

Arkansas SOPHE Strategic/Action Plan

The mission of AR SOPHE is to promote, encourage and contribute to the advancement of the health of all people through education and to enhance professionalism through the standards of professional preparation and practice of health education.

Goal 1: To expand the reach and effectiveness of AR SOPHE’s advocacy efforts within the state of Arkansas and nationally through SOPHE’s efforts.

Activities	Responsible Party	Evaluation Criteria	By When 2010-2015	Budget
Build advocacy skills of membership through training	Executive Committee President Elect	Training evaluations	Annually	\$300
Add Member at Large position to include member of Board of Health Education representative	Executive Committee	By-laws change/meeting minutes	Fall 2008-ongoing	\$0
Develop communication network with ADH to monitor legislative agenda	President Elect	Communication sent/materials developed	ongoing	\$300
Prioritize advocacy issues and adopt top 3 that will be addressed each year	Executive Committee President Elect	Correspondence/attendance/conferences or sessions offered Meeting minutes	ongoing	\$250
President-Elect will participate in	Executive Committee	Minutes from conference calls	ongoing	

National SOPHE's Advocacy calls	President Elect			\$0
Provide legislative/policy updates at scheduled chapter meetings	Executive Committee President Elect	Meeting Minutes	ongoing	\$50

Goal 2: To promote the use of health education to eliminate health disparities in Arkansas.

Activities	Responsible Party	Evaluation Criteria	By When 2010-2015	Budget
Promote linkages with at least one organization each year that serves priority populations and foster the exchange of information and promoting best practices – Minority Health Commission (2008)	Executive Committee	Meeting minutes/attendance/correspondence	Each year	\$0
Provide educational offerings through regional workshops that promote the elimination of health disparities	Conference Chair- Member at Large	Post event evaluations	Each year	\$300

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Goal 3: To support and enhance the professional preparation and training of health educators and public health professionals in Arkansas.

Activities	Responsible Party	Evaluation Criteria	By When 2010-2015	Budget
1. Partner with UALR to promote CHES Preparation Course for interested applicants/SOPHE members.	Prof. Preparation Committee	Evaluations from session participants	January 2010 and offered for each exam	\$500
2. Increase the number of quality CEU opportunities for CHES/CPHE through development or co-sponsorship of events.	Conference Planning Prof. Preparation Committee	Evaluations/CEU's awarded	Ongoing	\$3000
			Ongoing	\$50
3. Continue to support mentoring program for students in Health Education. Sponsor mentoring day during Health Ed Week.	Membership Committee	Evaluations returned/student comments	October 2010 and Ongoing	\$75
4. Conduct assessment of current membership for training/professional needs	Executive Committee	Results of assessment	January each year	\$0
	Prof. Preparation	Copies of newsletter and		

<p>5. Increase recognition/distribute information about educational opportunities available through Arkansas SOPHE newsletter and other publications</p>		<p>increased participation at conferences/trainings</p>		<p>\$50</p>
<p>6. Recognize high quality health education practice through awards presented at the AR SOPHE conference.</p>	<p>Awards/Citations</p>	<p>Presentation of Awards/review process</p>	<p>February or March each year</p>	<p>\$150</p>

Goal 4: To proactively market health education in Arkansas.

Activities	Responsible Party	Evaluation Criteria	By When 2010-2015	Budget
1. Develop and distribute marketing materials/exhibit display for conferences and presentations.	Prof. Preparation Membership	Establish 2 opportunities for displays/exhibits each year	June/October each year	\$250
2. Identify marketing tools to be sold/offered as incentives to promote organization.	Membership	Total sales of marketing tools.	Regional conference dates ongoing	\$900
3. Create links to other professional websites for Arkansas SOPHE (Staff Education at UAMS, COPH, ArNA, ACRC)	Executive Committee Past President	# of websites for links to Arkansas SOPHE	2010	\$0
4. Establish regular contact with Universities/Colleges offering health education degrees for	Membership committee Executive Committee	Number of presentations done/Arkansas SOPHE members involved	January of each year	\$250

presentations about SOPHE	Prof. Preparation Past President	# of hits to website/assessment done annually		\$250
5. Internally manage AR SOPHE website to encourage and enhance communication				

Goal 5: To continually elevate AR SOPHE's performance in operations, governance and resource development to achieve the strategic plan.

Activities	Responsible Party	Evaluation Criteria	By When 2010-2015	Budget
1. Include/involve members of Arkansas Board of Health Education in SOPHE's activities by adding/inviting a member of the Board to sit on the Executive Committee.	Executive Committee	Position filled annually by Arkansas Board member. Minutes from Ex. Comm. meetings	ongoing 2010-2015	\$0
2. Increase student membership by 10%. Increase membership retention to 50%.	Membership Committee	Membership Roster Membership Committee reports	March 2011	\$150
3. Create mechanism for students to be represented on the Executive Committee.	Executive Committee	Executive Comm. Minutes	December 2011	\$100
4. Promote/increase diversity of	Executive Committee	Create/establish relationships		\$0

<p>Arkansas SOPHE leadership/membership.</p> <p>5. Provide an AR SOPHE representative to the House of Delegates meetings.</p>	<p>House of Delegate Representative</p>	<p>with Minority Health Commission, Mid-South Training Advisory Board other groups through participation on conference planning committee, promoting CEU's to these groups.</p> <p>Minutes of the HOD meetings and Delegate's report at AR SOPHE meetings</p>	<p>ongoing</p>	<p>\$3000</p>
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