

Strategic Map: 2020-2022

Vision: Healthy communities through excellence in public health nursing practice and leadership

Provide the national voice for PHN Practice

Promote the role of public health nursing practice in advancing health equity and social

justice

Describe and promote the unique value of public health nursing investments in improving population health

Participate with national partners in advocacy efforts addressing improvements in the public health system and health outcomes

Build capacity in PHN Practice

Promote a national effort to implement public health nursing residency

Identify and promote leadership opportunities for public health nurses

Provide educational opportunities to support 21st Century skills in the public health nursing workforce

Strengthen APHN as an organization

Grow and diversify APHN membership

Recruit strategic partners to provide financial sponsorship for APHN efforts

Assure alignment of APHN committees and workgroups with APHN's strategic goals

Leverage relationships for collective impact

Pursue and promote state, regional, and national partnerships to advance public health nursing's role in achieving health equity

Recruit partner organizations as APHN affiliate members to support strategic priorities

Advocacy for the public's health

Health equity and social justice

Advancement of public health nursing

Outcomes

- Establishment of Practice-Based Research Workgroup and Plan
- 2. Initiation of one new practicebased research effort per year
- 3. Engagement in advocacy efforts with at least three national partner organizations or coalitions annually
- 1. Promote PHN residency and content modules through annual conference
- 2. Pursue resources for development of PHN residency technical assistance and mentor network
- 3. Provide peer mentorship to build leadership capacity among emerging APHN leaders
- 1. Grow APHN membership by 20% percent annually; grow sponsorships by 50%
- 2. Assure active committees and workgroups in place to address each strategic priority
- 3. Implement APHN business plan, communication plan, membership development plan
- Initiate one new
 partnership effort
 focused on health
 equity per year
- 2. Recruit three APHN affiliate organizations per year, supporting strategic priorities

Mission: Advance the practice of public health nursing to promote the public's health