

**Newfoundland and Labrador
Public Health Association (NLPHA)
Strategic Plan (2020-2022)**

Mission

The NLPHA promotes health, wellbeing and equity for all Newfoundlanders and Labradorians through leadership in public health and the promotion of an effective public health system.

Values

1. Integrity and Respect
2. Equity and Social Justice
3. Inclusivity and Diversity

Goals:

1. To be an advocate for strengthened public health capacity, infrastructure and leadership.

Objective A: Engage the relevant Government department and agencies in continued dialogue about the status of public health in NL.

Actions:

- a. Update the NLPHA Position Paper on Public Health Capacity by surveying members and key public health practitioners. (Update environmental scan and recommendations in light of the current pandemic, and annually).
- b. In anticipation of the promised review of the Province's response to the COVID-19 pandemic, continue to advocate for a focus on the strengthening of public health capacity, infrastructure and leadership.
- c. Seek status updates from Government on the development of regulations and actions to support the implementation of the Public Health Protection and Promotion Act as well as the Healthy Active Living Strategy, Sexual Health Strategy and the Poverty Reduction Strategy.

Objective B: Develop and disseminate NLPHA's position on "What is Public Health and why it matters".

Actions:

- a. Develop communication tools to profile the varied roles of public health practitioners and examples of their actions during the pandemic.
- b. Form working group to write position paper and social media plan.
- c. Based on the social media plan, develop a series of key messages for posting to social media around the theme “Public Health Does Matter”.

2. To provide a credible voice on priority public health matters/issues.

Objective A: Continue to build a diverse and inclusive network which includes; membership, partnership, and affiliations.

Actions:

- a. Continue to recruit members to NLPHA and find opportunities to partner with other advocacy organizations through increasing our social media presence.
- b. Plan to promote NLPHA Membership through a social media campaign.
- c. Build a more diverse social media following to increase engagement.

Objective B: Identify opportunities for forums and other opportunities to educate and advocate on priority Public Health Issues.

Actions:

- a. Post NLPHA education sessions on our website.
- b. Post online learning opportunities of public health related webinars and conferences on our website.
- c. Identify opportunities to advocate for public health priorities through participation in consultations/public forums/meetings.

Objective C: Learn from diverse populations in NL to better understand their public health needs.

Actions:

- a. Connect with advocacy groups that support diverse populations to start conversations in order to learn more about their public health needs.

3. To strengthen and expand strategic partnerships.

Objective A: Identify areas of potential collaboration with others to promote healthy public policies and programs.

Actions:

- a. To participate as a member of the new Perinatal Mental Health Alliance (PMHA) for NL.
- b. To engage with the NL division of the Canadian Mental Health Association (CMHA) around population mental health promotion. (Possibly for year 2)
- c. To discuss the feasibility of other partnerships and opportunities (eg) Housing and Homelessness, Indigenous groups, Mental health groups.

Objective B: Evaluate current strategic partnerships and identify opportunities to strengthen collaboration.

Actions:

- a. To continue to define our role with Food First NL/Everybody Eats, and Building Healthy Communities Collaborative.

4. To enhance Stakeholder Communication. (Infrastructure)

Objective A: Diversify and maximize communication platforms (website and social media platforms).

Actions:

- a. To re-launch our improved website.
- b. To develop strategies for a more active social media presence.

Objective B: Explore and implement technologies for membership engagement and education delivery.

Actions:

- a. To explore and utilize new online platforms for meetings and education sessions.
- b. To utilize technology to increase membership and education.
- c. To enhance links to increase members awareness of other public health agencies and research centres. (eg) National Collaborating Centres for Public Health (NCCPH), Public Health Agency of Canada (PHAC).

Glossary:

Public Health: The organized effort of society to keep people healthy and prevent injury, illness and premature death. It is a combination of programs, services and policies that protect and promote the health of all Canadians. (PHAC, 2008)

Population Health: An approach to health that aims to improve the health of the entire population and to reduce health inequities among population groups. (PHAC)

Public Health Capacity: A broad concept which examines seven core domains of the public health system to ascertain its ability to carry out public health functions. These domains are: resources, organizational structures, workforce, partnerships, leadership and governance, knowledge development and country-specific context.

(Aluttis, C.; Van den Broucke, S.; Chiotan, C.; Costongs, C.; Michaelsen, K. & Brand, H. (2014). Public health and health promotion capacity at national and regional level: A review of conceptual frameworks. *Journal of Public Health Research*, 3:199.