Mission
Uniting and strengthening the voice for public health in Iowa.

Vision
A healthy and thriving Iowa because of the strong foundation laid by public health.

Values
Independent and respected.
United and inclusive.
Focused and proactive.
Core Functions

1. **Organizational Capacity Building**
   To increase resources in our organization so that we can be stronger, more aggressive and sustainable. Build a disciplined “not now” muscle to focus our resources. Increase our effectiveness as a network node/hub.

2. **Education and Advocacy**
   To advance public health in Iowa by: focusing our network on core public health issues; optimizing timely issues; and proactively pushing ahead important core public health issues over time. Act as a supporter, in limited yet strategic ways, on topical issues that have momentum. Refrain from using energy on issues that have no momentum, leadership, or are not core to public health.

3. **Member Services**
   To directly serve our members by providing education and curating resources. Integrate new focus into member services. Add/eliminate programming that is not financially successful.
Strategic Approach

IPHA’s Strategic Approach: Focus the Network

☑️ Select a handful of issues/topics/causes and direct the attention of the entire network and state to make progress
☑️ Keep the attention and progress moving on these issues/topics/causes
☑️ Position ourselves as a leader on these issues/topics/causes
☑️ Integrate a handful of issues/topics/causes as priorities in advocacy and programming

Strategies IPHA Chose Not to Prioritize

☐ Operate or pilot test public health programs
☐ Build a pipeline to deliver external resources to Iowa
☐ Expand the network to embrace all health issues
☐ Extend the reach and disseminate the priorities of public health partners

Principles of Network Leadership

☑️ Direct resources in and around the network, not direct operation of public health programs
☑️ Collaborative work
☑️ One HUB in a network of HUBS
Prioritizing Resources

An opportune moment

Offer a menu of discrete activities.
- Sign letter
- IPHA member to attend meetings
- Distribute information in newsletter

Pour energy & resources to maximize opportunity.
- Staff and board powered
- Proactive: Direct advocacy, convening, using leverage, capacity building with members

Observe
“Not at this time.”

Develop a strategy to make most important issues timely.
- Staff powered
- Planning/nudging openings

The winds are against progress

Priority Actions

1. Programs-Advocacy
   Integrate strategic focus into advocacy and programming.

2. Staffing
   Add FTE to support IPHA’s important mission.

3. Fundraising
   Increase revenue to support a stronger, bolder organization.

4. Communications/Marketing
   Develop stronger communications to share the public health message.

5. Board
   Help the organization to focus and grow.