



## ACTION PLAN 2020-2022

**The following strategic action plan outlines the goals and objectives for the association.**

### Strategic Priority 1: FUNDING

<b>PURPOSE: Increase funding for LHDs &amp; AOHC.</b>					
<b>Goal 1: Increase funding for LHDs &amp; AOHC</b>	<b>Strategies</b>	<b>Responsible Party</b>	<b>Potential Partners</b>	<b>Target Date</b>	<b>Status</b>
<b>1.)</b> Increase subsidy funding for LHD's by at least \$2.00 per capita, by 2021.	a. Engage legislators at Statehouse and Director of Health – educate on new way to fund the public health system, moving away from categorical funding.	Modernization workgroup	ODH OPHP RWJF Univ. of MI Universities MPH Health Policy Inst. of Ohio	7/1/21	
	b. Link outcomes to funding support – replace quality indicators, tie to AOS indicators	PH Futures Legislative Committee Finance Training Workgroup	ODH General Assembly	7/1/21	
	c. Complete year 2 analysis of Public Health services on per capita basis, by FPHS	OPHP/Uof M		6/1/20	
<b>2.)</b> Ensure sustainable funding to support Accreditation efforts for LHDs.	a. Meet with ODH Director to establish a dedicated line item in the Ohio Budget 1. alignment, doubling of subsidy for accredited LHDs, 2. support for merging LHDs.	-AOHC Officers	ODH LHD's	12/31/2017 and ongoing as reaccreditation costs are identified.	
	b. Finalize immediate funding for supporting LHD's using ODH general revenue funds.	AOHC Lobbyist			

<b>Goal 2. Increase AOHC overall support to LHD's</b>	<b>Strategies</b>	<b>Responsible Party</b>	<b>Potential Partners</b>	<b>Target Date</b>	<b>Status</b>
<b>3.)</b> AOHC directly compete for federal funding (act as fiscal agent).	a. Develop and present to OPHP a memorandum of understanding that would allow OPHP to serve as 501© 3 for AOHC projects.	AOHC	OPHP	12/2020	
	b. Fiscal Agent	Establish joint mechanism with ODH to pursue grants too small for ODH.	ODH	12/2020	
	c. Grant writing capacity	See b			
	d. Grant identification	See b			
<b>4.)</b> Restructure AOHC dues to assure financial stability into the future, given the loss of number of LHDs through merger, increased staff needs, etc.	a. Establish plan to assure continued financial stability of AOHC.  b. Pursue dues options that would increase advocacy capacity.  c. Align with census	Volunteer workgroup, AOHC Finance Committee and board		Spring Conference 2021  Member approval Fall 2021	

## Strategic Priority 2: **ADVOCACY**

<b>PURPOSE: <i>Advocate and support local public health in Ohio through AOHC</i></b>					
<b>GOAL 2: AOHC Policy Advocacy</b>	<b>Strategies</b>	<b>Responsible Party</b>	<b>Potential Partners</b>	<b>Target Date</b>	<b>Status</b>
<b>OBJECTIVES:</b> <b>1)</b> Develop legislative/policy priorities for AOHC to address in the coming year	a. Update AOHC Public Health Platform	Public Affairs and Board	Other state associations ODH	Spring 2021	
	b. Update AOHC Public Health Priorities, including state budget	Public Affairs and Board	Other state associations ODH	December 2020	
<b>2)</b> Educate legislators on AOHC policy priorities and local public health.	a. Implement increased communication with legislators.	Beth, Mandy and Aaron	AOHC Board, AOHC staff, AOHC Lobbyist, Legislative Aides	July 2021, continue through 2022	
	b. Implement targeted grassroots efforts that include meetings with key legislators at the local level.	AOHC Exec. Director, staff, Lobbyist, and AOHC members	AOHC Public Affairs Committee & Board, Legislative aides	Set up quarterly – begin in 2020 & ongoing	
<b>3)</b> Ensure that all AOHC members are aware of the policy priorities for the current year	a. Communicate to all members repeatedly through various means – AOHC business meetings, district meetings, website.	AOHC Exec. Director, staff and Lobbyist	AOHC Public Affairs Committee & Board	Begin in 2020 & ongoing	
	b. Develop a Legislature communication guide for AOHC members	AOHC Exec. Director, staff and Lobbyist	AOHC Public Affairs Committee & Board, Legislative aides	March 2021	

### Strategic Priority 3: WORKFORCE DEVELOPMENT

<b>PURPOSE: Assure a competent public health workforce.</b>					
<b>STRATEGIC PRIORITIES Goals &amp; Objectives</b>	<b>Strategies</b>	<b>Responsible Party</b>	<b>Potential Partners</b>	<b>Target Date</b>	<b>Status</b>
1. The AOHC will provide resources to LHDs to assist in meeting training and workforce development standards for PHAB.	a. AOHC will develop an annual training calendar posted to AOHC website by March 30.	AOHC Meetings Assistant with chairs of AOHC courses		March 30, every year	
	b. AOHC will provide a list of reputable PH training resources from Ohio and nationally to be available on the AOHC website and reviewed annually.	AOHC Workforce Development Committee (WFD)	OPHA, OEHA, SOPHE	Ongoing	
	c. Explore possibilities of providing PH training courses remotely or on-site as LHDs as requested.	WFD, AOHC Executive Director, AOHC board		March 30, 2021	
2. AOHC will develop and implement new training opportunities as need is identified.	a. Develop and implement LHD Finance Course	Planning Committee		April 2020	
3. AOHC will continue with current trainings, to include: HCU, NET, Skillsoft, Legendary Service, LHD Finance and LEHDS with a minimum of one training per year on-going through 2022.	a. AOHC will review update the annual training plan to ensure that a continuous training schedule is mapped out through the year 2022 or beyond. Flexibility to add more training or address discrepancies will be included.	WFD committee Planning subcommittees	Columbus State	On-going through 2022	
	b. Each planning committee will review all attendee evaluations annually and make changes to curriculum to assure CQI.				
	c. Annually all evaluations, curriculums, and recommended trainings will be presented to the AOHC board for approval.				

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4. AOHC will work with academic institutions to implement strategies to increase graduates who are prepared to enter the public health workforce	d. Convene a group of academic partners to discuss current offerings and future strategies to increase the number of Environmental Health (EH) students who are eligible to work as SITs/RSSs	WFD	Academic programs statewide	12/31/20	
5.	e. Work with academic institutions to develop curricula to prepare EH professionals.	WFD	Academic programs statewide	12/31/21	
6.	f. Recruit students to enter EH field	WFD	Academic programs statewide	12/31/22	

## Strategic Priority 5: MEMBER ENGAGEMENT

STRATEGIC PRIORITIES Goals & Objectives	Strategies	Responsible Party	Potential Partners	Target Date	Status
<b>Member Engagement</b>					
<b>Goal 1: Improve communication among membership</b>					
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1. Increase transparency among membership	<ul style="list-style-type: none"> <li>• Continue to disseminate Key Points out to membership following Public Affairs and Board Meetings</li> <li>• Semi-annually disseminate highlights on key accomplishments/ issues</li> <li>• Include the strategic plan and annual updates on the members only section of the AOHC website, include accomplishments in annual highlights</li> <li>• Provide direct links to minutes in the weekly newsletter</li> <li>• Provide AOHC Public Affairs and Board minutes in draft form on the members only section of the website</li> <li>• Develop a protocol on how and when member polling on key issues will be used</li> <li>• Reminders of ways to stay engaged.</li> </ul>	AOHC Member Engagement Subcommittee	AOHC Director, AOHC Support Staff, AOHC Members, District Directors		
2. Develop Messaging Techniques to improve Consistency of Communication among employees and members	Provide key talking points related to AOHC positions, white papers and key priorities and disseminate to all members	AOHC Board Members, Public Affairs Committee Members	AOHC Members, AOHC Director, AOHC Support Staff	Ongoing	
<b>Goal 2: Improve Marketing and Branding of AOHC as a strong state public health association</b>					

STRATEGIC PRIORITIES Goals & Objectives	Strategies	Responsible Party	Potential Partners	Target Date	Status
1. Promote Resources available to members through multiple marketing strategies and communication pathways by December 31, 2019.	Market association services to members and external stakeholders via emails, flyers, brochures, newsletters, testimonials, and announcements at spring and fall conferences	AOHC Director	LPHSC, Workforce Development Subcommittee	Ongoing	
2. Promote Association accomplishments, actions, positions, current issues, and successes through multiple communication pathways	Highlight successes and accomplishments and promote policy platform via: Newsletter Spring and fall conferences Website Social media Identify members who can work on a social media policy Develop plan or protocol for promoting bills from Public Affairs that are strongly supported or strongly opposed	AOHC Director	AOHC Board Members	Ongoing	
3. Engage new health commissioners to participate in one or more: the AOHC Board, Public Affairs, District Meetings, or Subcommittees	Have existing Public Affairs members personally invite new health commissioners to attend the Public Affairs meeting Develop packet to provide directly to new health commissioners: <ul style="list-style-type: none"> <li>• HCU flyer</li> <li>• Benefits to members</li> <li>• Bylaws</li> <li>• Copy of LHD contacts</li> <li>• Upcoming meetings</li> <li>• District directors</li> </ul> Evaluate new health commissioner luncheon at Fall Conference to gain feedback and modify as needed.	Workforce Development Subcommittee  Public Affairs Members At Large Members			