



Strategic Plan: 2017 - 2022

Vision: Healthy eating and active living for everyone.

Mission: To strengthen nutrition policy, programs and environments for all people through development of public health nutrition leaders and collective action of members nationwide.

GOALS	<u>Membership Engagement</u> Maximize membership engagement by promoting the value of ASPHN for members.	<u>Professional Development</u> Strengthen competencies of public health nutritionists through quality resources and professional development.	<u>Collaboration</u> Expand and deepen collaborations that maximize opportunities to address ASPHN priorities.	<u>Policy</u> Create, influence and advocate for evidence-informed and best practice public health nutrition policies and practice.	<u>Internal Operations</u> Maintain sufficient organizational and financial resources to sustain continued association operations.
OBJECTIVES	<p>By 2022:</p> <p>Attract</p> <ol style="list-style-type: none"> Increase overall membership from 330 to 550. <p>Engage</p> <ol style="list-style-type: none"> Increase the number of members who volunteer to engage in one or more ASPHN-related activities¹. Baseline 118. Increase the percentage of members using ASPHN tools and resources from 54% to 65%. 	<p>By 2022:</p> <p>Develop</p> <ol style="list-style-type: none"> Offer at least 40 of trainings per year. Create at least one new ASPHN product on emerging public health nutrition topics per year. <p>Engage</p> <ol style="list-style-type: none"> Promote at least 5 ASPHN resources per year. Increase member participation in training calls, webinars and in-person trainings by 5%. Increase the number of times ASPHN resources are accessed on the website by 10%. 	<p>By 2022:</p> <p>Add</p> <ol style="list-style-type: none"> Increase the number of projects with existing partners from 14 to 18. Create 3 new partnerships. <p>Strengthen</p> <ol style="list-style-type: none"> Increase the number of partnerships functioning at level 3 or above on the level of collaboration scale². Increase the number of partners who report a high-quality relationship with ASPHN. Increase the number of collaborations from 32 to 39. 	<p>By 2022:</p> <p>Advocate</p> <ol style="list-style-type: none"> Increase by 50% actions taken in support of evidence-based policies directing federal programs³. <p>Develop</p> <ol style="list-style-type: none"> Offer at least 1 professional development opportunities related to advocacy every year⁴. Annually offer at least 20 trainings, programs, or projects that help members implement policy, system, and environmental change (PSE) strategies in their state. 	<p>By 2022:</p> <p>Financial</p> <ol style="list-style-type: none"> Increase ASPHN operating budget by 10%. Add at least one non-federal funding source. <p>Organizational</p> <ol style="list-style-type: none"> Maintain cost effective virtual operations so that expenses do not exceed 100% of revenue. Assure relevant, emerging virtual operations technology that has at a minimum components that permit group communication, direct communication, and sharing of resources.

1. Committees, liaisons, review products, Board membership, etc.
 2. Frey et al., 2006
 3. Actions include writing and signing coalition congressional letters, regulatory comments, action alerts, and fact sheets
 4. Training calls or webinars, Annual Meeting, and Policy Committee membership

	<u>Membership Engagement</u>	<u>Professional Development</u>	<u>Collaboration</u>	<u>Policy</u>	<u>Internal Operations</u>
	<p>a. Design a targeted recruitment campaign to attract new members in two audiences: A) students; B) early in career professionals.</p> <p>b. Explore possibilities for tying ASPHN membership to public health nutrition institutions including graduate public health nutrition programs, federal public health nutrition funding⁵, and public health nutrition-based dietetic internship programs.</p> <p>c. Internally promote ASPHN, its value, and its offerings and opportunities to members.</p> <p>d. Externally promote ASPHN, its value, and its offerings and opportunities to the public health nutrition field.</p> <p>e. Mobilize state champions to promote ASPHN and its offerings.</p> <p>f. Design an outreach strategy to keep retired PHN professionals engaged in ASPHN.</p> <p>g. Design an outreach strategy to keep nutrition professionals engaged as they progress through their career.</p> <p>h. Recognize excellence in public health nutrition and in ASPHN.</p> <p>i. Keep members up to date on emerging issues, policies, opportunities, strategies, grants, research, and other pertinent data.</p> <p>j. Continue and enhance orientation for new members.</p>	<p>a. Provide a variety of trainings on topics of interest to public health nutritionists.</p> <p>b. Create a way to optimize cross-cutting competencies relevant to the public health nutrition workforce.</p> <p>c. Seek new and innovative approaches to training and resource development.</p> <p>d. Develop resources on emerging public health nutrition topics.</p> <p>e. Promote ASPHN trainings and resources to members.</p> <p>f. Market ASPHN trainings and resources to partners and to the broader public health nutrition field.</p> <p>g. Encourage member leadership development through participation in ASPHN.</p>	<p>a. Investigate emerging and innovative public health nutrition practices and identify prospective partners.</p> <p>b. Define, clarify and strengthen liaison work.</p> <p>c. Train on types of collaboration.</p> <p>d. Refine criteria for establishing new partnerships.</p> <p>e. Maintain existing collaborations through more effective relationship management processes.</p> <p>f. Recognize collaborations to promote visibility and value of mission.</p>	<p>a. Participate in national advocacy activities in public health nutrition policy and practices.</p> <p>b. Explore funding a lobbyist to expand ASPHN policy activities.</p> <p>c. Align ASPHN policy priorities with emergent national public health nutrition policy issues.</p> <p>d. Write & disseminate one evidence-based public health nutrition policy position paper.</p> <p>e. Provide membership with professional development on public health nutrition PSE practices.</p> <p>f. Promote public health nutrition PSE with at least one new partner.</p>	<p>a. Maintain funding from existing funding sources.</p> <p>b. Seek funding from new funding sources.</p> <p>c. Apply for or collaborate on at least one non-federal funding opportunity.</p> <p>d. Maintain efficient virtual operations.</p> <p>e. Stay up to date on technology that allows us to be more efficient virtually.</p> <p>f. Ensure technologies meet the needs of members.</p> <p>g. Develop policies and procedures for raising and utilizing unrestricted revenue.</p>



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5. DP1305, SNAP-Ed, WIC, etc.