



2018 - 2020 CHEAC STRATEGIC PLAN

Presented by: Executive Committee
October 20, 2017

DESIGN PROCESS

April 2017

Advanced Data Collection

- **Online Member Survey**
- **Executive Committee Planning Session**

June 1, 2017

Member Strategic Planning Session

- **Utilized the June GM meeting for an interactive full-day planning session**

DESIGN PROCESS

June - September 2017

Strategic Plan Development

- **Develop and refine plan in coordination with the EC and staff**
- **Second member survey - on draft strategic plan**
- **2 EC calls to review/refine strategic plan**
- **Third survey to provide feedback on final draft**

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- **Ensure stable funding for membership and enhance collective ability to shape legislative and regulatory decisions**
 - **Improve community health**
 - **Support development of leaders**
 - **Maintain core functions of CHEAC**



STRATEGIC PLAN VISION



STRATEGIC PLAN PRIORITIES AND STRATEGIES

Priority 1: Policy and Advocacy

**1.1 Tell the Public Health
Story and Cultivate
Champions**

1.2 Leverage Partnerships

**1.3 Equip Members for
Advocacy**

1.4 Expanded Policy Role



Priority 2:

Population Health and Health Equity

**2.1 Promote Best Practices
Exchange**

**2.2 Conduct Education and
Advocacy to Advance
Population Health**

**2.3 Explore new Funding
Models/Streams**



Priority 3: Member Support

**2.1 New Member Orientation
and Mentorship**


**3.2 Workforce and
Leadership Development**

**3.3 Peer Education on
Priority Topics**





ROLES

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- **Prioritize and direct CHEAC activities and partnerships**
 - **Design meeting agendas and incorporate member suggestions**
 - **Serve as key member support liaisons**
 - **Provide regular updates to membership on achieving the activities within the strategic plan**



EXECUTIVE COMMITTEE



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- **Participate in member surveys**
 - **Share areas of expertise and lead learning sessions**
 - **Participate in advocacy efforts**
 - **Communicate support and/or concerns with CHEAC direction to EC**



MEMBERS

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- **Implement activities with guidance from EC**
 - **Administer member surveys and share results**
 - **Design public health campaign materials and member advocacy tools for EC approval**
 - **Coordinate linkages among members for peer-to-peer learning**



STAFF



THANK YOU!