MISSION

The Massachusetts Public Health Association (MPHA) is the champion for public health in the Commonwealth. We are the catalyst for change, eliminating health inequities and creating healthy communities for all.

VISION

A Commonwealth where optimal health conditions exist for all

TAGLINE

Action for Equity in Health

VALUES

- **Action** – Advocating purposefully to solve problems and achieve measurable results

- **Collaboration** – Achieving systematic change in public health by working together to leverage the resources, time, energy, and ideas of many

- **Commitment** – Pursuing with tenacity strategic objectives that positively impact public health, both immediate and long-term
• **Equality and Social Justice** – Working together with communities adversely affected by inequities and promoting policies that contribute to health equity

• **Truth** – Being an honest and trusted leader in public health, basing decisions, advocacy, and programming on fact-based, scientific evidence
AREAS OF STRATEGIC FOCUS

Over the next three years, MPHA will strategically focus on the following:

- **ADVOCACY AND ORGANIZING**
  - Establish and achieve a policy agenda on a biannual basis aimed at eliminating health inequities and creating healthy communities for all.

- **MEMBERSHIP**
  - Build and sustain membership and the resources provided by individuals and organizations that join MPHA.

- **DIVERSITY**
  - Ensure MPHA is inclusive and representative of all of Massachusetts’ communities, by diversifying the Board, staff, membership, and partners.

- **MARKETING AND COMMUNICATIONS**
  - Develop and implement a marketing and communications plan designed to improve the visibility of MPHA and awareness of its efforts and successes.

- **RESOURCES AND INFRASTRUCTURE**
  - Grow financial resources and expand organizational capacity to achieve the objectives outlined in the 3-year strategic plan.
Massachusetts Public Health Association

Members, Individuals & Organizations

- Identify & Advance Health Issues
- Educate & Mobilize Others

- Action
- Commitment
- Collaboration
- Equality & Social Justice
- Truth

Public Health & Sustainable Communities for All

- CONVENE PARTNERS
- BUILD CAPACITY
- Legislators
- Public Health Workers & Students

State Agencies