Central Challenge: Create the **Healthiest Nation** in One Generation

**OUR MISSION**
For what purpose does APHA exist?
- Improve the health of the public and achieve equity in health status

**OUR UNIQUE VALUE**
What unique role does APHA play in meeting this mission?
- Community of public health professionals and collective voice advocating for the public’s health
- History and broad constituency give us unique perspective

**OUR GUIDING PRIORITIES**
What must be accomplished for APHA to achieve its mission?
- Building public health infrastructure and capacity
- Creating health equity
- Ensuring the right to health and health care

APHA Strategic Map

- Strengthen public health practice
- **The Healthiest Nation**
- Build a public health movement

Align organizational capacity and infrastructure

[APHA Logo]

[APHA tagline]
APHA National Agenda 2017 - 2018

• Assuring the right to health & health care
  – Defend the Affordable Care Act
  – Expand health insurance coverage
  – Reauthorize CHIP; protect Medicaid (No block grants) & Medicare: prevention

• Building public health infrastructure & capacity
  – Funding for CDC & HRSA & Protecting the “Prevention Fund”
  – Promoting Public Health 3.0
  – Stop regulatory rollbacks

• Creating health equity
  – Social determinants - climate change & environmental health threats, etc.
  – Protect women’s health & access to reproductive health services
  – Discrimination & racism

• Next public health emergency - TBD