



SOPHE is dedicated to promoting and advancing the expertise of health educators and the impact of health education. As a membership organization, SOPHE works with its members and partners to improve the health and well-being of all people through the skills and capacities of health education and health promotion.

SOPHE has crafted a future-focused strategic plan for 2026-2030 that reflects its vision, mission and core values.

# SOPHE

Society for Public Health Education

## STRATEGIC PLAN 2026-2030

### GOAL 1

#### Strengthen Health Education & Promotion Capacity

Ensure a dynamic, prepared, and supported workforce that advances health equity.

##### OBJECTIVES

- Elevate the profile of health education professionals.
- Grow a vibrant, diverse community where members are supported, connected, and engaged.
- Ensure that belonging to SOPHE is an enduring feature of each member's professional journey.
- Strengthen relationships with partner organizations and build new ones across disciplines that provide health education.

### GOAL 2

#### Advance Health Education & Promotion Pedagogy, Practice, and Research

Lead the field in reimagining education and scholarship for greater impact.

##### OBJECTIVES

- Increase readership and impact of SOPHE publications.
- Expand learning opportunities that translate research into practice.
- Support innovation that showcases the impact of health education in practice.
- Champion and promote health education research.

### GOAL 3

#### Promote and Advocate Health-Enhancing Systems and Policies for All People

Be a national voice advancing the profession and health equity.

##### OBJECTIVES

- Be a leading voice for the profession.
- Advance the value and role of health education research in policy and practice.
- Equip members with the tools, skills, and confidence to advocate year-round.
- Empower chapters with the tools, training, and support needed to be powerful advocates in their own communities.

### GOAL 4

#### Cultivate Operational Excellence

Ensure SOPHE is a sustainable, innovative, and future-ready organization.

##### OBJECTIVES

- Expand and diversify revenue streams and continuously strengthen financial health.
- Invest in staff capacity and continuity to create a resilient, future-ready organization.
- Strengthen the mutually beneficial collaboration and communication between the national office and chapters.
- Promote a digital-first culture that drives automation, fosters efficient processes, and embeds continuous quality improvement.
- Remain a steadfast steward of organizational resources.

\*This strategic plan is a dynamic framework designed to adapt in a changing landscape and will be revised as necessary.