### Strategic Map: 2020-2022

**Vision:** Healthy communities through excellence in public health nursing practice and leadership

<table>
<thead>
<tr>
<th>Provide the national voice for PHN Practice</th>
<th>Build capacity in PHN Practice</th>
<th>Strengthen APHN as an organization</th>
<th>Leverage relationships for collective impact</th>
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<tbody>
<tr>
<td>Promote the role of public health nursing practice in advancing health equity and social justice</td>
<td>Promote a national effort to implement public health nursing residency</td>
<td>Grow and diversify APHN membership</td>
<td>Pursue and promote state, regional, and national partnerships to advance public health nursing’s role in achieving health equity</td>
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<td>Describe and promote the unique value of public health nursing investments in improving population health</td>
<td>Identify and promote leadership opportunities for public health nurses</td>
<td>Recruit strategic partners to provide financial sponsorship for APHN efforts</td>
<td>Recruit partner organizations as APHN affiliate members to support strategic priorities</td>
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<td>Participate with national partners in advocacy efforts addressing improvements in the public health system and health outcomes</td>
<td>Provide educational opportunities to support 21st Century skills in the public health nursing workforce</td>
<td>Assure alignment of APHN committees and workgroups with APHN’s strategic goals</td>
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### Outcomes

1. **Establishment of Practice-Based Research Workgroup and Plan**
   1. Promote PHN residency and content modules through annual conference
   2. Pursue resources for development of PHN residency technical assistance and mentor network
   3. Provide peer mentorship to build leadership capacity among emerging APHN leaders

2. **Initiation of one new practice-based research effort per year**
   1. Grow APHN membership by 20% percent annually; grow sponsorships by 50%
   2. Assure active committees and workgroups in place to address each strategic priority
   3. Implement APHN business plan, communication plan, membership development plan

3. **Engagement in advocacy efforts with at least three national partner organizations or coalitions annually**

### Mission

Advance the practice of public health nursing to promote the public’s health