

COUNTY HEALTH EXECUTIVES ASSOCIATION OF CALIFORNIA (CHEAC) 3-YEAR STRATEGIC PLAN

January 1, 2018 – December 31, 2020

About CHEAC

The County Health Executives Association of California (CHEAC) is a statewide organization of county and city Health Department and Agency Directors, who are responsible for the administration, oversight, and delivery of a broad range of local public health and indigent health care services. Members represent a variety of administrative and health professional disciplines.

What We Do

- **Promote** effective public policy through legislative, state budget, and administrative advocacy.
- **Evaluate** program structures, including administrative and fiscal elements, and educate policy makers on strategies to successfully deliver local health services.
- **Collaborate** with key health and professional organizations to further our common health improvement goals.

2018 – 2020 Strategic Plan

Strategic Plan Vision

Over the next 3 years CHEAC will seek to: 1) ensure stable funding levels for our membership and enhance our collective ability to shape and inform legislative and regulatory decisions; 2) improve community health by supporting member population health and health equity efforts and; 3) support the development of department/agency leaders and organizations. The proposed strategic plan priorities, while maintaining our commitment to foundational CHEAC member support roles and functions, are intended to increase the impact of our collective work and value to our membership.

Strategic Plan Priorities and Strategies

Policy and Advocacy <i>Conduct policy and advocacy activities to protect public health funding and educate legislators and other stakeholders about the role and value of public health departments/agencies</i>	Population Health and Health Equity <i>Assist members in their efforts to positively impact population health and health equity through innovative, integrated, and upstream approaches that address prevention and the social determinants of health</i>	Member Support <i>Facilitate peer education and other targeted assistance to support members</i>
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	2.1. Promote Best Practices Exchange 2.2. Conduct Education and Advocacy to Advance Population Health 2.3. Explore New Funding Models/Streams	3.1. New Member Orientation and Mentorship 3.2. Workforce and Leadership Development 3.3. Peer Education on Priority Topics

Description of Strategic Plan Priorities, Strategies, and Outcomes

PRIORITY 1. Policy and Advocacy

Conduct policy and advocacy activities to protect public health funding and educate legislators and other stakeholders about the role and value of public health departments/agencies

STRATEGIES

OUTCOMES

- 1.1 Tell the Public Health Story and Cultivate “Champions”.** Implement a communications strategy to educate legislators and key stakeholders about the role and impact of public health departments and health service agencies, as well as cultivate a cohort of legislators to serve as public health champions
- 1.2 Leverage Partnerships.** Enhance formal collaboration and joint advocacy with other traditional and non-traditional associations addressing similar issues
- 1.3 Equip Members for Advocacy.** Provide technical assistance, training, and tools for local members to advocate and educate their legislators and local elected officials
- 1.4 Expanded Policy Role.** Prepare organization for a more proactive role in developing and sponsoring California legislation that aligns with member priorities

- Increased legislative presence and engagement with policy makers
- Collaborative advocacy initiatives by 2020
- One advocacy TA training or tool provided annually
- Establish process for sponsoring legislation

PRIORITY 2. Population Health and Health Equity

Assist members in their efforts to positively impact population health and health equity through innovative approaches that address prevention and the social determinants of health

STRATEGIES

OUTCOMES

- 2.1 Promote Best Practices Exchange.** Create forums for members to share innovative and proven practices, programs, and community partnerships that impact population health and health equity, including programs that address prevention and the social determinants of health
- 2.2 Conduct Education and Advocacy to Advance Population Health.** Implement a campaign to educate legislators and other stakeholders about population health, health equity, and the social determinants of health, as well as, promote legislation and programs to meet these goals
- 2.3 Explore New Funding Models/Streams.** Advocate for innovative funding models that promote population health, health equity, and an integrated service approach

- Survey of member topical/subject interests conducted annually
- At least one member-led learning session during membership meetings conducted annually
- At least one legislator/stakeholder education event or campaign conducted annually
- New budget requests introduced promoting new funding models/streams

PRIORITY 3. Member Support

Facilitate peer education and other targeted assistance to support members

STRATEGIES

OUTCOMES

- 3.1 New Member Orientation and Mentorship.** With member leadership, establish a standard orientation and mentor program for new public health executives
- 3.2 Workforce and Leadership Development.** Convene member forums/committees to explore and pursue new initiatives and advocacy to achieve a sufficient and highly-skilled public health workforce
- 3.3 Peer Education on Priority Topics.** Annually assess member education priority issues and develop forums for peer-led information exchange about best practices

- Peer orientation/mentor program initiated by December 2018
- Annual identification of member peer education priorities
- One peer-led education event conducted annually