

## 2018 LPHA Outlook

By Bonnie Brueshoff, Dakota County Public Health Director & 2018 LPHA Chair



As we embark on a new year, Local Public Health Association (LPHA) members look forward to strengthening existing partnerships and developing new partners to promote and protect the health of Minnesota residents. Through our strategic planning process and in setting legislative priorities, we have our work cut out for us in 2018!

The four goal areas in the LPHA Strategic Plan for this next year are:

- 1. Membership Engagement:** We recognize the importance of a connected and engaged membership. With many new directors and managers working in local public health, we remain committed to pursuing strategies to increase meeting attendance, engagement and networking opportunities for members. Our efforts will include: supporting implementation of a Vido agreement with DHS, which provides innovative opportunities for connecting with members and peers through videoconferencing; assessing LPHA's regional structure for opportunities to enhance mentoring and support; and strengthening our orientation process for new public health leaders.
- 2. Public Health Leadership and Workforce:** We are committed to developing our future workforce and providing opportunities for members to grow as leaders. To accomplish this, we will be: exploring opportunities to collaborate with partners on employee retention and professional development initiatives; cataloguing current leadership development opportunities (and gaps) and helping to promote such events to members; and continuing to pursue opportunities to co-sponsor trainings and professional development seminars for members, such as the Minnesota Fall Supervisor's Conference, New Director's School and testimony training.
- 3. Health In all Policies:** We want to further health in all policies as a collaborative approach to improving the health of all people by incorporating health considerations and an equity lens into decision-making across sectors and policy areas. We will engage with local and state partners to pursue collaborative solutions that focus on: strengthening MN's public health system, reducing adverse childhood experiences (ACEs), and addressing the opioid crisis and substance abuse. In addition, we will continue to establish opportunities for local public health to meet with state agency staff and AMC affiliates on shared priority issues.

- 4. Public Health Brand:** The work of local public health isn't always visible, but we're all safer and healthier because of it. To increase visibility and communication efforts of local public health and our association, we will: work to establish a joint communication strategy and calendar with the MN Department of Health; revamp LPHA's website; and initiate the development of an LPHA communication plan, taking into account current outreach and assessing the value of developing a social media presence to boost advocacy efforts, better engage with media, and elevate the work of local public health agencies.

In addition to implementing the goals in the LPHA Strategic Plan, we will be working on the following 2018 Legislative priorities:

- **Local Public Health Grant:** LPHA supports outreach and education regarding the need to increase funding for the Local Public Health Grant in the FY19 budget year to restore local capacity to maintain core, state-mandated services, address emerging public health issues, and relieve local tax levies.
- **Telehealth for Infectious Disease Investigation, Prevention & Treatment:** LPHA supports revisions to the MN Telemedicine Act that allow local public health providers to bill MA more than three times per week per enrollee for telemedicine services conducted for the purposes of infectious disease investigation, prevention and treatment.
- **Health Care Access Fund & Provider Tax:** LPHA supports reinstating the provider tax in the absence of an alternative funding source for the Health Care Access Fund.
- **Opioid and Substance Abuse Prevention:** LPHA supports policies and new funding that address opioid and substance abuse through public health prevention
- **Promoting Healthy Communities & Healthy Behaviors:** LPHA supports maintaining state funding for programs that promote healthy communities and healthy behaviors, including family home visiting and the Statewide Health Improvement Partnership.

Onward to 2018! We are thankful for the expertise and commitment of our members and the ongoing support from AMC and other affiliate organizations. We look forward to working together to make 2018 a healthy and productive year! ■

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