Center and Upper Midwest Preparedness and Emergency Response Learning Center.
 - Work with UI-COPH to maximize exposure to, and workability with, the Learning Management System (LMS).
- Periodically assess ICPHA membership to determine what its most pressing training needs are.
- Improve ICPHA website so members can easily access information about upcoming trainings.

Goal 2: Focus on orientation of new local health department (LHD) administrators and local boards of health.

Action Items*:

- In collaboration with the Iowa Department of Public Health (IDPH) community health consultants and ICPHA Membership/Growth committee, have process in place to up update ICPHA registry of new LHD directors and ensure they have knowledge of, and access to, appropriate orientation and training materials.
- Make accessible a power-point presentation that can be used by LHD administrators to expose community partners, boards of health, and other interested parties to the work of LHDs, public health initiatives etc.
- Make available the opportunity for new administrators to be mentored by former administrators and facilitate pairings as appropriate.

** Action items to be conducted by Workforce Development Committee or delegated by its Chair.*

Advocacy / Best Practices

Pillar 2: Provide Public Health Advocacy and Promote Best Practices

Goal 1: Create and actively advocate local, state and national policy statements that promote public health best practices.

Action Items*:

- Annually establish policy priorities and accompanying documents for advocacy and education.

Goal 2: Establish and maintain active relationship with state agency leadership, including but not limited to the Director and executive teams of IDPH, State Hygienic Lab, Department of Inspections and Appeals, and the Department of Natural Resources.

Action Items*:

- Set *[at least]* biannual meeting with appropriate state agency Directors and leadership teams to discuss ICPHA and LHD administrator goals and concerns, and to identify opportunities for partnership and collective advocacy.

Goal 3: Enhance relationship with the Iowa State Association of Counties (ISAC) and other state partners (e.g., the Iowa Public Health Association [IPHA] and the Iowa Environmental Health Association [IEHA]) to maximize advocacy efforts to promote public health best practices in Iowa.

Action Items*:

- Be a standing presenter at the ISAC spring school orientation program (every other year) to orient new county officials to public health in general as well as the role of LHD administrators across Iowa counties, and to look for opportunities for community partnerships.
- Work closely with ISAC government affairs staff to coordinate a strong voice for Iowa county policy needs, emphasizing a more aggressive and targeted ISAC lobbying effort on behalf of public health.

** Action items to be conducted by Legislative Committee or delegated by its Chair.*

Active Membership / Growth Plan

Pillar 3: Foster an Active Membership and Growth Plan

Goal 1: Increase ICPHA membership with engaged LHD administrators.

Action Items*:

- Develop and implement a “growth” strategy plan that includes specific steps for growth committee members and all ICPHA members to actively recruit LHD administrators to join ICPHA.
- Develop and implement a “growth” strategy plan that includes specific steps for growth committee members and all ICPHA members to actively recruit LHD administrators to join the National Association of County and City Health Officials (NACCHO) – as per ICPHA’s obligation at the State Association of County and City Health Officials (SACCHO).
- Develop and implement an “engagement” strategy to increase level of engagement by ICPHA members, which includes specific information about the benefits of joining the association.
 - Set expectations that all ICPHA members should participate on standing committee initiatives.

- In collaboration with the Iowa Department of Public Health (IDPH) community health consultants, have process in place to up update ICPHA registry of new LHD directors and ensure they have knowledge of their ICPHA membership and access to all ICPHA materials (e.g., membership forum on website).

Goal 2: Lead non-advocacy communications for ICPHA.

Action Items*:

- Develop and distribute multipurpose “Talking Points” document to
 - Encourage new membership;
 - Establish community partnerships by highlighting value added by ICPHA; and to
 - Provide guidance for media interactions.

**Action items to be conducted by Membership Committee or delegated by its Chair*