

Newfoundland and Labrador Public Health Association (NLPHA)
Strategic Plan
2011-2014
April 11, 2011

The Newfoundland and Labrador Public Health Association (NLPHA) is an independent, voluntary, non-profit provincial advocacy group comprised of health professionals, community members, and affiliated organizations who promote and support public health. The Association is affiliated with the Canadian Public Health Association (CPHA).

The vision of the NLPHA is an effective public health system that promotes and supports the health and well being of the people and communities of Newfoundland and Labrador.

The mission of the NLPHA is to be an active voice to promote public health in Newfoundland and Labrador and to enhance and support public health capacity guided by the principles of disease prevention, health promotion and protection and healthy public policy.

Goals of NLPHA are:

1. To establish NLPHA as a credible voice on current and emerging public health matters
 2. To advocate for public policies that promote supportive environments for health
 3. To support and encourage a vibrant diverse membership
 4. To liaise and partner with CPHA and other provincial and territorial associations
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1. To establish NLPHA as a credible voice on current and emerging public health matters

Objectives

- ✓ To identify the current and emerging public health issues and achievements
Possible actions:
 - Establish a standing item on the agenda
 - Survey membership annually to identify public health issues
- ✓ To monitor and influence provincial public health priorities and directions
Possible actions:
 - Participate on the Provincial Wellness Committee
 - Participate on the Provincial Public Health Capacity Working Group
 - Participate in Budget Consultation Process
- ✓ To develop a communication plan
Possible actions:
 - Establish a communication committee
 - Establish and maintain an interactive NLPHA website
 - Revise NLPHA promotion materials and distribute appropriately
 - Explore opportunities to hire students (SWASP, CNA, and MUN School of Business)

2. To advocate for public policies that promote supportive environments for health

Objectives

- ✓ Support and/or develop positions on identified priority public health issues
 - ✓ Collaborate with others to contribute to and promote healthy public policies
 - Active partnership with key stakeholders (ARNNL, NLMA, NLASW, NLCA, CRWC, AMNL, CIPHI etc)
 - ✓ Disseminate positions as identified in the communication plan
- Possible actions:
- Explore other technology options

3. To support and encourage a vibrant diverse membership

Objectives

- ✓ To reestablish the membership committee
- Possible actions:
- Establish a list of membership services and incentives
- ✓ To support and offer educational opportunities
- Possible actions:
- Establish an education committee
 - Establish speakers bureau
 - Collaborate on study topics for MPH students
 - Provide a forum for graduate students to present on relevant public health topics
 - Host regular conference/workshop

4. To liaise and partner with CPHA and other provincial and territorial associations

Objectives

- ✓ To participate on the network of CPHA and provincial/territorial public health associations
- ✓ To promote conjoint membership with CPHA