

NNPHI Strategic Directions: May 2011 thru June 2012
Approved May 18th, 2011

Vision:

Innovation-fostering public health institutes across the nation collaborating to improve population health.

Mission:

NNPHI supports national public health system initiatives and strengthens public health institutes to promote multi-sector activities resulting in measurable improvements of public health structures, systems and outcomes.

Strategic Directions

1. Foster high performing public health institutes (PHIs) in states and selected regions.

- Develop and implement a comprehensive technical assistance strategy, built on the Keys to Success, which supports the establishment and growth of PHIs in their various stages of maturity, program scope, and size. The Keys to Success include:
 - broad, population health vision
 - strategic partner involvement
 - entrepreneurial leadership
 - funding (core and programmatic)
 - organizational and programmatic capacity
- Support the expansion of the capacity of PHIs to add value to the public health system by providing learning and funding opportunities for the following competencies and approaches:
 - population-based health program delivery
 - health policy
 - training and technical assistance
 - research and evaluation
 - health informatics and communications
 - fiscal/administrative management
 - collaborative leadership
- Develop the ability of PHIs to evaluate and communicate their impact on the public health system, and population health

2. Maintain a national network that effectively supports the establishment and growth of state and regional PHIs.

- Be the national voice for public health systems innovations through PHIs: create and participate in opportunities to share the work of PHIs, advocate for the work of PHI's and advocate for their leadership in national public health systems innovations and as they are implemented in states and regions.
- Establish relationships with other associations and organizations (e.g., ASTHO, NACCHO, NALBOH, CDC, HRSA, AHRQ, NIH) that enhance the effectiveness of NNPHI and its member institutes

- Utilize the capacity and expertise of member institutes in collaborative efforts that advance the strategic directions of the NNPHI.
- Secure resources that support an appropriate number of NNPHI staff members that have the needed skill sets to achieve the organization's strategic directions and to identify and develop future strategic opportunities.
- Use performance measures to track and enhance the efficiency and effectiveness of NNPHI as an organization.

3. Implement strategic health, policy and system improvement initiatives that capitalize on and utilize the unique characteristics and potential of PHIs.

Facilitate a process that enables NNPHI to create collaboratives, partnerships and opportunities to address critical and emerging public health issues; including, but not limited to the following:

- Improved population health initiatives to address conditions that lead to high morbidity and mortality, such as physical activity and nutrition initiatives to address obesity
- Increased use of health information technology and health information exchange (HIT/HIE)
- Increased technical assistance capacity to support the implementation of an accreditation system for state and local public health entities
- Increased activities that bridge public health and primary care efforts involving PHIs, public health agencies and primary care organizations such as hospitals, federally qualified health centers, accountable care organizations and medical homes
- Increased partnerships to develop coordinated community health assessments and activities that respond to community needs.
- Increased availability and use of state and local data and data systems to promote population health
- Increased quality improvement practice in public health systems and public health agencies.
- Improved promotion of population health improvement strategies including strategies that are appropriate in the context of health care reform.

4. Educate and advocate for strategic and evidence based public health practices and policies in collaboration with PHIs. (NNPHI will explore and refine this new strategic direction)

- Develop NNPHI's capacity to prioritize national public health practice and policy issues of interest and concern to PHIs.
- Conduct national level analysis on evidence based public health practices and policies.
- Develop a process for NNPHI to educate and advocate for evidence based public health practices and policies