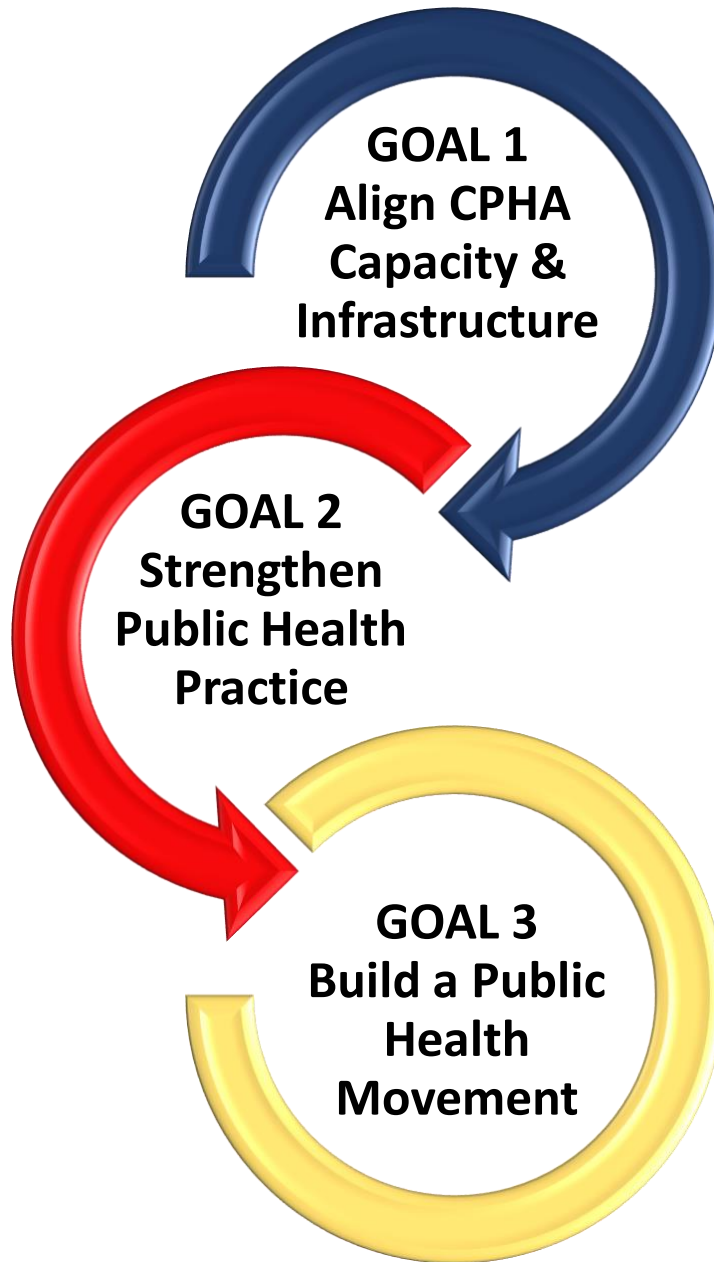




OBJECTIVE 2.1: Expand current CPHA membership so that CPHA’s board and membership are reflective of Colorado’s public health workforce.

OBJECTIVE 2.2: Expand access to professional development & education for the current and future Colorado public health workforce so that all members have a variety of ongoing growth opportunities to engage at individually meaningful levels.



OBJECTIVE 1.1: Create and implement a Resource Development Plan to in and strategically grow CPHA.

OBJECTIVE 1.2: Invest in CPHA’s comprehensive organizational structure for a sustainable and effective organization.

OBJECTIVE 1.3: Internalize equity in all CPHA structures and work to advance health equity in CPHA membership and in public health practice across Colorado.

OBJECTIVE 3.1: Implement a Health Equity Communications Plan so that information shared by CPHA is accessible for all people in Colorado.

OBJECTIVE 3.2: Develop and implement a Health Equity Public Policy plan so that health equity plan is infused throughout all CPHA policy work as both a process and goal.

OBJECTIVE 3.3: Mobilize the Health Equity Coalition community outreach and engagement workgroup to increase CPHA’s sustainable, inclusive partnerships with communities throughout Colorado to put its health equity objectives into action.

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GOAL 1: Align CPHA Capacity & Infrastructure

OBJECTIVE 1.1: Develop and implement a Resource Development Plan to sustain and strategically grow CPHA.

Measurement: A Clear Resource Development Plan is in place and guiding CPHA’s financial short- and long-term planning by 2021

Activities

1.1.a. Create a Resource Development Plan and assess current gaps

- Inventory all parts of CPHA’s cost of doing business
- Include: Business Plan, Sustainability Plan, Funding Development Plan, Sponsorship Plan (to engage ongoing event sponsors and funders strategically)

1.1.b. Research and make recommendations for sound financial investments, including:

- Create a funding and investment strategy that includes social responsibility consideration
- Funding and investment diversification

1.1.c. Update CPHA Policy and Procedure Manual to reflect best practice for “Financial Wellness Checks” on organizational and committee budgets, budget planning, and short- and long-term financial planning

1.1.d. Ensure CPHA Board of Directors has comprehensive training on board fiduciary responsibility & financial governance

1.1.e. Investigate resources to support the creation of a comprehensive Resource Development Plan

Objective 1.2: Invest in CPHA’s comprehensive organizational structure for a sustainable and effective organization.

Measure:

Activities

1.2.a. Review and revise CPHA structural guiding documents:

- Articles of Incorporation
- Bylaws
- Policy and Procedure Manual

1.2.b. Refine Board Officer/Director and Committee roles and responsibilities:

- Update Board Handbook
- Create Board Director Job Descriptions

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<ul style="list-style-type: none"> • Review current committee and Director structure, making recommendations for any changes <ul style="list-style-type: none"> ○ Responsibilities ○ Terms of service • Explore opportunities and set expectations for collaboration among committees • Explore Special Interest Sections (ex. PHN, Rural Health, etc.)
1.2.c. Research, explore, and make recommendations for the potential hiring of a future CPHA Executive Director
1.2.d. Develop, administer, and analyze a comprehensive CPHA Membership Survey
1.2.e. Evaluate current individual and organization membership categories
<p>OBJECTIVE 1.3: Internalize equity in all CPHA structures and work in order to advance health equity in CPHA membership and in public health practice across Colorado.</p> <p>Measure:</p>
Activities
<p>1.3.a. Clarify roles and responsibilities of the Health Equity Coalition (HEC)</p> <ul style="list-style-type: none"> • Update CPHA Bylaws • Add HE Officer to the Executive Committee, ensuring leadership in equity at the Executive Committee level and ongoing alignment of goals of CPHA and HEC
1.3.b. Commit to cross-pollination of CPHAs internal equity work with leadership of CPHA and HEC ensuring and identifying Directors to participate in various committees (ex. HEC member to participate in the Policy Committee meetings and Policy Director to participate in HEC meetings)
1.3.c. HEC to review and provide recommendations to the draft CPHA Bylaws through a health equity lens
<p>1.3.d. HEC to work with CPHA Board to improve equity practices by:</p> <ul style="list-style-type: none"> • Creating and implementing a 3-year Bias Reduction Plan • Outlining and implementing a Health Equity Integration Plan
<p>1.3.e. Invest in professional development opportunities for CPHA membership and the greater public health community:</p> <ul style="list-style-type: none"> • Culture of Data • Monthly Health Equity Webinars • Identify Additional opportunities

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GOAL 2: Strengthen Public Health Practice

Objective 1: Increase current membership so that CPHA's board and membership are representative of Colorado's public health workforce.

Measure:

Activities

2.1.a Conduct membership analysis to understand the demographics of our current membership

- Assess essential factors of membership recruiting and retention
- Align demographic questions between our conference and the membership registration forms.

2.1.b Invest in rural and underserved recruitment and retention

- Connect with and reach out to rural champions
- Learn how CPHA can be a stronger resource for public health professionals in rural, frontier communities

2.1.c. Set membership targets:

- Assess current retention rate and increase retention by X% of current CPHA members at time of annual renewal.
- Reach 1,000 members by the end of CY 2021 (increase of 100 per year)
- 20% of newly recruited members will be from rural, frontier, and mountain communities

Objective 2: Expand access to the use of professional development & education for the current and future public health workforce so that all members have a variety of ongoing growth opportunities to engage at individually meaningful levels.

Measure:

2.2.a. Host CPHA opportunities to expand the use of professional development and education in Colorado

- Conduct a membership survey to identify professional development training needs.
- 12-15 in-person professional development and education opportunities provided each year
- 5-10 online professional development and education opportunities provided each year
- 3 professional development and education opportunities offered each year in rural, frontier, and mountain communities

2.2.b. Research offering online only registration option for PHiR and CoD that allows virtual participation in certain elements of the conference that are streamed.

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GOAL 3: BUILD A PUBLIC HEALTH MOVEMENT

Objective 1: Implement an equity communications plan so that information shared by CPHA is accessible for all people in Colorado.

Measure: Information shared by CPHA is increasingly accessible to people with different backgrounds and not limited to, education, abilities, and language.

Activities

3.1.a. Administer an annual membership survey to identify member demographics, interests, professions, regions, equity concerns and interests, and areas of improvement for CPHA communications.

3.1.b. Incorporate health equity as a theme and strategy into CPHA social media presence.

3.1.c. Increase accessibility of CPHA communications by:

- Increasing the amount of non-English content
- Increasing accessibility of materials for differently abled audiences
- Developing a shared language and definition of “health equity”
- Developing a calendar of events/resources and distributing via email

Objective 2: Develop and implement a health equity public policy plan so that health equity is infused throughout all CPHA policy work as both a process and goal.

Measures and Targets: 1) Active participation in the CPHA policy committee is accessible for all interested CPHA members and 2) Health equity is a component of all policies to which CPHA gives active support.

3.2.a. Prepare for legislative session by:

- Disseminating an all-CPHA-members survey each year to identify CPHA's policy priorities for that legislative session
- Defining a proactive policy initiative that CPHA can initiate in the summer months

3.2.b. Establish working groups assigned to the 1-3 priority policies to track legislation, coordinate details and testimony, and provide updates to Policy Committee.

3.2.c. Ensure that policy platform includes populations typically left out of public health discussions.

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Objective 3: Mobilize the Health Equity Coalition community outreach and engagement workgroup to increase CPHA's sustainable, inclusive partnerships with communities throughout Colorado to put its health equity objectives into action.

Measure and Target: By 2022, CPHA has sustainable, inclusive partnerships and processes with communities throughout Colorado to put its health equity objectives into action, working towards meaningful and measurable health equity outcomes in our legislature and our communities.

3.3.a. Define HEC activities, goals, measurable objectives:

- Define coalition's 2019-22 activities, timelines, and 2022 goals
- Identify where inclusive, sustainable relationships exist and where they are needed
- Formalize process to increase community representation and engagement in Health Equity Coalition

3.3.b. Increase collaboration between CPHA/HEC and outside organizations:

- Identify community organizing efforts already in place throughout regions where HEC members are connected and identify areas of shared goals with these groups
- CPHA will support and promote youth driven equity effort HEAT (Health Equity Action Team)
- CPHA will be available as a resource for organizations requesting guidance on how to use funding for action-oriented work at a community level
- Collaborate with other health organization to increase communication of equity work

3.3.c. Develop and support community conversations around equity to encourage community-led initiatives.

- Develop community conversation series geared toward people from different educational and professional backgrounds about health, equity, and policy.
- Formalize CPHA and HEC relationship with Second Tuesday Race Forum in Denver and encourage members to build similar programs throughout the state.

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