



2016 PHABC Strategic Plan

Vision

A fair and healthy British Columbia for all.

Mission

PHABC promotes health, wellbeing and equity for all British Columbians through leadership in public health.

Approach

As a member-driven organization, we fulfill our mission through advocacy, collaboration and engagement activities, education, and research throughout the spectrum of public health practice and systems including prevention, promotion, protection and policy.

Identified Priorities

Eliminating poverty; reducing health/socioeconomic inequities; addressing climate change and healthy environments; contributing to a sustainable, equitable economy; and preventing violence.

PHABC Goals

1. To advance evidence-based policies that promote health, wellbeing and social equity

Objectives:

- Ensure that evidence informed policy is presented to the board addressing health promotion, wellbeing and social equity.
- Pursue partnerships and allies with NGOs, civil society and governments to generate Healthy Public Policy.

- Communicate recommended policy in a publicly accessible manner.
- Advocate for implementation of policies at all levels of governance.
- Evaluate influence within policy community.

2. To build support among British Columbians' for the work of public health, by increasing their knowledge of and engagement in public health issues.

Objectives:

- Enable sustained, responsive and coordinated public engagement partnerships.
- Provide provincial leadership by working with others to promote decision-making and to support and facilitate effective public engagement processes.
- Work independently and with partners to develop, implement and evaluate public engagement strategies to engage the public in addressing identified public health issues.
- Work with others to develop and improve processes, tools and resources to help recognize and increase understanding of public needs, opportunities and priorities.
- Develop and maintain a public presence, through various communications channels.

3. To foster innovation and excellence across the spectrum of public health practice and build workforce capacity

Objectives:

- Promote excellence in public health practice through various mechanisms including professional development, awards programs, mentorships, networks and other projects,
- Seek to advance competency development by influencing curriculum, continuing education, and skill development programs,
- Advocate for adequate resources in public health and professional development, and
- Identify innovation and excellence through research and practice reviews.

4. To have a vibrant, member driven, sustainable organization

Objectives:

- Develop, engage, and monitor membership.
- Generate new funding streams and partnerships.
- Develop organizational sustainability via: membership, projects, events, and sponsorship.
- Enhance internal capacity to pursue strategic goals.
- Ensure the association is compliant with the societies act and uses generally accepted accounting practices to be transparent and accountable to its members, partners, and funders.