



## MISSION

The Local Public Health Association of Minnesota (LPHA) works to achieve a strong and equitable public health system through leadership and collective advocacy on behalf of the public health organizations of Minnesota's city, county, and tribal governments.

## WHO WE ARE

Established in 1995 as an affiliate of the Association of Minnesota Counties, the LPHA is a member-based association representing more than 200 public health directors, community health services administrators, managers and supervisors from all 87 counties and some tribal governments.

## CORE VALUES

- Advocacy
- Collaborative
- Equity
- Informed
- Innovative
- Leadership
- Strategic
- Supportive
- Trustworthy

## GOAL 1: Define "Who We Are" and "What We Do" during Changing Times

*The LPHA Director, working with the Executive Committee, will continue to actively and creatively engage LPHA members by exploring strategies to increase general membership meeting attendance, engagement, and networking opportunities.*

- Invest in new leadership development programming and opportunities.
- Develop a communications strategy that reflects changing member needs.
- Determine strategies for continuing to increase and diversify statewide participation.
- Strengthen advocacy efforts beyond legislative to create a "public policy" umbrella that encompasses local as well as state-level work.
- Align and strengthen, as appropriate, leadership opportunities (including those for legislative advocacy and policy development) with other initiatives and in collaboration with partners, including but not limited to NACCHO, MDH, DHS and AMC.
- Support local public health agencies on their journey towards optimizing best practices.

## **GOAL 2: Attract and Cultivate Strategic Partnerships**

*The LPHA Director, working with the Executive Committee and other LPHA standing committees, will strive to attract and cultivate partnerships that raise the visibility of local public health, expand resources, and create new member leadership opportunities.*

- Incorporate environmental health issues into LPHA state and regional agendas.
- Cultivate strategic partnerships with other health-related organizations.
- Improve relationships with academic institutions to enhance research expertise and additional professional development opportunities.
- Build partnerships to evaluate and access new and existing sources of data.

## **GOAL 3: Lead Collective Action that Reflects the Core Functions of Local Public Health**

*The LPHA Director, working with the Executive Committee, will lead core functions to leverage the collective action of statewide membership.*

- Build and maintain sustainable capacity to respond to and lead on prevention efforts.
- Ensure resources to complete core Public Health functions through policy or legislation.
- Facilitate two-way communications between representatives of LPHA on committees and back to LPHA membership (e.g. EHCIB, IDCIB).
- Invest in education efforts that help members access accurate, scientifically based and complete information.