

WSALPHO Strategic Direction 2011 - 2015

Vision Statement:

All residents and communities in Washington State will enjoy optimal health status as a result of the efforts of public health and its partners

Mission Statement:

To create and maintain a strong, effective and efficient local governmental public health system throughout Washington State

Values:

In everything we do, we strive to:

- Collaborate
- Innovate
- Continuously improve
- Be accountable
 - ✦ Be guided by science
 - ✦ Anticipate the needs of all LHJ's
 - ✦ Demonstrate value to all LHJ's
- Be transparent
- Embrace diversity
- Promote Social Justice

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Goal 1:

Be an active partner in reshaping public health in Washington State

Strategy 1: Be the voice of local public health in conversations with the Washington State Department of Health (DOH) and the Public Health Improvement Partnership (PHIP)

Strategy 2: Identify and strive to eliminate barriers which impede LHJ's from embracing the transformation of public health

Strategy 3: Support LHJ's in the accreditation process

Strategy 4: Create structures in WSALPHO to be nimble and capable of addressing emerging issues

Goal 2:

Develop sustainable public health business models

Strategy 1: Develop and implement a long-term funding strategy

Strategy 2: Develop new priorities and ways of doing business

Strategy 3: Encourage and support LHJ's to modify business practices to increase effectiveness and efficiency:

- Use data to drive practice and utilize existing resources most effectively
- Develop infrastructure capacity to demonstrate return on investment (ROI), cost avoidance and other metrics
- Facilitate opportunities for LHJ's to work collaboratively in a more cost effective manner by utilizing multi-jurisdictional models as appropriate

Strategy 4: Maximize the use of existing funding through best practices

Strategy 5: Leverage opportunities with Health Care Reform

Strategy 6: Explore non-governmental funding opportunities

Goal 3:

Strengthen WSALPHO's voice and influence

Strategy 1: Define and stabilize WSALPHO's contractual relationship and strategic alliance with WSAC

Strategy 2: Redefine WSALPHO's relationship with Department of Health and other public health partners

Strategy 3: Participate with other entities to advance public health in the state, including through information, education and advocacy

Strategy 4: Advise DOH and other governmental agencies regarding local public health issues

Strategy 5: Educate local, state and federal policy makers about public health functions and their health and cost benefits

Strategy 6: Leverage public health's relationship with DSHS, DOE, Health Care Authority and other governmental agencies

Strategy 7: Restructure WSALPHO's governance

Strategy 8: Restructure WSALPHO to increase engagement with local boards of health and LHJ membership

Strategy 9: Improve internal and external communications

Goal 4:

Ensure an adaptable and competent public health workforce

Strategy 1: Provide the tools to LHJ's to ensure the competency of the public health workforce

- Identify competencies necessary for LHJ's to proceed with reshaping public health
- Work with partners to develop new recruitment, selection and retention strategies to meet new public health challenges facing our communities
- Encourage LHJ's to develop and utilize succession planning to ensure continuity and competency in the public health workforce

Strategy 2: Actively contribute to leadership development among all disciplines of public health

Strategy 3: Improve skills and professional standards by encouraging research, implementation of best practice methodologies, and continuous quality improvement

Strategy 4: Provide venues for members to network and learn, both formally and informally

Goal 5:

Identify opportunities to advance policy and systems change in LHJ's

Strategy 1: Champion the transition to addressing root causes of injury, illness and health disparities

- Strive towards the integration of individual, population and systems approaches to all aspects of our work

Strategy 2: Ensure decision makers in all sectors have the evidence to build health into public and private policies and practices