

## Arkansas SOPHE Strategic/Action Plan

**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 2008-2010	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	Spring 2008	\$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	Fall 2008-ongoing	\$250
President-Elect will participate in National SOPHE's Advocacy calls	Executive Committee President Elect	Minutes from conference calls	ongoing	\$0
Provide legislative/policy updates at scheduled chapter meetings	Executive Committee President Elect	Meeting Minutes	Fall 2009	\$50

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

Activities	Responsible Party	Evaluation Criteria	By When 2008-2010	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

**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 2008-2010	Budget
1. Develop CHES Preparation Course for interested applicants/SOPHE members.	Prof. Preparation Committee	Evaluations from session participants	January 2006 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 2006 and Ongoing	\$75
4. Conduct assessment of current membership for training/professional needs	Executive Committee	Results of assessment	January each year	\$0
5. Increase recognition/distribute information about educational opportunities available through Arkansas SOPHE newsletter and other publications	Prof. Preparation	Copies of newsletter and increased participation at conferences/trainings		\$50

6. Recognize high quality health education practice through awards presented at the AR SOPHE conference.	Awards/Citations	Presentation of Awards/review process	February each year	\$150
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**Goal 4: To proactively market health education in Arkansas.**

Activities	Responsible Party	Evaluation Criteria	By When 2008-2010	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. T-shirt design and sale	Membership	Total sales of T-shirts	Regional conference dates begin 2008	\$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	Ongoing	\$0
4. Establish regular contact with Universities/Colleges offering health education degrees for presentations about SOPHE	Membership committee Executive Committee	Number of presentations done/Arkansas SOPHE members involved	2008-2010	\$250
5. Internalize website management to encourage and enhance communication	Prof. Preparation Past President	# of hits to website/assessment done annually	January 2008	\$250

**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 2008-2010	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	Bylaws change by 2008	\$0
2. Increase student membership by 10% in 2008, 2009 and 2010. Increase membership retention to 50%.	Membership Committee	Membership Roster Membership Committee reports	October 2008-2010	\$150
3. Create mechanism for students to be represented on the Executive Committee.	Executive Committee	Executive Comm. Minutes	March 2008	\$100
4. Promote/increase diversity of Arkansas SOPHE leadership/membership.	Executive Committee	Create/establish relationships with Minority Health Commission, Mid-South Training Advisory Board other groups through participation on conference planning committee, promoting CEU's to these groups.	December 2008	\$0

