

# ASTHO Strategic Map 2013-2015

**Strengthen the Effectiveness, Value, and Relevance of State and Territorial Public Health in Promoting Health Equity and Improving Health Outcomes**

**Support S/T Health Official Effectiveness and Success Continuously**

Disseminate Factors that Affect SHO Success

Strengthen Support for New, Veteran, and Former SHOs

Enhance SHO Interaction, Collaboration, and Peer Support

Strengthen Interaction of SHOs with ASTHO Staff

Support Leadership Development for Senior Deputies and Leadership Teams

**Serve as the Collective Voice & "Go To" Resource for S/T Public Health**

Develop, Prioritize & Align Policy Agenda to Support S/T Public Health

Implement Focused Federal Advocacy Agenda

Support Members with Critical S/T Health Policy & Public Health Law Information

Communicate Credible, Timely Information on S/T Public Health

Serve as a Leader in S/T Public Health Practice, Systems & Services Research

**Strengthen Mission-Driven S/T Public Health Practice**

Define & Prioritize Portfolio of Current Mission-Driven Initiatives

Establish Agile Mechanism to Identify & Rapidly Respond to Emerging Opportunities

Implement Prioritized Initiatives

Strengthen Capacity to Prepare for & Respond to Emergencies

Meet Member Needs for Technical Assistance and Share Best/Future Practices

**Implement a Sustainable ASTHO Economic Model**

Develop a Business Plan Aligned with Prioritized Activities

Align Funding Opportunities with Strategic Priorities

Maximize Diverse, Sustainable, and Flexible Funding

Leverage Funding Relationships with Alumni, Corporate, and Other Partners

Develop Appropriate Revenue Generating Services/Products

**Continue to Increase ASTHO's Organizational Effectiveness**

Streamline Internal Systems and Align with Strategic Priorities

Recruit, Retain, and Develop Quality Staff

Increase Organizational Adaptability and Scalability

Continue to Improve Internal Communication

**Align the Governmental Public Health Enterprise Across Local, State, and Federal Sectors**

**Leverage Relationships and Expertise Among Members, Affiliates, and Other Strategic Partners**

**Cultivate Continuous Quality Improvement**