



**Mississippi Public Health Association (MPHA)  
2023-2025 Strategic Plan  
Approved January 2023**

## **Introduction**

Founded in 1937, the Mississippi Public Health Association (MPHA) is a 501(c)(3) non-profit organization whose historical mission has been to promote personal and public health and to promote development of the public health workforce through advocacy and education. MPHA is an official state affiliate of the American Public Health Association (APHA).

The Board of Directors serve as the governing body of the Association with five officers elected at the annual business meeting for staggered terms. The elected officers comprise the Board. The Treasurer and four members at large are appointed by the Board.

There is one Chapter (Pine Belt Chapter) and several Sections that are part of the organization. Each elects a Chair who serves on the Council of Sections and assists with conference and education programming and other activities to benefit their members. The Council of Sections elect a Chair and Vice Chair who serve as voting members of the Board of Directors.

The Association has an Executive Director responsible for the day-to-day management of activities. We also have six Standing Committees including the Administrative, Health and Racial Equity, Communications, Education and Program Planning, Legislation and Policy, Membership and Partnership and Nomination and Awards Committees – where most of the activities of MPHA are carried out.

Newly elected officers begin their terms at the close of the annual business meeting each year.

MPHA offers six categories of membership: Regular Members, Retired Members, Honorary Members, Organizational Members, Student Members, and Lifetime Members. All categories of membership retain full voting privileges and, except for Honorary Memberships, are eligible for service on the Board of Directors and as Chairs and/or members of any ad hoc or standing committee.

## **Strategic Planning Process**

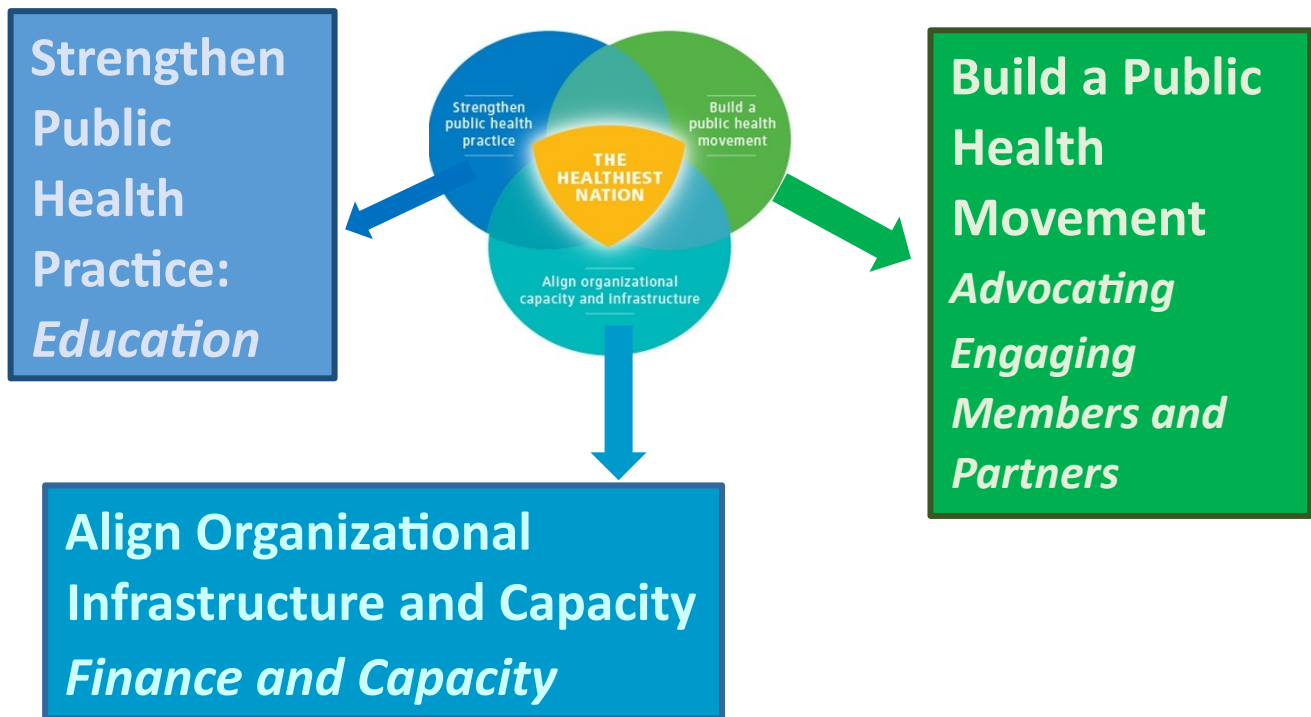
MPHA consulted with Jeanie Holt, strategic planning consultant from New Hampshire and actively engaged in strategic planning with more than 22 APHA state affiliates. MPHA's strategic plan for 2023-2025 has been developed with feedback from the Board of Directors, selected past and current MPHA leaders, sections, members, and stakeholders. MPHA selected APHA's strategic planning framework as the guiding framework for this plan. See Figure 1.

Figure 1 – APHA Strategic Planning Portfolios



Figure 2 – MPHA’s Strategic Planning Portfolios

## MPHA 2023-2025 Strategic Plan



## **1. Mission, Vision, Values**

The **vision** of MPHA is optimal health for all Mississippians.

The **mission** of MPHA is to promote health and equity through public health leadership, advocacy, and education.

MPHA's **values** are:

**Courage.** MPHA is committed to unifying and strengthening the voice of public health.

**Professionalism.** MPHA is committed to being leaders among public health professionals and the public in public health policy development and actions.

**Learning.** MPHA is committed to providing member access to lifelong learning on topics and issues pertinent to public health.

**Excellence.** MPHA is committed to enhancing the prestige and image of public health as a career.

**Diversity.** MPHA strives for desirable and equitable actions and policies that advance improved health status for all Mississippians.

**Ethics.** MPHA strives to apply and promote environments where everyone is treated with dignity and respect. MPHA's leaders and members will conduct themselves with integrity, fidelity, honesty, and transparency, serving as role models for the profession and society.

## **2. SOARS and DEI Analyses:**

Building on earlier strategic planning, an organizational analysis was performed to identify Strengths, Opportunities, Aspirations, and Results (SOARS) for MPHA. This approach focuses an organization on its current strengths and vision of the future for developing its strategic goals. Additionally, MPHA leadership conducted an organizational assessment using the APHA Equity, Diversity, and Inclusion (EDI) Action Toolkit. Using this toolkit, MPHA board and committee members assessed their current practices and resources to ensure continued growth in diversity and equity.

Results of the SOARS analysis, EDI assessment, and board member and stakeholder feedback are summarized in the tables below.

<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
<ul style="list-style-type: none"> <li>*Annual conference and other educational sessions</li> <li>*Public health leadership in advocacy as well as education</li> <li>*Presence in multiple places in the State (meetings, conferences, legislature)</li> <li>*Board of Directors expertise and commitment</li> <li>*Public Health Week</li> <li>*Partnerships and relationships with other organizations</li> <li>*Strong commitment to students</li> <li>*Leadership in ED and Board Members</li> <li>*Effective budget management</li> <li>*Combination of membership fees and grants/contracts for income</li> <li>*Clear connection between strategic plan and business practices</li> <li>*Practical business plan</li> </ul>	<ul style="list-style-type: none"> <li>*Grow and engage membership</li> <li>*Build capacity to diversify funding</li> <li>*Improve perception of public health in MS</li> <li>*Educate public health workforce</li> <li>*Advocate for adequate public health infrastructure at MSDH</li> <li>*Strengthen academic partnerships</li> <li>* Increase educational opportunities and platforms</li> <li>*Leverage interest in population health</li> <li>*Identify and engage new organizational partners</li> <li>*Leverage COVID lessons learned and funding to support MPHA work in the future</li> <li>*Provide leadership in actively promoting health and racial equity</li> <li>*Strengthen MPHA communications</li> </ul>

<b>ASPIRATIONS</b>	<b>RESULTS</b>
<ul style="list-style-type: none"> <li>*Advance the professionalism of the association</li> <li>*Serve as a strong example of health and racial equity</li> </ul>	<ul style="list-style-type: none"> <li>*Increase in membership</li> <li>*Increase in member engagement</li> </ul>

<p>*Strengthen membership engagement</p> <p>*Strengthen leadership development</p> <p>*Strengthen MPHA’s image as a strong public health organization</p> <p>*Strengthen MPHA presence at public health policy tables</p> <p>*Diversify initiatives, in partnership with others</p> <p>*Improve efficiency and effectiveness of MPHA operations</p> <p>*Leverage partnerships to promote the Journal of Public Health in the Deep South</p>	<p>*Increase in requests for MPHA presence at policy tables</p> <p>*Increase in number and diversity of partnerships</p> <p>*Achievement of Health and Racial Equity Committee goals</p> <p>*Strong business model for the Journal of Public Health in the Deep South</p> <p>*Stable and diverse funding sources</p>
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**Strategic Goals, Objectives, and Activities**

**I. Strategic Goal: Build a public health movement**

**Objectives:**

- Align all advocacy efforts with the purpose of improving public health and health equity in Mississippi.
- Advocate for policies, systems and environmental changes that address health and racial inequities.
- Develop and implement a “Leadership through an Equity Lens” program for members.
- Develop and implement new strategies for member and partner engagement.

**Examples of activities:** Annual legislative agenda; fact sheet and policy sheets for use with advocacy work; advocacy training; grassroots advocacy program; design, pilot and evaluate a leadership program.

## **II. Strategic Goal: Strengthen Public Health Practice**

### **Objectives:**

- Expand educational offerings to increase the knowledge of public health programs, services, and policy issues in Mississippi.
- Educate the public health workforce to strengthen and expand their knowledge of health and racial equity, inclusion, and diversity.
- Enhance the use of the Journal of Public Health in the Deep South as an educational tool.

**Examples of activities:** Annual conference; partnerships in support of other public health conferences; webinars; offering CE credits where appropriate; enhancing the educational information about health and racial equity, inclusion, and diversity.

## **III. Strategic Goal: Align Organizational Infrastructure and Capacity**

### **Objectives:**

- Increase and diversify funding to support further development of the organization's goals and objectives.
- Expand and engage membership to enhance the public health voice in Mississippi.
- Increase capacity and structure for effective communication with membership.

**Examples of Activities:** New ways to communicate with members; more member-related recognitions and celebrations; increase membership numbers; engage with students; review membership categories and benefits.