Health Officers Association of California
Strategic Map: 2016-2018

Optimize the Impact of Health Officers to Improve Health and Wellbeing for All

A
Enhance Member Expertise and Influence

1. Identify and Publicize Relevant CME Outside of HOAC
2. Include Expertise from Other Sectors in CME
3. Coordinate CME Topics/Focus with the HOAC Strategic Plan
4. Expand Health Officer Understanding of the Workings of Local Government
5. Provide Training and Support for Publicizing the Work of Local Public Health

B
Lead in Legislative and Policy Advocacy

1. Support Health Officers to Be Better Legislative and Policy Advocates
2. Develop a HOAC Legislative Agenda that Health Officers Can Share
3. Facilitate Health Officer Interaction with Policy Makers
4. Build Relationships Between Policy Makers and HOAC Staff
5. Train Health Officers in Advocacy and Coalition-Building at the Local Level

C
Identify & Address Social & Environ. Factors Impacting Health

1. Establish New Partnerships with Expertise in Social and Environmental Factors
2. Identify Legislation and Policy Impacting Social and Environmental Factors
3. Redress Legislation and Policy that Maintain Health Disparities
4. Identify, Gather and Present Data on Social & Environmental Factors & Health Impacts
5. Build a Shared Understanding of Health Equity

D
Leverage Resources to Respond to Needs and Opportunities

1. Maintain Financial Stability
2. Monitor and Address Health Officer Needs
3. Build Relationships to Enhance Opportunities
4. Build Stakeholder Involvement in HOAC Activities
5. Support HOAC Staff Development

E
Advance Health Equity

F
Demonstrate the Value of Local Public Health and Health Officers

G
Advance Health in All Policies