



Nevada Public Health Association (NPHA) Strategic Map 2016-2017

Our vision is a healthy Nevada.

Our mission is to serve as the voice for public health in Nevada in order to improve health and achieve equity in health status.

Strategies to strengthen the effectiveness of NPHA's voice for public health

Advocate for public health policy

Promote members' professional development

Strengthen organizational capacity

Activities to be undertaken by NPHA board, membership, and chapters in 2016-2017

Develop and implement regional & statewide activities in conjunction with National Public Health Week

Host an annual conference & quarterly chapter meetings that foster professional development

Pursue strategic partnership with other professional associations & organizations

Foster collaboration with community & statewide partners on public health advocacy & policy issues

Promote the *Journal of the NPHA* as a source of evidence-based public health research in Nevada

Increase outreach to students & prospective members

Support an NPHA lobbyist to advocate on public health matters before the legislature

Utilize the NPHA website & social media to promote professional development

Strengthen & expand Chapter membership & participation

Leverage APHA resources to strengthen NPHA's advocacy & policy roles

Leverage APHA & other resources to improve science & practice in Nevada

Strengthen ties to the American Public Health Association (APHA) & other state affiliates

Expand NPHA's voice on regional and national public health issues

Support future public health professionals through student engagement & the annual scholarship program

Leverage APHA & other resources to expand membership & engagement of non-traditional partners

Adopted by the NPHA Board of Directors on March 14, 2016