

NTNUPHA Three-Year Strategic Plan

2017-2020

**Northwest Territories and Nunavut
Public Health Association**



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Background

The Northwest Territories and Nunavut Public Health Association (NTNUPHA) is a voluntary, not-for-profit association with a community health perspective. The association was founded in 1977 as the Northwest Territories Branch of the Canadian Public Health Association (CPHA). At that time, the Northwest Territories (NWT) included what is now Nunavut.

In 2010, the Northwest Territories Branch became the NTNUPHA to represent both Territories. Other provincial associations had long ago formed provincial associations. While still associated with the CPHA, this move strengthened our northern identity.

Over the years, we have been involved in a breadth of projects that address northern public health issues. Examples of projects include *Building Multi Sectoral Collaboration* with the Yukon Public Health Association; *Healthy Foods North* in partnership with the University of Alberta and the Government of Northwest Territories (GNWT); and smoking awareness programs such as *The Quit and Win Challenge* with the GNWT.

As an Association, whose revenue stemmed from membership fees collected from a small membership base, special projects provide the opportunity to address public health issues and promote positive change in the north. Projects have extended our reach to the public and potential new members. The Association logo is visible on resource materials and other forms of advertising.

The current Strategic Plan was due for update. Lessons learned from the last Strategic Plan included: the challenge of overseeing work on a volunteer basis, expanding burden of projects on board members with advisory roles lead to hiring an external bookkeeper to do all project accounting, diminishing membership, retiring active membership who were familiar with public health partnerships, and the biggest factor - changing funding model and its impact on our opportunities for partnership and shared project funding. At our Annual General Meeting (AGM) in the fall of 2014, a motion was passed to update our Strategic Plan.

The development of this Strategic Plan was a collaborative effort led by a six-member working group, with much input from stakeholders within and outside the organization. The Working Group started working on this plan in June 2015, by taking steps to do a stakeholder analysis (present and potential members), assessing our membership and potential membership of their interests and expertise and membership values for our Association, which guided our draft presented at our AGM in 2016. From there we had a 1-day workshop, with guests from our Working Group, Board and potential members. Collectively, we are so pleased to present our Strategic Plan and look forward to developing a workplan to achieve tasks to complement this strategy.

This Strategic Plan outlines who we are, what we work for, and what our accomplishments will be over the next three years. This will be a living document that can be continuously improved with regular monitoring and evaluation.



Vision, Mission, Values and Issues

Our Vision

A dynamic and sustainable supportive environment that promotes health among all residents throughout their lives.

Our Mission

NTNUPHA is committed to and passionate about providing leadership, sharing knowledge, and improving health equity for all.

Our Values

The following values represent our core beliefs and principles.

- Equity
- Inclusiveness
- Collaboration
- Evidence-driven
- Holism

Our Issues

NTNUPHA focused issues for this Strategic Plan are:

- Mental Health
- Chronic Diseases
- Food Security



Goals

The three issues listed will be the vehicle to achieve the following three goals. As the issues are addressed in our workplan, we will use the goals to direct our approach and planned outcomes.

Goal 1: Establish a diverse, active membership

- **Knowing who we are:** We aim to know and understand our members. On an annual basis, we will map the skills and interests of our membership to help us prioritize and choose activities that not only align with our strategic framework, but also allow us to apply our expertise where we can have the greatest impact. This information will be stored in a *Member Skills and Interest Bank*.
- **Engagement, recruitment and retention:** We will develop an engagement and recruitment strategy to guide efforts to ensure all current and potential members understand the benefits of membership as well as what we do and what we stand for.
- **Strategic positioning:** We will position the Association so that members can get involved in and contribute to current, relevant public health discussions in a meaningful way.

Goal 2: Strengthen public health partnership in the Northwest Territories and Nunavut

- **Targeted stakeholder management:** Our engagement of stakeholders and partners will be informed by regular analysis of the external environment as well as stakeholder influence and interest. We aim to partner with key players who possess a combination of high influence and high interest in our vision, but will also work to address the special needs of other specific groups who may not yet fully realize their potential in public health issues.
- **Cost-sharing and collaboration:** While we will scan for potential funding sources on a continual basis, emphasis will be placed on projects in partnership. Cost sharing and collaboration with organizations that share our vision will allow the Association to leverage its resources and succeed in our projects in a more efficient manner.
- **Facilitation of student opportunity:** In recognition of growing interest among university graduate students in northern research, we will position the Association as an important partner to universities and other northern research groups that can help to guide and enrich the student experience.



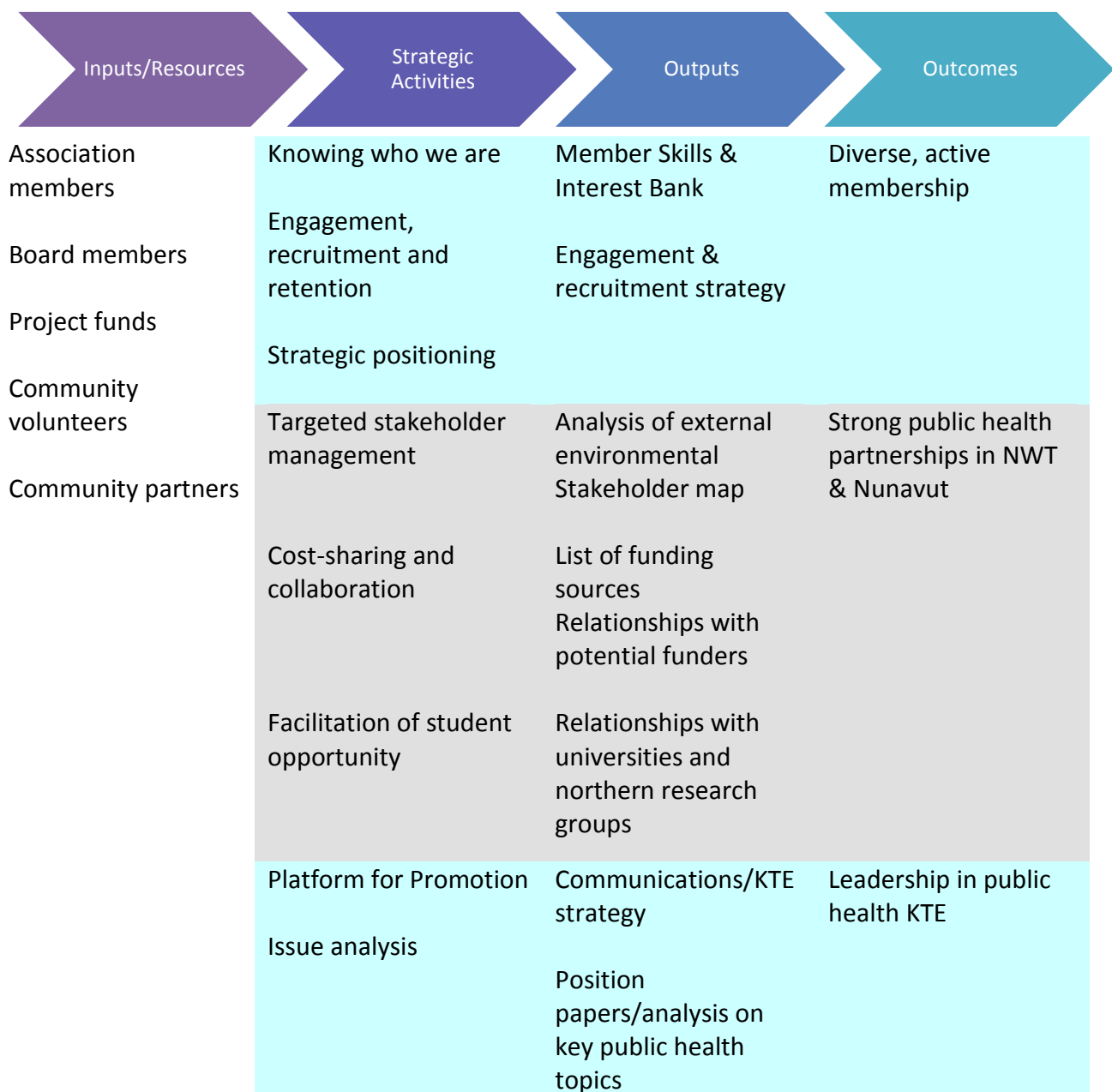
Goal 3: Become a northern leader in public health knowledge transfer and exchange (KTE)

- **Platform for promotion:** We will develop a strategy for communications and KTE to ensure that relevant public health research and information is available and accessible to our members and stakeholders for us in practice, planning, and policy-making. This strategy may include research, workshops, networking and linkage activities, and the creation of an online presence for the Association.
- **Issue analysis:** We will provide information and analysis on the public health problems and solutions of the day that align with the skills and interests of our membership and have significant impact on the lives of residents of the Northwest Territories and Nunavut.

Evaluation

Evaluation of a program is a systemic collection of information that is used to assist in judgments and informs decisions. Evaluation is used to demonstrate accountability, direct planning and inform program improvement.

Since our strategic plan is dynamic, we will rely on evaluations to inform and guide us. A basic logic model to guide our monitoring and evaluation processes is below.



Strategic Plan Model

