



## Norwegian Public Health Association (NOPHA) Strategic plan 2018 – 2022

Adopted at the annual meeting 7th of March 2018

### **Bakground**

The Norwegian Public Health Association (NOPHA) was established in 1998. The first section of the statutes sets out the purpose of the association:

*§ 1 Purpose: The Norwegian Public Health Association shall work to increase the understanding and the interest in research, education and dissemination on prevention and health-promotion related to, among others, social medicine and public health work.*

Public health work here means: "Society's efforts to influence factors that directly or indirectly promote the health and well-being of the population, prevent mental and somatic illness, injury or suffering, or protect against health threats, and work for a more even distribution of factors as direct or indirect affects health "(Public Health Act 2011).

The next two sections describe the association's working meetings and who can become members:

*§ 2 Working methods: Through scientific and practical measures at the national and international level, the association shall work on societal health issues. Among other things, the association shall stimulate interdisciplinary research and disseminate information on public health through courses, conferences and seminar activities.*

*§ 3 Membership: The association is open to individuals, organizations, companies and institutions that are interested in research and development in health promotion, prevention, treatment and rehabilitation.*

The Norwegian Public Health Association (NOPHA) is a member of the European Public Health Association (EUPHA) and the World Federation of Public Health Associations (WFPHA).

### **The vision of the Norwegian Public Health Association:**

#### **Bridge-building for joint efforts**

### **For the strategy period 2018 - 2022, the association has three main objectives:**

1. NOPHA shall be a meeting place and a bridge-builder between researchers, practitioners, the business community, those who volunteer and those who formulate policy in the field.
2. NOPHA shall contribute to increasing the understanding of the public health perspective in research, education, dissemination and administration.
3. NOPHA shall be a relevant partner nationally, and is represented with participation in Nordic, European and global arenas.

## **Main and intermediate objectives:**

### **1. NOPHA shall be a meeting place and a bridge-builder between researchers, practitioners, the business community, those who volunteer and those who formulate policy in the field.**

- a. Arrange an annual national public health conference. This is the central activity, brand and meeting place of NOPHA.
- b. The Public Health Conference is being developed to become the country's most important public health arena, for practitioners, researchers, volunteers and policy makers.
- c. The Public Health Conference is organized so that participants from all over the country can participate / contribute to the event.
- d. The Public Health Conference is organized in collaboration with key partners and relevant research and development institutions.
- e. In addition to the public health conference, the association organizes several meeting places where the aim is to increase understanding and interest in research, education and dissemination of public health work, alone or in collaboration with others.
- f. The association's responsibility for / partial ownership of the Scandinavian Journal of Public Health (SJPH) shall be communicated through the program and event of the public health conference. This applies to other events NOPHA is responsible for, alone or in collaboration with others.

### **2. NOPHA shall contribute to increasing the understanding of the public health perspective in research, education, dissemination and administration.**

- a. Develop and follow up communication strategy, plan and activities.
- b. Social media activities are prioritized.
- c. All communications shall appear attractive, active and professionally updated
- d. The communication strategies and plan shall in particular focus on members to support their work in the public health field, relevant and central environments and actors, such as universities, colleges and research institutions.
- e. Membership of the association should increase by 25% during the strategy period.
- f. Highlighting member benefits.

### **3. NOPHA shall be a relevant partner nationally, and is represented with participation in nordic, european and global arenas.**

- a. NOPHA working board distributes participation in central arenas continuously.
- b. NOPHA actively contributes to the formulation of public health policy strategies and concrete measures, alone and / or together with other organizations. Work initiated during the previous strategic planning period is followed up.
- c. NOPHA actively contributes to the preparation and conduct of Nordic, EUPHA and WFPHA meetings and conferences and stimulates more people to participate in the events.
- d. NOPHA contributes to the development of national public health education programs, in collaboration with central authorities and relevant universities and colleges.
- e. NOPHA is an active contributor in disseminating research results to the field of practice and policy in collaboration with relevant organizations.
- f. NOPHA takes the initiative and contributes to functional and effective forms of cooperation for and with other cooperating organizations. Current cooperation agreements entered into are followed up.
- g. The association's responsibility for / partial ownership of SJPH is communicated through the work.