

North Dakota Public Health Association
APHA AFFILIATE CAPACITY-BUILDING INITIATIVE
Grant Application Template – Part II

GOAL: Participate in Get Ready Campaign

Measurable Objective	Key Action Steps / Activities	Expected Outcome	Budget Resources Required	Timeline for Completion <small>(or verification if already completed)</small>
<p><i>A. Participate in APHA's Get Ready campaign to create a national movement to enable all Americans to protect themselves, their families and their communities from preventable, serious health threats. Affiliates must participate in at least 10 Get Ready activities.</i></p>	<p>A.1. Engage in a planning process with the North Dakota (ND) State Health Dept. Division of Emergency Preparedness and Response (EPR).</p> <p>A.2. Develop a statewide plan for distribution of NDPHA messages and <i>Get Ready</i> materials through a partnership with regional public information officers.</p> <p>A.3. Include information on the <i>Get Ready</i> campaign in the NDPHA quarterly newsletter and the Center for Rural Health (CRH) and Rural Assistance Center (RAC) publications.</p> <p>A.4. Provide a link to the APHA <i>Get Ready</i> campaign on the ND Dept. of Health and NDPHA websites.</p> <p>A.5. Participate in statewide and regional pandemic flu summits and planning meetings as an official representative of NDPHA.</p> <p>A.6. Display <i>Get Ready</i> materials at statewide and regional pandemic flu summits and encourage their use.</p> <p>A.7. Display <i>Get Ready</i> materials and promote their use at the annual Dakota Conference on Rural and Public Health.</p>	<p>A.1. A plan of activities for the <i>Get Ready</i> Campaign is integrated in 15 public health partner organizations and a communication plan for NDPHA.</p> <p>A.2. Statewide plan for <i>Get Ready</i> material distribution is developed.</p> <p>A.3. Newsletter articles appear in each NDPHA quarterly newsletter and annually in CRH and RAC publications.</p> <p>A.4. Website traffic is recorded for frequency of visits to <i>Get Ready</i> page.</p> <p>A.5. NDPHA is recognized as a key player in the pandemic flu planning process through representation in no less than four summits or planning meetings annually.</p> <p>A.6. Materials are displayed and distributed at no less than four regional summits annually.</p> <p>A.7. <i>Get Ready</i> materials are displayed and distributed to no less than 40 participants at the conference annually.</p>	<p>A. Executive Director (10%); Supplies (\$2,000)</p>	<p>A.1. October 2008</p> <p>A.2. October 2008</p> <p>A.3. March 2008 and Quarterly through 2010</p> <p>A.4. October 2008</p> <p>A.5. Ongoing</p> <p>A.6. October 2010</p> <p>A.7. March 2008, March 2009 and March 2010</p>

GOAL: Participate in Get Ready Campaign

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<p><i>A. Participate in APHA's Get Ready campaign to create a national movement to enable all Americans to protect themselves, their families and their communities from preventable, serious health threats. Affiliates must participate in at least 10 Get Ready activities.</i></p>	<p>A.8. Local health departments will use creative outreach to promote use of <i>Get Ready</i> materials (i.e. senior health fairs, flu shot clinics, school newsletters, and letters to the editor etc.)</p> <p>A.9. Disseminate <i>Get Ready</i> campaign materials at the North Dakota Public Health Day at the legislature.</p> <p>A.10. Disseminate 'best practice' information on conducting drive through flu shot clinics to local health departments.</p> <p>A.11. Design a campaign to encourage NDPHA members to create a household family plan and emergency kit.</p>	<p>A.8. The NDPHA newsletter will include no less than ten examples of how <i>Get Ready</i> materials are used by local health departments annually.</p> <p>A.9. Campaign materials distributed to 85% of legislators.</p> <p>A.10. Two local health departments conduct drive through flu shot clinics to test mass vaccination plan annually.</p> <p>A.11. 30 NDPHA members report creating a household plan and emergency kit.</p>		<p>A.8. October 2009</p> <p>A.9. February 2009</p> <p>A.10. November 2008</p> <p>A.11. November 2009</p>

GOAL: Organizational Development

Measurable Objective	Key Action Steps / Activities	Expected Outcome	Budget Resources Required	Timeline for Completion (or verification if already completed)
<i>B. Incorporate as a non-profit</i>	B. This objective has already been met.	B. Maintain non-profit status with the ND Secretary of State.	B. None	B. Completed
<i>C. Establish a communications process for members and target audiences (e.g. media lists, list servs, web boards, newsletters)</i>	<p>C.1. Participate in APHA sponsored technical assistance related to communications.</p> <p>C.2. Disseminate public health news releases and expand dissemination of NDPHA newsletter.</p> <p>C.3. Update website to provide expanded features, including organizational information, conference registration capability and easy access to health information for the public.</p> <p>C.4. Host website at a server location independent of the ND Dept. of Health.</p>	<p>C.1. Executive Director or designee participates in technical assistance opportunities on communication.</p> <p>C.2. News releases issued by NDPHA on current public health issues at least twice per year. 250 electronic copies of the newsletter are disseminated quarterly.</p> <p>C.3. Enhanced website; NDPHA listserv operational; Section list servs and bulletin boards operational; conference registration capability.</p> <p>C.4. Website hosted independently on secure server with access to technical assistance.</p>	C. Executive Director (5%); Communications (\$1,560) for copying and postage, web design, domain name and hosting fees	<p>C.1. January 2009 or when offered by APHA</p> <p>C.2. September 2009</p> <p>C.3. September 2009</p> <p>C.4. September 2009</p>
<i>D. Create and manage a membership database system</i>	<p>D.1. Participate in APHA technical assistance related to membership database system.</p> <p>D.2. Streamline membership information into a database which allows additional demographic information, tracks APHA membership and generates automatic dues notices.</p>	<p>D.1. Executive Director or designee participates in technical assistance opportunities on membership database systems.</p> <p>D.2. Membership database provides leaders with the ability to query for special projects, Section membership and Committee interests.</p>	D. Executive Director (5%); Operations (\$6,000) for iMIS software	D. March 2008 or when offered by APHA
<i>E. Establish a dedicated office space or equivalent (may include a home office)</i>	E. This objective has been met.		E. None	E. Completed

GOAL: Organizational Development

Measurable Objective	Key Action Steps / Activities	Expected Outcome	Budget Resources Required	Timeline for Completion (or verification if already completed)
<i>F. Establish dedicated organizational equipment: computer/laptop, printer, dedicated telephone lines, copier, fax machine, file cabinets</i>	F. Purchase computer, updated software and printer to manage operations of the organization. Telephone, fax and files are already in place.	F. NDPHA will own updated and portable equipment necessary for conducting the business of the affiliate.	F. Equipment (\$2,180) for computer and printer	F. January 2008
<i>G. Develop and implement an updated strategic plan</i>	G.1. Participate in APHA sponsored technical assistance training on strategic planning. G.2. Sponsor strategic planning event for NDPHA leaders and interested members. Hire facilitator, determine location, and solicit information from members through surveys. Write and disseminate the strategic plan to all members, state health officials, partners and stakeholders.	G.1. Executive Director or designee participates in technical assistance opportunities on strategic planning. G.2. Development of published strategic plan with defined action steps for the organization.	G. Executive Director (5%); Facilitator (\$1,500); Facilitator Travel (\$1,000); NDPHA leadership in-kind; Meeting Expenses (\$1,050).	G.1. December 2008 or when offered by APHA G.2. Within six months of APHA technical assistance training.
<i>H. Develop a business plan</i>	H.1. Participate in APHA sponsored technical assistance on business plan development H.2. Facilitate business plan development by reviewing sample business plans for other professional associations; evaluating NDPHA strengths and weaknesses for untapped fiscal resources; evaluating and modifying the dues structure, as necessary; and identifying long term sustainability strategies.	H.1. Executive Director or designee participates in technical assistance opportunities on business plan development. H.2. Written business plan is available to organization's leadership and to potential funders.	H. Executive Director (10%); Facilitator (\$1,500); Facilitator Travel (\$1,000); NDPHA leadership in-kind; Meeting Expenses (\$1,050).	H.1. November 2008 or when offered by APHA H.2. Within six months of APHA technical assistance training.

GOAL: Organizational Development

Measurable Objective	Key Action Steps / Activities	Expected Outcome	Budget Resources Required	Timeline for Completion (or verification if already completed)
<i>I. Submit at least one grant proposal for state or foundation funding</i>	<p>I.1. Participate in technical assistance sponsored by APHA on securing foundation funding.</p> <p>I.2. Partner with the CRH at the University of ND to review potential funding sources for sustainable funding for the NDPHA.</p> <p>I.3. Develop and submit grant proposal to Dakota Medical Foundation to support National Public Health Week, <i>Get Ready</i> campaign and other broad public health educational campaigns.</p> <p>I.4. Submit one grant proposal for external funding for NDPHA infrastructure sustainability.</p>	<p>I.1. Executive Director or designee participates in technical assistance activities on securing funding.</p> <p>I.2. Meetings held with CRH; potential funding sources are identified.</p> <p>I.3. Secure funding from Dakota Medical Foundation.</p> <p>I.4. Sustainability funding is secured from at least one foundation.</p>	I. Executive Director (10%); NDPHA leaders in-kind	<p>I.1. February 2008 or when offered by APHA</p> <p>I.2. March 2009</p> <p>I.3. October 2010</p> <p>I.4. October 2010</p>
<i>J. Add at least one new membership benefit that members find highly useful</i>	J. Establish list serv communication for all NDPHA Sections and members.	J. Establish list serv by Section for 1) Environmental Health, 2) Health Policy, Planning and Administration, 3) Public Health Nursing and 4) Tobacco.	J. Communications (\$1,200)	J. January 2009
<i>K. Participate in training on membership recruitment and retention</i>	<p>K.1. Participate in APHA sponsored technical assistance on membership recruitment and retention.</p> <p>K.2. Initiate Membership Committee meetings and identify Committee responsibilities; Sponsor membership recruitment incentive program</p> <p>K.3. Identify ‘recruiting champions’ in local and state health departments to encourage NDPHA membership.</p>	<p>K.1. Executive Director or designee participates in technical assistance activities on membership recruitment and retention.</p> <p>K.2. Achieve membership goal of 25% increase in first year with 200 total members in 2008, 240 in 2009 and 260 members in 2010.</p> <p>K.3. Five ‘recruiting champions’ identified.</p>	K.1. Executive Director (5%)	<p>K.1. June 2008 or when offered by APHA</p> <p>K.2. October 2008, 2009, 2010</p> <p>K.3. March 2008</p>
<i>L. Serve as fiscal agent for meetings and conferences on public health topics</i>	L. Sponsor meetings/events related to public health. Partner with organizations which have a public health educational focus to provide education to both professionals and the public.	L. Increased organizational visibility through sponsorship of at least one meeting or event per year in addition to the annual meeting.	L. Executive Director (5%)	L. January 2008 October 2010 and Ongoing

GOAL: Leadership Development

(Affiliates may fill in the blanks in their own leadership development goals)

Measurable Objective	Key Action Steps / Activities	Expected Outcome	Budget Resources Required	Timeline for Completion (or verification if already completed)
<i>M. Participate in training on governance issues</i>	<p>M.1. Participate in APHA sponsored technical assistance activities related to governance.</p> <p>M.2. Provide new member orientation packet, including bylaws and general information on NDPHA.</p>	<p>M.1. Executive Director and NDPHA leaders participate in technical assistance activities on governance.</p> <p>M.2. Development of new member orientation packet, with all materials placed on the NDPHA website</p>	M. Executive Director (5%); In-kind from leaders	<p>M.1. January 2009 or when offered by APHA</p> <p>M.2. August 2008</p>
<i>N. Sponsor leadership succession event to ensure smooth transition of officers</i>	N.1. Hold leadership summit following annual meeting to allow officers the opportunity to train their successors on job responsibilities, provide support for current projects and ideas for leadership development.	N.1. Smooth transition of officers, greater confidence among members in their ability to carry out their officer duties; enhanced ability to attract and retain members in leadership positions; full slate of officers for elections each year.	N. Executive Director (5%)	N. March 2009
<i>O. Participate in all APHA sponsored activities available to affiliates</i>	<p>O.1. NDPHA elects an Affiliate Representative to Governing Council (ARGC).</p> <p>O.2. NDPHA members are represented by the President-elect and the ARGC or proxy who attend and participate in available APHA activities.</p> <p>O.3. NDPHA assures leadership receives appropriate and ongoing training to stay abreast of key developments and public health issues.</p>	<p>O.1. An ARGC is elected.</p> <p>O.2. The President-elect attends president-elect meeting each year; the ARGC participates in Council on Affiliates Leadership Day at APHA annual meeting, all mid-year conference calls and the Region VIII conference calls.</p> <p>O.3. Executive Director attends the national APHA meeting annually and three technical assistance opportunities.</p>	<p>O.1. None</p> <p>O.2. In-Kind</p> <p>O.3. Travel (\$9,960); Executive Director (5%)</p>	<p>O.1. November 2007</p> <p>O.2. November 2007, June 2008 and annually</p>

GOAL: Program Development

(Affiliates may fill in the blanks in their own program development goals)

Measurable Objective	Key Action Steps / Activities	Expected Outcome	Budget Resources Required	Timeline for Completion (or verification if already completed)
<i>P. Sponsor Public Health Day at the North Dakota Legislature each biennium</i>	<p>P.1. Develop educational materials regarding the public health advocacy agenda.</p> <p>P.2. Recruit participants and participating organizations.</p> <p>P.3. Promote Public Health Day through the newsletter, website and partner organization newsletters. Invite legislators to attend event.</p> <p>P.4. Sponsor NDPHA member education on the legislative process.</p> <p>P.5. Encourage NDPHA members to educate policymakers on public health issues through informal contact at Public Health Day and throughout the year.</p>	<p>P.1. Educational materials developed and distributed.</p> <p>P.2. At least 50 members participate in Public Health Day annually.</p> <p>P.3. Invitations mailed to all legislators and legislative champions identified.</p> <p>P.4. Member education on the legislative process provided every two years.</p> <p>P.5. Policy makers will be informed of public health issues affecting ND residents.</p>	<p>P.1. In-kind</p> <p>P.2. In-kind</p> <p>P.3. Executive Director (15%)</p> <p>P.4. In-kind</p> <p>P.5. In-kind</p>	<p>P. All activities in this section will be completed in February 2009 and February 2011</p>
<i>Q. Sponsor or APHA President or other Public Health leader to speak at the Dakota Conference on Rural and Public Health</i>	<p>Q.1. Provide programming ideas and representation to the Dakota Conference Planning Committee.</p> <p>Q.2. Coordinate public health speaker participation at conference.</p>	<p>Q.1. Public health educational sessions available throughout each conference.</p> <p>Q.2. APHA representative or other public health leader provide key plenary session at conference annually.</p>	<p>Q.1. In-kind</p> <p>Q.2. In-kind speaker (\$1,500)</p>	<p>Q. March 2008, March 2009 and March 2010</p>

GOAL: Community Engagement

(Affiliates may fill in the blanks in their own community engagement goals)

Measurable Objective	Key Action Steps / Activities	Expected Outcome	Budget Resources Required	Timeline for Completion (or verification if already completed)
<p><i>R. Recruit a member of NDPHA for each committee of Healthy North Dakota to promote APHA messages consistent with the committees: Community Engagement, Health Disparities, Healthy Weight-Nutrition, Healthy Weight- Physical Activity, Mental Health/Substance Abuse, Third Party Payers, Tobacco, Worksite Wellness</i></p>	<p>R.1. Review Healthy ND Committee structure and membership to ensure each committee is represented by an NDPHA member or leader; appoint members for Committees with no representation.</p> <p>R.2. Provide each Committee Representative with issue specific advocacy position of the organization, and endorse appropriate Healthy North Dakota position statements.</p> <p>R.3. Post information and progress on Healthy ND goals on the NDPHA website.</p>	<p>R.1. NDPHA members are represented on each Committee of Healthy North Dakota.</p> <p>R.2. Position statements are endorsed and distributed.</p> <p>R.3. Link to Healthy North Dakota exists on NDPHA website.</p>	<p>R. Executive Director (15%)</p>	<p>R. October 2009</p>