

OPHA Strategic Action Plan

Goals and Objectives

Revised January 2009

Strategic Goals and Objectives

- 1. Strengthen OPHA's advocacy role**
- 2. Increase OPHA's role in enhancing the effectiveness, efficiency and sustainability of public health programs and services**
- 3. Develop effective strategic external relationships**
- 4. Develop and improve the OPHA organization**

1. Strengthen OPHA's advocacy role

1. Increase the association's capacity for policy analysis and advocacy on public health issues
2. Strengthen public health practice towards addressing the broad determinants of health in order to narrow the health disparity gap.
3. Enhance OPHA's response to anticipated changes and emerging issues in public health.
4. Enhance OPHA's voice on health system reform

1.1 Increase the association's capacity for policy analysis and advocacy on public health issues.

Plans 2009-2010

- Enhance Board capacity e.g. selection and training of Board members
- Advocacy training scheduled for March 09
- Explore process to establish an advocacy network -Friends of Public Health
- Identify and work with key partners
- Develop advocacy plan
- Meet with political staff re our advocacy messages

Achievements

1.2 Strengthen public health practice towards addressing the broad determinants of health in order to narrow the health disparity gap.

Plans 2009-2010

- Develop and implement Board plan
- Continue work with alPHa/ OPHA Workgroup on Social Determinants – map PH role
- Seek opportunities to give training, e.g. workshops, on-line tools, and diversity training to reduce health inequity
- Join with other organizations to advance advocacy outcomes, e.g. OMSSA, CMHA-O, OCDPA
- Serve as “resource centre” for social determinants
- Advocate for standardized data to identify priority populations
- Explore options to create a community of practice.

Achievements

1.3 Enhance OPHA's response to anticipated changes and emerging issues in public health.

Plans for 2009-2010

- Continue monthly process on emerging issue identification, prioritization and action
- Solicit and act upon issues from Workgroups
- Support existing and new workgroup
- Map PH issues against OPHA advocacy
- Track consultations to which OPHA responds
- Create current issues briefing notes
- Present OPHA as a interdisciplinary organization bringing broad perspective
- Advocate for interministerial collaboration

Achievements

1.4 Enhance OPHA's voice on health system reform

Plans for 2009-2010

- Continue to monitor and advocate regarding recommendation of the Capacity Review Report
- Continue to build strategic partnership to advance our voice

Achievements

2.0 Increase OPHA's role in enhancing the effectiveness, efficiency and sustainability of public health programs and services

1. Continue to support public health human resource development and the implementation of public health competencies to strengthen public health.
2. Provide mechanisms for collaborative initiatives with a provincial focus.
3. Foster the implementation of evidence informed practice and knowledge exchange.
4. Increase OPHA's capacity to provide province wide support to public and community health programs.

2.1 Continue to support public health human resource development and the implementation of public health competencies to strengthen public health.

Plans for 2009-2010

- Continue to pursue opportunities to support the adoption of core competencies and discipline specific competencies
- Continue to build a PH professional practice hub for OPHA members
- Continue to seek funding for mentorship program
- Explore other options to advance core competencies

Achievements

2.2 Provide mechanisms for collaborative initiatives with a provincial focus

Plans for 2009-2010

- Promote the work of our workgroups
- Continue to seek opportunities to support provincial practice networks and other province wide collaborations
- Engage members in representing OPHA on external consultations and feature the results in the e-bulletin
- Develop avenue for workgroups to present their work

Achievements

2.3 Foster knowledge exchange and implementation of evidence informed policies and practices.

Plans for 2009-2010

- Feature OPHA programs and their BP documents to OPHA members through the e-bulletin.
- Liaise with the Agency to identify priority research needs
- Promote evidence through work of each OPHA program
- Seek funding to support the application of TEIP tools through out the province in support of Foundational Standard

Achievements

2.4 Increase OPHA's capacity to provide province wide support to public and community health programs.

Plans for 2009-2010

- Continue to provide province wide programs
- Explore live meeting or other mechanisms to distance meetings
- Support new Workgroups
- Explore new province wide programs

Achievements

3. Develop effective strategic external relationships

1. Increase and strengthen OPHA influence, profile and linkages with various Ministries and other stakeholders on public health issues.
2. Increase public recognition of OPHA as the voice of public health.
3. Increase public/community health practitioner recognition of OPHA's role in public and community health.
4. Increase collaboration with and amongst constituent societies.

3.1 Increase and strengthen OPHA influence, profile and linkages with various Ministries and other stakeholders on public health issues.

Plans for 2009-2010

- Utilize the new communication tools to promote OPHA
- Continue to establish relationships with ministry politicians and staff
- Implement advocacy strategy & promotion of messages to Ministries
- Continue to clarify OPHA role with new OAHPP
- Establish and strengthen external partnerships to address public health issues

Achievements

3.2 Increase public recognition of OPHA as the voice of public health

Plans for 2009-2010

- Continue to make improvements to our website
- Continue biannual issues of Public Health Today
- Engage in more media advocacy
- Establish media relations through website and briefing notes

Achievements

3.3 Increase public/community health practitioner recognition of OPHA's role in public and community health.

Plans for 2009-2010

- Promote OPHA using our new communication tools.
- Promote e-bulletin sign-up
- Make members lounge the “place to go: - track visits
- Review and Revise PH101
- Promote orientation to PH Nursing

Achievements

3.4 Increase collaboration with and amongst constituent societies

Plans for 2009-2010

- Continue to seek funding to support the CC Task Group and core competency initiatives
- Promote the PH role stories and beyond
- Host meeting with CS presidents

Achievements

4. Develop and improve the OPHA organization

- Utilize the OPHA strategic directions to align OPHA work.
- Increase and broaden the membership base.
- Foster a positive workplace culture

4.1 Utilize the OPHA strategic directions to align OPHA work

Plans for 2009-2010

- Staff planning session to be held
- Workgroup chairs attend Advocacy Committee – invite for March and October Board

Achievements

4.2 Increase and broaden the membership base.

Plans for 2009-2010

- Aim to increase membership by 20%
- Membership committee engage more members in OPHA activities by utilizing membership information
- Promote university faculty and student memberships
- Maintain members as they retire
- Establish a speakers bureau for media contacts

Achievements

4.3 Foster a positive workplace culture

Plans for 2009-2010

- Continue to implement recommendations from the 2008/09 workplace enhancement survey (this may include the continuation of the WEC OR the formation of a new working group)
- Support Fun Squad activities which increase sense of belonging, staff cohesion and fun
- Encourage staff to seek out professional development opportunities which increase their skills and knowledge

Achievements