



# STRATEGIC PLAN

2017-2020



## VISION

A HEALTHY WORLD  
THROUGH  
HEALTH  
EDUCATION

## MISSION

PROVIDE GLOBAL LEADERSHIP TO THE  
PROFESSION OF HEALTH EDUCATION  
AND HEALTH PROMOTION AND TO  
PROMOTE THE HEALTH OF SOCIETY

Our vision is simply stated — A healthy world through **health education.**

## PREAMBLE

Our vision is simple — A healthy world through health education. SOPHE, a leading voice and source of information and support, seeks to advance the profession of health education and health promotion by innovation in theory and research, excellence in professional preparation and practice, advocacy for public and organizational policies conducive to health, and the achievement of health equity for all.

Today, SOPHE is dedicated to promoting and advancing the expertise and impact of health education. As a membership organization, SOPHE works with its members and partners to impact health through the skills and capacities of health education and health promotion. SOPHE has crafted a revised strategic plan for 2017-2020 that reflects its core values:

- Continual pursuit of excellence.
- Outstanding service to its members and to society.
- Social justice, diversity, and inclusion among all races, ethnicities, cultures, abilities, and preferences.
- Attention to mentoring and professional development through the lifespan of practicing professionals.
- Ethical action in all that we do.

Our mission is clear — To provide global leadership to the profession of health education and health promotion, and to promote the health of society. We recognize that SOPHE is vital to the health of society. This leadership is driven by two guideposts:

- SOPHE as an organizational leader; and
- SOPHE's responsibility to ensure substantial and sustainable future leaders in the profession.

## STRATEGY 1

### Build health education/health promotion capacity

It is critical to build health education/health promotion capacity at all levels – in the health education community, within the SOPHE organization, and among individuals – through professional development, preparation and continuing education.

Based on the needs of the profession, the organization and its members, this strategy has impact measures for improvement in health education, school health education and health promotion capacity.

#### Goals:

- Present a range of professional development opportunities annually to meet the needs of SOPHE national and chapter members, and public health and health education professionals.
- Continue to integrate school health professionals into the capacity building plans for membership.
- Expand targeted leadership development to improve succession planning and advance SOPHE's mission and vision.





## STRATEGY 2

Advance health education/health promotion knowledge, practice and research

To advance the health of people around the world, SOPHE is creating and disseminating new knowledge related to evidence-based health education and health promotion.

SOPHE will work to enhance the capacity of public health education researchers, practitioners, and community partners to strengthen and refine research and practice skills.

The impact measures ensure SOPHE's promotion of emerging and promising areas for health education, health promotion research and practice, and opportunities for SOPHE members and partners to disseminate this knowledge to help SOPHE achieve its mission.

### Goals:

- Increase the reach and impact of current and emerging professional peer-reviewed journals.
- Identify and promote emerging and promising areas for health education and health promotion research and practice.



## STRATEGY 3

Promote and advocate for health-enhancing systems and policies

Pursue continued advocacy and communication for systematic support of health education, health promotion, and professional practice.

SOPHE staff, board, chapters, committees and members actively advocate for health education and health educators emphasizing systems level impact and health equity.

This goal encompasses the need for strategic partnerships to improve prevention research funding at state and local levels to implement programs that encourage health equity, and policies that promote improved health for all populations.

This goal will produce strategies to strengthen awareness of health education and health promotion professions by increasing public awareness and implementation support for health policy development. Performance measures emphasize the potential to impact health through advocacy initiatives and promotion efforts.

### Goals:

- Strengthen advocacy capacity and activities for health equity, population-level prevention, prevention funding at the state/local levels, prevention research, and other emerging health education priorities.
- Strengthen public and policymaker understanding, awareness and support for the profession of health education and health promotion.

## STRATEGY 4

### Maximize operational performance

Secure the technological, financial and human resources required to be one of the leading nonprofit organizations promoting public health education in the United States.

SOPHE maintains operations that align with best practices in the core functional areas of nonprofit organizations. Impact measures look at a few key indicators of organizational operations recognizing more detailed information will be needed at the staff/operational plan level.

#### *Goals:*

- Ensure sustainable resources.
- Track and monitor organizational performance.



SOPHE's 2017-2020 strategic plan was developed using Results-Based Accountability.™ Results-Based Accountability,™ also known as Outcomes-Based Accountability,™ is a data-driven, disciplined way of thinking and taking action that organizations use to improve the performance of their programs or services. Results or goals are clear and data is continuously collected to measure whether results are achieved.

### *About SOPHE*

The Society for Public Health Education (SOPHE) is a nonprofit, independent professional association that represents a diverse membership of nearly 4,000 health education professionals and students in the United States and 25 international countries.

SOPHE members work in schools, universities, voluntary organizations, health care settings, worksites, and in local, state and federal government agencies.

---

Society for Public Health Education  
10 G Street, NE, Suite 605  
Washington, DC 20002  
Phone: 202.408.9804 | Fax: 202.408.9815  
[www.sophe.org](http://www.sophe.org)

Email: [info@sophe.org](mailto:info@sophe.org)  
[@SOPHEtweets](https://twitter.com/SOPHEtweets)