

NACCHO Strategic Plan 2007-2008

VISION

The national voice of local public health

MISSION

NACCHO is the national organization representing local health departments. NACCHO supports efforts that protect and improve the health of all people and all communities by promoting national policy, developing resources and programs, seeking health equity, and supporting effective local public health practice and systems.

THE STRATEGIC PLAN

NACCHO's Strategic Plan, established by its Board of Directors, is a description of the organization's goals and objectives that express its values and the needs of its membership. Its purpose is to enable NACCHO to establish priorities, guide planning, and define strategy that allocates resources and energy to fulfill its mission. The specific focus is on strengthening the capacity of local health departments to protect and improve the health of the populations they serve, to foster the development of a workforce that can conduct the necessary functions effectively, to communicate the value of local public health departments, and to maintain NACCHO's own infrastructure to support those needs.



Updated April 3, 2007

STRATEGIC DIRECTION 1

Support local health department (LHD) capacity to build public health systems that perform in accordance with the operational definition of an LHD.

1. Identify, develop, and share practice models, resources, and tools, including those that are evidence-based, when available.
2. Support the further development of environmental health practice, including land use planning, global climate change, and health impact assessment.
3. Promote and conduct research on LHDs, systems, and public health practice.
4. Provide information on significant, emerging, and reoccurring issues and trends significant to the practice of public health.
5. Advocate for sufficient, flexible, and sustainable funding for LHDs.
6. Support development of tools for quality improvement, including accreditation.
7. Advocate for full participation of and resources for local public health in the development and implementation of the national health information infrastructure.
8. Advocate for a strong governmental public health system consisting of local, state, and federal partners.
9. Promote local capacity to meet minimum performance standards.

STRATEGIC DIRECTION 2

Enhance the capacity of local health departments to achieve health equity through principles of social justice and human rights.

1. Continuously integrate the concept of social determinants of health as a means of ensuring health equity and social justice into NACCHO's programs, practice, and policies.
2. Establish relationships with disciplines and systems of nontraditional partners to develop collaborative strategies to eliminate health inequities.
3. Develop social indicators and tools to promote and assess health equity.
4. Support LHD efforts to enhance public and relevant agencies and ensure affected populations are the driving force of improvements in health status and quality of life.
5. Implement a framework to guide national, state, and local policy in creating health equity through social justice.
6. Foster public support and engage the public and relevant agencies in addressing health inequities through social justice.
7. Support universal access to a single standard of high-quality healthcare.
8. Support the capacity of LHDs to transform their organizational structure, culture, and everyday practice to address health inequities.

PRIORITY OBJECTIVES FOR 2007

As established by the Board and Committee Leadership at the 2007 Leadership Conference; not in rank order.

1. Support the further development of environmental health practice, including land use planning, global climate change, and health impact assessment. (1.2)
2. Advocate for sufficient, flexible, and sustainable funding for LHDs. (1.5)
3. Advocate for full participation of and resources for local public health in the development and implementation of the national health information infrastructure. (1.7)
4. Support universal access to a single standard of high-quality healthcare. (2.7)
5. Support the capacity of LHDs to transform their organizational structure, culture, and everyday practice to address health inequities. (2.8)
6. Communicate the essential role and proven value of LHDs to the media, policy makers, decision makers, and the public, using methods appropriate to each audience. (3.2)
7. Connect local health practice with academia to increase the number of competent, qualified staff and future leaders to carry out LHD practice. (4.2)
8. Develop and maintain a sound, diversified financial base that includes funding to support implementation of the strategic plan. (5.3)

STRATEGIC DIRECTION 3

Promote universal recognition, value, and support for the critical value of local health departments that results in sustainable resources and solid public policy.

1. Improve the effectiveness of LHDs in marketing public health and promoting the public health identity.
2. Communicate the essential role and proven value of LHDs to the media, policy makers, decision makers, and the public, using methods appropriate to each audience.
3. Strengthen the public relations and media relations capacity that support NACCHO and LHDs.
4. Participate with other public health partners to further develop the public health brand.

STRATEGIC DIRECTION 4

Foster the development of a competent, productive workforce for local health departments.

1. Include LHD practice-based content and knowledge in all academic public health preparatory programs.
2. Connect local health practice with academia to increase the number of competent, qualified staff and future leaders to carry out LHD practice.
3. Address the under-representation of racial and ethnic communities in the public health workforce and leadership.
4. Continue activities to enumerate the LHD workforce, define competencies, determine workforce and productivity standards, and determine future workforce needs.

STRATEGIC DIRECTION 5

Enhance NACCHO's infrastructure to achieve its mission.

1. Achieve and maintain highly effective and diverse board, forum, committee leadership, and staff.
2. Achieve an enhanced forum structure and meeting schedule that ensures the goals of the forums are met.
3. Develop and maintain a sound, diversified financial base that includes funding to support implementation of the strategic plan.
4. Enhance NACCHO's capacity to anticipate and respond to emerging issues and trends.
5. Develop and maintain information technology and knowledge management systems that enable NACCHO to achieve its strategic directions.
6. Support the creation and development of State Associations of County and City Health Officials (SACCHO), including tribal public health agencies.