

Strategic Plan



2026 – 2029

About IPHA

Iowa Public Health Association (IPHA) has been the voice for public health in Iowa since 1925. We are led by a committed staff and board and powered by more than 500 public health professionals from across the state.

Iowa Public Health Association has four flagship programs



Focused on promoting vaccination education and advocacy.



Annual conference advancing public health practice, collaboration, and innovation.



Statewide convening focused on vaccine education, confidence, and access.



Strengthens community health through civic engagement and participation.

Congratulations to the Public Health Award Winners



Vision

A healthy and thriving Iowa

Mission

To unite and strengthen the voice for public health in Iowa.

Intent

Public health focuses on the needs of a population, from our smallest communities to the world at large. People in public health can respond to disease outbreaks, natural disasters, or environmental threats, but our biggest focus is on preventing illness by creating the conditions where people can be their healthiest. Public health is facing an increasingly fraught political, financial, and social climate nationally and within Iowa. Restructuring of public health at the state level, in addition to the loss of federal funding, means IPHA will need to be nimble in addressing public health issues and fostering the public health community for a healthier, more stable workforce and future.

IPHA specifically addresses immunization through its Iowa Immunizes coalition. Iowa Immunizes is a coalition of individuals and organizations committed to protecting the health of Iowans through vaccination of children and adults.

Through all its programs, IPHA works to connect and educate its members, inform the public and influence policymakers on matters of public health.

With these goals, IPHA intends to strengthen its work and its members to fortify the public health field and protect health in Iowa for years to come.



Our Values

CIVICS

Connection

We are the leading convener that brings public health practitioners and leaders together. We foster relationships between individuals and organizations. We also offer opportunities for the public health community to connect throughout the year, and we bring people and organizations to the public health table.

Integrity

We are a trusted voice for public health. We make decisions and we advocate based on verified scientific information and public health best practices. We aren't swayed by popularity, funding, or political winds. Iowans look toward us and know they can believe we are experts they can rely on.

Visibility

We are known not just in the public health community, but by lawmakers, reporters, and organizations that touch public health programs and principles. Our members and experts are recognized for being leaders in their communities.

Independence

We're unbought and unbossed. We serve public health – not our funders, not the political whims of any administration. We work with public health leaders across the state and region, but we're never a mouthpiece.

Courage

We stand up for the public's health, even when it's hard. We combat misinformation even when it comes from powerful people. We stand on public health principles, assess risks and stand up for health.

Stewardship

We are thoughtful managers of people and funds. We safeguard member and donor information. We stretch our dollars to work for Iowans' health. We serve our members and the state with intention and reliability.

Strategic Goal 1

Membership Structure & Benefits

We are an engaged membership community and offer professional opportunities and benefits that can't be found elsewhere.

Subgoals:

- We are designing a dynamic and diverse membership structure that represents, serves, and supports the public health community across Iowa.
- We provide multiple entryways and touchpoints for members to get more deeply involved with the organization, growing their experience and expertise.
- We grow our membership and retain members – people want to join and stay.
- Members see IPHA as part of their professional identity and public health home.
- We incentivize membership with members-only and discounted programming.
- We develop a membership structure that incorporates Iowa Immunizes coalition members.
- We provide members an annual opportunity to learn from one another at the Public Health Conference of Iowa and other IPHA-hosted learning events



Strategic Goal 2

Advocacy

We leverage IPHA's collective expertise and diverse membership to build political capital that influences public health policy in Iowa.

Subgoals:

- We are transparent about our strategic advocacy priorities and roadmap
- We grow the reach of our biennial candidate forums.
- We help members build relationships with elected officials to affect legislation.
- We build and maintain a resource bank of members who are trained to speak as experts, which makes IPHA the go-to source for decision makers to get information and inform public health policy.
- We prioritize civic engagement and Vote For Health principles in our outreach.



Strategic Goal 3

Organizational Capacity

We are a resilient organization with sustainable funding and a commitment to leadership development.

Subgoals:

- We broaden our income streams to support new and ongoing mission-aligned work within the organization.
- We have processes for the development and review of initiatives we lead and support.
- We support professional development of staff, board members, and up-and-coming leaders.
- We have a strategy for developing leaders through our workgroups, committees, and the Board of directors.
- We value our expertise and offerings, and monetize accordingly.
- We maintain capacity to host and expand Iowa Immunizes.



Strategic Goal 4

Supporting & Connecting Community Partners

We support, partner with, and connect public health practitioners, aligned professionals, and non-traditional partners to assure the conditions in which people can be healthy and thrive.

Subgoals:

- IPHA is the convener that brings people and organizations who care about public health together in order to break down silos and build relationships.
- We build pathways for community leaders and experts to share their knowledge.
- We uplift the organizations we work closely with and encourage our members and the wider public health community to support their work.
- We support the partnerships built through Iowa Immunizes and work to expand them to include broad public health and civic engagement issues.




Iowa Public Health Association (IPHA)

Your Independent Voice For Public Health



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