

KY Chapter AAP 2018-20 Strategic Plan

GOAL AREA	STRATEGIC PRIORITY	CURRENT INITIATIVES	2018-20 OBJECTIVES	MEASURES	TARGET DATE	RESPONSIBLE PERSON(S)	ACTUAL PROGRESS
CHILD HEALTH	Advance Child Health Use Pediatrician Champions (Projects/Legislators)	<u>Programs:</u> Continue Child Abuse Prevention, No Hit Zone, Safe Sleep <u>Continuing Medical Education</u> Continue Annual Meeting	<u>Programs:</u> Opioid Abuse/Disposal, E-Cig Webinar, KACO, KAHP <u>Events</u> CME Event, PAK Mtgs., Career Day, NCE <u>Education</u> Webinars <u>Promote:</u> Safe Sleep Campaign, E-cig, Safe Storage Disposal Opioid	# program participants # dispensed kits # resources posted to website - eval responses to event/improvement # NCE KY participants			
ADVOCACY	Advance Advocacy Work	<u>Events</u> Children's Advocacy Day & Career Day (Sen. McGarvey/Adams), PAK Mtgs, AAP Legislative Conference, Residents to AAP Leg Conf. <u>Focus Areas:</u> Smokefree KY, Safe Sleep, Immigrant Health, Safe Storage/Disposal Opioid	<u>Events</u> Redesign Children's Advocacy Day <u>Nurturing Partnerships</u> KET, Julius Richmond Ctr, AAP Fed. Affairs, Schools, Medical Associations, Universities, DPH, FHKY, Operation Parent, PCAK, KYA, KY Rural Health Assn.	# of events -eval responses to child day participants -track partnerships			
MEMBERSHIP	Provide Member Value Increase engagement - use survey results Utilize untapped potential	<u>Membership</u> Continue Recruitment post cards <u>Value</u> Maintain Career Day Branding Involve Residents as leaders Support Task Force Activities	<u>Survey 3 groups</u> - Semi-Active, Non-Active, CME-Active <u>HB1 licensing CME credit opportunities</u> <u>Value</u> - Career Day Branding, Pres. message in Newsletter, Chapter Update <u>Recruitment</u> - Identify chapter Opioid champions, survey semi-engaged, non-engaged (use MI tech/strategies?), postcard reminders, welcome new Chapter Fellows, Identify Resident Liasons to improve communications <u>Promote AAP Sections</u> <u>Work w/AAP</u> - Fellows to Chapter rmembers email campaigns <u>Task Forces & Surveys to members</u> <u>Add Ons</u> - MagMutual, Intelere discounts	# Champions # newly engaged members # NP reached # new fellows welcome			

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FINANCIAL	Ensure Financial Health and Stability of Chapter	<u>Grants:</u> Apply for HP 2020 grant, Reapply for WW support (thank Dept. Chairs) <u>Mbr Recruitment</u> Continue <u>Partnerships</u> Career Day \$, Exhibitors	<u>Grants</u> - apply for grants that fit within focus and mission <u>Program Support</u> - Pursue mission aligned grant projects & partnerships <u>Mbr Recruitment</u> - continue welcome for new members <u>Industry Partnerships</u> <u>Mtg Exhibitors/Sponsors</u> <u>Career Day Sponsors</u> - Continue <u>Catch</u> KPS Foundation Sponsor Catch grant, collaborate support	- completed - new grant projects -new resident liaison appointees			
HEALTHCARE SYSTEMS	Improve Systems Advocate for policy change Support Coalition work	<u>Meetings</u> Continue Mtgs. With Policymakers <u>Improve Access</u> Via Meetings with Policymakers <u>Task Force Reps</u> Medicaid Child Health & Pediatric Measures	<u>Coalitions</u> - support, participate & endorse initiatives <u>Mtgs</u> - Reach out to policymakers <u>Media</u> - For kids campaign OpEds <u>Partners</u> KY Rural Health Assn Ctr for Rural Health <u>Medicaid</u> - Monitor & advocate <u>Fed/State Advocacy</u> - AAP Fly In & Leg. Conference <u>UK/UofL Partnership</u> - Rome Catch grant, advocacy?	# Legislators reached # Op Eds # Coalition Engagements			
COMMUNICATION	Improve Communications Promote Value of Chapter Promote Value of AAP	<u>Involve Mbrs: Advocacy</u> <u>Enhance Communications</u> <u>Internal:</u> Periodic Mbr FB Posts, Twitter, LinkedIn, Pinterest <u>External:</u> Increase collaboration with health associations (see "Systems")	<u>Internal</u> - Add Resident Liaisons, value of chapter, mbr. involvement <u>External</u> - Outreach to Rural Health Org's Add Resident Liaisons Focus on "full state" value for mbrs. Promote \$value (Mag, Intelere, Dispense Kits Free) Partnerships w/medical assn's Collaboration w/external health ag's Legislative Education, Medicaid, Kids	# topical communications # of resource utilization			

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INTERNAL PROCESSES	Enhance processes for optimal results	<u>Operational Effectiveness:</u> Continue to utilize technology, Free Conf. Call, Drop Box, Surveys, FB	Operational Effectiveness - utilizeReadyTalk Tech - continuing education - attend NTEN Conference - learn to optimize work & outcomes Telehealth-Rob Spring UofL, 2019 CME Mtg.	- NTEN attendance # new technology used, researched			