

# **APHA Affiliate Capacity-Building Initiative**

**South Carolina Public Health Association**

**Project Reference No: P0119476-20**

**Annual Narrative Report**

**October 1, 2007 – September 30, 2008**

**Submitted by**

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Grant Manager**

**October 30, 2008**

**YEAR 1**  
**FINANCIAL SUMMARY REPORT**

**South Carolina Public Health Association**  
**Affiliate Capacity Building Initiative – Year 1 Financial Summary Report**

Budget Period: October 1, 2007 ó September 30, 2008

**FFY 2008 Grant Amount:**                 **\$22,280.00**  
**FFY 2008 Amount Expended:**         **\$18,633.63**  
**FFY 2008 Amount Unspent:**         **\$ 3,646.37**

CATEGORY	ORIGINAL BUDGET	REVISED BUDGET	ACTUAL EXPENSES	AMOUNT UNSPENT
<b>Get Ready Campaign</b>				
- Pan Flu Summit Sponsorship	\$ 1,000	\$ 1,000		\$ 1,000.00
- Display Board	\$ 2,500	\$ 2,500	\$ 1,853.04	\$ 646.96
- Campaign Materials (Fact Sheets)	\$ 340	\$ 1,340	\$ 1,272.23	\$ 67.77
<b>Organizational Development</b>				
- Develop List Serve	\$ 250			
- Develop Media Listing	\$ 250			
- Implement Strategic Plan	\$ 3,025	\$ 275		
- Lap Top	\$ 2,000	\$ 2,000	\$ 1,716.52	\$ 275.00
<b>Leadership Development</b>				\$ 283.48
- Orientation/Leadership Training				
* Consultant/Speaker Fee		\$ 1,700	\$ 1,640.24	\$ 59.76
* Printing	\$ 500			
* Supplies/Equipment Rental	\$ 500	\$ 250	\$ 200.00	\$ 50.00
* Facility Costs	\$ 1,000	\$ 600	\$ 595.00	\$ 5.00
* Travel Costs for Participants	\$ 1,000	\$ 1,700	\$ 1,691.64	\$ 8.36
* Meals/Catering	\$ 1,000	\$ 2,000	\$ 1,996.00	\$ 4.00
- Grant Coordinator Travel		\$1,500	\$ 668.96	\$ 831.04
- Mentoring Program	\$ 415	\$ 415		\$ 415.00
<b>Programs</b>				
- Continuing Professional Education	\$ 2,000			
<b>Community Engagement</b>				
- Travel	\$ 500			
- Meeting Expenses	\$ 6,000			
* Winter Conference		\$ 1,000	\$ 1,000.00	
* Public Health Month		\$ 1,000	\$ 1,000.00	
* Annual Meeting		\$ 5,000	\$ 5,000.00	
<b>TOTAL</b>	<b>\$22,280</b>	<b>\$22,280</b>	<b>\$18,633.63</b>	<b>\$ 3,646.37</b>

**SECTION ONE**  
**GRANTEE PROGRESS CHART**

**SOUTH CAROLINA PUBLIC HEALTH ASSOCIATION (SCPHA)**  
**APHA AFFILIATE CAPACITY-BUILDING INITIATIVE – PROJECT REFERENCE # P0119476-20**  
**Annual Grantee Progress Chart – Year 1 (October 1, 2007 – September 30, 2008)**  
**(Green = Proposed revisions for Year 2)**

**SCPHA GOAL 1: PARTICIPATE IN GET READY CAMPAIGN**

<b>Measurable Objective 1:1</b>				
<i>Participate in APHA's Get Ready campaign to create a national movement to enable all Americans to protect themselves, their families and their communities from preventable, serious health threats. Affiliates must participate in at least 10 Get Ready activities.</i>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
Engage in a planning process with state health department, SC DHEC.	SCPHA meets with DHEC Pan Flu staff about partnering around Get Ready campaign.	In-kind- 5%	12/31/07	Ongoing
Participate in Get Ready campaign podcasts/webcasts.	Grant manager and/or grant team will participate in Get Ready campaign podcasts or webcasts when offered.	In-kind- 5%	02/28/11	Completed
Provide a link to the Get Ready campaign website on SCPHA website.	Link to APHA's Get Ready campaign will be posted online at <a href="http://www.scpa.com">www.scpa.com</a>	In-kind-1%	10/31/07	Completed
Participate in state pandemic flu summit.	SCPHA co-sponsor next scheduled pandemic flu summit/statewide meeting.	\$1,000 (summit sponsorship)	02/28/11	Co-sponsorship completed
Host a booth or exhibit display at state pandemic flu summit using Get Ready materials.	SCPHA will display Get Ready materials at next pan flu summit or statewide meeting.	\$11,250 (\$2,500-display board/case; \$2,000-creative design/supplies; \$4,000-printing Get Ready materials (3 general public & 2 policy-makers/media fact sheets; \$2,250-25 GR magnet 100-packs @\$89.99 ea; \$500-exhibit fee)	02/28/11	Display completed Other ongoing
Host a booth or exhibit display at conferences and/or health fairs using Get Ready materials.	SCPHA display Get Ready materials at the January Winter Conference and at two (2) other conferences and/or health fairs for <i>each</i> year of the grant cycle.	\$0	09/30/10	Completed . Exhibited Get Ready campaign materials at three separate conferences/events.
Mail Get Ready campaign fact sheets to SCPHA members.	Get Ready campaign fact sheets will be distributed via email Listserv to SCPHA members.	In-kind-1%	09/30/08	Completed
Plan a booth or session for SCPHA's annual meeting using Get Ready materials.	A Get Ready campaign booth will be included in the exhibit hall during the 2008, 2009 and 2010 SCPHA annual meetings.	\$340 (4 packs Get Ready buttons @\$84.99 ea. for participants and exhibitors; \$0-printing Get Ready materials; In-kind-exhibit fee waived)	06/01/10	Completed for 2008 meeting
Partner with other groups/health departments in existing efforts.	SCPHA will partner with local agencies, community groups and/or health departments to raise the awareness of their constituents and policy-makers/media about pandemic flu preparedness.	\$0	02/28/11	Ongoing
Send out newsletters to SCPHA members and community partners.	For each year of the grant cycle, a minimum of two (2) issues of the SCPHA newsletter ( <i>The Bulletin</i> ) will include Get Ready campaign information and will be sent out to SCPHA members and community partners.	In-kind-10%	09/30/10	Completed for 2007-2008 newsletters
Appoint an individual to coordinate the Get Ready campaign in South Carolina.	SCPHA President will appoint a member to serve as SC's Get Ready campaign coordinator.	\$801 (~456.5 miles per yr x 3 yrs x 58.5 cents per mile-federal rate 07/01/08)	02/28/11	Association Executive Director and Public Information Chair are co-serving in this capacity

**SCPHA GOAL 2: ORGANIZATIONAL DEVELOPMENT**

**Annual Grantee Progress Chart**

<b>Measurable Objective 2:1</b>				
<i>Incorporate as a non-profit.</i>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
The SC Secretary of State incorporated SCPHA in 2002 and, following the advance-ruling period (01/10/02 . 06/30/06), the Internal Revenue Service classified SCPHA as an exempt 501(c)(3) public charity on September 29, 2006.	Maintain tax-exempt status as a non-profit organization.	In-kind	Incorporated 01/10/02  IRS 501(c)(3) classified 09/29/06	Completed

<b>Measurable Objective 2:2</b>				
<i>Establish a communications process for members and target audiences (e.g. media lists, Listservs, web boards, newsletters).</i>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
SCPHA already has established an electronic communications system for its membership, and will explore setting up a Listserv as well.	Increase utilization of current electronic system and/or a Listserv to provide faster and more efficient mode of communication to reach the full membership with time sensitive messages.	\$1,063 (based on 25 hours over 3 years x \$42.50/hr. billable rate of Mgt. Company to expand SCPHA Listserv capability to reach members and other partners, maintain media listing, publish newsletter and expand website)	10/30/07	Completed
Develop a Listserv to communicate with community partners.	A Listserv of community partners will allow SCPHA to build partnership capacity and increase public health communications with target audiences.		Listserv for partners completed by 09/30/08 <i>(Expand Listserv by 09/30/09)</i>	Expansion of partners Listserv on-going
Maintain a current media listing.	A current media listing will enable SCPHA to reach statewide media with news releases, articles, meeting announcements, and other critical public health news.		12/31/07	Completed
Publish four [4] newsletter issues yearly, two [2] of which include Get Ready campaign information.	Newsletter communications will keep Association members and partners informed.		02/28/11	Completed - Fall 07, Spring 08 & Summer 08 newsletters published
Expand SCPHA website by posting Get Ready campaign link, action alerts, downloads, Association Bylaws, policies and procedures, training announcements, meeting registration information, Governing Council minutes and committee reports.	Membership and community will have access to SCPHA news, Get Ready campaign fact sheets, and other public health information.		02/28/11	On-going

**SCPHA GOAL 2: ORGANIZATIONAL DEVELOPMENT CONT'D**

**Annual Grantee Progress Chart**

<b>Measurable Objective 2:3</b>				
<b><i>Create and manage a membership database system.</i></b>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
SCPHA currently utilizes a membership database system under contract with a management company to maintain Association membership database, to include entering new member data, sending out membership renewal notices, generating membership reports and accessing data for other purposes.	Maintain current database system to more efficiently manage information on new members, membership renewals, cancelled membership, membership demographics, and membership involvement.	In-kind	10/30/07	Completed

<b>Measurable Objective 2:4</b>				
<b><i>Establish a dedicated office space or equivalent (may include a home office).</i></b>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
SCPHA contracts with a management company that has a dedicated office space in which to manage the Association daily business matters, provide executive assistance, and house Association documents.	SCPHA has a centralized location in which to conduct business and to house archived documents, business and legal documents, and other Association materials and inventory.	In-kind	10/30/07	Completed

<b>Measurable Objective 2:5</b>				
<b><i>Establish dedicated organizational equipment: computer/laptop, printer, dedicated telephone lines, copier, fax machine, file cabinets.</i></b>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
SCPHA contracts with a management company that has its own equipment (computer/laptop, printer, dedicated telephone lines, copier, fax machine, file cabinets) that is used to conduct the daily business of SCPHA	(1) SCPHA management company has the capacity to maintain dedicated organizational equipment to use in carrying out the Association business and activities.	In-kind	10/30/07	Completed
Purchase a dedicated laptop for use and access over time by SCPHA Officers in the conduct of SCPHA governance activities.	SCPHA President and other Executive Officers will be able to conduct SCPHA executive business in a mobile environment.	\$2,000 (Dell or other comparable brand laptop, basic software, wireless Internet capacity)	06/30/08	Completed

**SCPHA GOAL 2: ORGANIZATIONAL DEVELOPMENT CONT'D**

**Annual Grantee Progress Chart**

<b>Measurable Objective 2:6</b>		<b>Develop and implement an updated strategic plan.</b>		
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
The SCPHA 2007-2012 Strategic Plan was approved at the July 27, 2007 meeting of the Governing Council.	Strategies and corresponding action steps will be implemented through coordinated committee efforts and designated activities of Governing Council officers and other members.	\$3,025 (Implementation of Strategic Plan: \$75 to support Strategy 1-Policy/Advocacy; \$200 to support Strategy 2-Membership Engagement & Expansion; \$400 to support Strategy 3-Communication; \$850 to support Strategy 4-Infrastructure/Leadership; \$1,500 to support Image Development/Promotion	Strategic Plan update completed 06/30/09	Partially completed - <ul style="list-style-type: none"> <li>Consultation with Steve Bornstein completed 11/06/07</li> <li>Activities conducted to support Strategies 3, 4 &amp; 5</li> <li>SP update on-going</li> </ul>
The SCPHA Futures Committee, chaired by the President-Elect, is charged with developing a work plan for implementing the Association's Strategic Plan through work teams assigned to specific activities.			Work Plan completed by 09/30/09	On-going

<b>Measurable Objective 2:7</b>		<b>Develop a business plan.</b>		
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
SCPHA's President will designate a business plan team to develop a business plan that addresses a significant public health need and incorporates the Association's activities, such as infrastructure development, financial management, budgeting, and the implementation of policies and procedures. Upon application approval, a team of four (three SCPHA representatives and one representative from a partner organization) will participate in the Public Health Management Academy at the University of North Carolina, Chapel Hill, and will complete a written business plan for the SCPHA as their Management Academy project. A nine-month commitment is required.	A team of SCPHA representatives will be responsible for developing a written business plan that will address a significant public health need and serve to guide the business management functions of the Association. The NC Public Health Management Academy will provide the venue for intensive training in developing public health business plans, give team members access to consultation with public health/business experts, and enable a guided and structured process for the development of SCPHA's business plan.	\$4,500 (Tuition & travel for 1 community partner) \$4,500 (Tuition & travel for 1 non-DHEC SCPHA officer) In-kind (Tuition & travel for 2 DHEC-employed SCPHA officers/members) \$1,000 (Production & printing of final business plan) (Under review)	By Year 3 (Management Academy held August 2009 - May 2010) (Under review)	Objective 2:7 scope of work and budget resources are under review for Year 2.



**SCPHA GOAL 2: ORGANIZATIONAL DEVELOPMENT CONT'D**

**Annual Grantee Progress Chart**

<b>Measurable Objective 2:8</b>				
<b>Submit at least one grant proposal for state or foundation funding.</b>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
Research potential grant opportunities from the CDC, local grant funders or other similar sources, and collect application packages from each.	Additional funding will be secured to support the expansion of SCPHA organizational development (e.g., secure executive director and office space; support travel of officers to key national meetings; support training of leadership, etc.)	In-kind (10%)	02/28/11	Objective 2:8 scope of work and budget resources are under review for Year 2.
Meet with prospective grant partners to develop grant plan.		In-Kind (10%)	02/28/11	On-going
Designate a grants manager to coordinate grants activities.		In-Kind (10%)	02/28/11	On-going
Secure a grant writer.		\$3,000 (Professional grant writer) (Under review)	02/28/11	(Under review)
Submit application by deadline.		\$500 (Printing, supplies & mailing proposal application)	02/28/11	On-going

<b>Measurable Objective 2:9</b>				
<b>Add at least one new membership benefit that members find highly useful.</b>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
Chair of Membership Committee is currently developing and conducting a survey of membership, to include information on preferred benefits and member needs.	New Association benefit will be an additional incentive to increase level of new membership and retention of current members. Members will report higher satisfaction with their membership in SCPHA.	In-kind (15%)	09/30/10	On-going - Membership survey conducted in 2007, Membership Committee is compiling results.  Need new chair appointed.
The Membership Committee will prepare a summary report of survey results, and present recommendations and cost projections to the Membership Committee for adding 1 new benefit that members would find highly useful.		\$5,000 (Purchase of incentive promotional items for new and prospective members) (Under review)  In-kind (APHA 1-year membership awards to top-recruiters of new SCPHA members)	(Under review)	Objective 2:9 scope of work and budget resources are under review for Year 2.

<b>Measurable Objective 2:10</b>				
<b>Participate in training on membership recruitment and retention.</b>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
SCPHA Membership Chair or other designated officer or member will participate in APHA-sponsored or sanctioned training on membership recruitment and retention.	At least 1 key Association officer or member will be trained on membership recruitment and retention; and will be able to develop an action plan for implementing strategies and activities that apply the information and skills learned during the training.	\$3,500 (Travel for 1 SCPHA representative to attend APHA-sponsored meetings/trainings to include the annual meeting and at least 1 membership recruitment & retention training @ \$1,750 each)	Held April 2008 in Atlanta, GA	Completed - Grant Manager attended.

**SCPHA GOAL 2: ORGANIZATIONAL DEVELOPMENT CONT'D**

**Annual Grantee Progress Chart**

<b>Measurable Objective 2:11</b> <i>Participate in training on financial management.</i>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion</b> (Verification if already completed)	<b>Progress Toward Completion</b> (To Date)
SCPHA Treasurer or other designated officer or member will participate in APHA-sponsored or sanctioned training on financial management	At least 1 key Association officer or member will be trained on financial management; and will be able to develop an action plan for implementing strategies and activities that apply the information and skills learned during the training.	\$3,500 (Travel for 1 SCPHA representative to attend APHA-sponsored meetings/trainings to include the annual meeting and at least 1 financial management training @ \$1,750)	Held August 2008 via two-part Webinar presentation	Completed - <ul style="list-style-type: none"> <li>▪ Five SCPHA Officers participated</li> <li>▪ Grant Manager attended Oct 2008 APHA Annual Meeting &amp; participated in APHA grant meetings.</li> </ul>

**SCPHA GOAL 3: LEADERSHIP DEVELOPMENT**

<b>Measurable Objective 3:1</b> <i>Participate in training on governance issues.</i>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion</b> (Verification if already completed)	<b>Progress Toward Completion</b> (To Date)
Conduct annual Orientation Training for new leadership serving on Governing Council, as committee officers, or in other leadership positions.	Improve effectiveness and efficiency of SCPHA Governance by assuring basic core competence of all officers and leaders in carrying out Association business, activities and representation.	\$2,000 (Printing, binders, training supplies costs) \$9,000 (Facility fees, lunch & travel reimbursement for 40 officers @ \$3,000 per year for 3 years)	Year 1 by 09/30/08 Year 2 by 09/30/09 Year 3 by 09/30/10	Completed - New Leader Orientation and Leadership Development training for 2008/2009 Governing Council members held August 21-22, 2008.

<b>Measurable Objective 3:2</b> <i>Create and build the leadership of a student section within SCPHA.</i>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion</b> (Verification if already completed)	<b>Progress Toward Completion</b> (To Date)
Create a Student Section or Student Forum of SCPHA.	A student section or student forum in SCPHA will increase the membership involvement of public health students and will encourage their continued involvement in APHA.	\$1,500 (\$500/yr x 3 years to supplement travel for student members to shadow mentor leaders in their SCPHA activities) \$1,245 (Hotel @\$250 & registration @\$165 x 3 years for Student Section Chair to attend SCPHA Annual Mtg) In-kind (APHA membership paid for student section chair per year for 3 years)	09/30/09 for new student section or forum	On-going - Chair for this work team has been appointed. Organizational meeting will be held in November 2008.
Establish a new/young member+ leadership-mentoring program,	A leadership-mentoring program will help build the skills of newer and/or younger members to help them assume leadership roles within the Association and in APHA. The program will match SCPHA leaders with these new or younger members who will shadow their activities in the Association for a designated period.	In-kind (5%)	01/01/10	On-going - Work Team to be organized for this objective.

**SCPHA GOAL 4: PROGRAM DEVELOPMENT**

**Annual Grantee Progress Report**

<b>Measurable Objective 4:1</b>				
<b><i>Provide professional continuing education (CE) opportunities.</i></b>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
The SCPHA annual meeting and winter conference are planned with professional education in mind. The SCPHA Continuing Education Committee coordinates CE credit offerings or information on how to obtain credit for the workshops and sessions held during each of these meetings. CE credit/information is available for Nurses, Social Workers, Health Educators, Dietitians, Prevention Professionals, Environmental Health Professionals, and Alcohol and Drug Abuse Counselors.	Professionals will continue to have access to continuing education credit through SCPHA meetings and conferences.	In-kind	Year 1 by 09/30/08 Year 2 by 09/30/09 Year 3 by 09/30/10	Completed - SCPHA Winter Conference held January 31, 2008 & SCPHA 2008 Annual Convention held May 20-23, 2008.

<b>Measurable Objective 4:2</b>				
<b><i>Host joint-partnership professional continuing education (CE) events.</i></b>				
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
SCPHA will host continuing professional education events in joint partnership with other agencies and organizations, as well as seek additional partners for CE credit approval, e.g., AHEC and USC Arnold School of Public Health. Emphasis will be on providing specific skills-building courses that are not offered through DHEC in-service training, the annual meeting, and/or winter conference, and are expected to generate income for the Association.	The SCPHA continuing professional education process will become formalized through approval from CE authorized entities and expanded through hosted events and joint sponsorships with other organizations. SCPHA membership and others will have access to training that is not generally available at regularly scheduled conferences, and these training events will be used to generate additional revenue and build the membership base of both SCPHA and APHA.	\$6,000 (\$2,000/yr x 3 years to supports CE events and joint sponsorships)	02/28/11	On-going - A Guide for Holding SCPHA CE Events will be developed for planners of continuing education to help achieve expected outcomes for this objective.

**SCPHA GOAL 5: COMMUNITY ENGAGEMENT**

**Annual Grantee Progress Report**

<b>Measurable Objective 5:1</b>		<i>Develop effective partnerships with other organizations that share mutual goals.</i>		
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
SCPHA Executive Officers will schedule meetings with key agency heads and directors of community and state organizations that share mutual goals.	Increased communication and understanding of shared goals and objectives between organizations. Potential outcome for collaborative opportunities to develop.	In-kind (10% of SCPHA officers' time to attend meetings across the state) \$1,500 (\$500/yr x 3 years projected in-state travel to attend meetings)	On-going activity to 02/28/11	On-going . Fall 07 and Summer /Fall 08 meetings have been held with public health management at SC DHEC.

<b>Measurable Objective 5:2</b>		<i>Encourage continuous maintenance of partnerships through joint meetings and events sponsorship throughout the year.</i>		
<b>Key Action Steps/Activities</b>	<b>Expected Outcome</b>	<b>Budget Resources Required</b>	<b>Timeline for Completion (Verification if already completed)</b>	<b>Progress Toward Completion (To Date)</b>
Continue to sponsor SCPHA Winter Conference in collaboration with other key agencies, such as SC DHEC, SC Department of Health and Human Services (SC DHHS), State Department of Education (SDE) and the SC Department of Alcohol and Other Drug Abuse Services (SC DAODAS).	Collaboration and communication about critical public health issues will be increased between SCPHA and statewide partners through joint meetings and other sponsorship events. Awareness, knowledge and skills of participants about how to address critical public health issues will be improved through attendance at these meetings and events.	\$3,000 (\$1,000/yr. X 3 years to support Winter Conference partnerships)	By 04/30/08 of each Project Year	Completed - SCPHA Winter Conference held January 31, 2008 at Seawell Conference Center, Columbia, SC . topic: %Public Health Town Hall Meeting: Facing the Issues of Gang Violence.+
Host SCPHA Annual Convention and seek convention co-sponsoring agencies and organizations.		\$15,000 (\$5,000/yr x 3 years to support Annual Convention partnerships)	By 05/30/08 of each Project Year	Completed . SCPHA Annual Convention held May 20-23, 2008 in Myrtle Beach, SC Theme . %Putting a Face on Public Health.+
SCPHA will co-sponsor up to 3 joint meetings or events with partners.		\$1,500 (\$500 per SCPHA-sponsorship (3 contribution x 3 joint meetings or events)	Year 1 by 09/30/08 Year 2 by 09/30/09 Year 3 by 09/30/10	Completed . SCPHA co-sponsored September 12, 2008 Lucia Murchison Public Health Social Work Annual Conference.

**SECTION TWO**  
**EVALUATION QUESTIONS**

## Project Summary

As a member Affiliate of the American Public Health Association (APHA), the South Carolina Public Health Association (SCPHA) has a lengthy and successful history of promoting and protecting public health throughout the State of South Carolina. The vision of SCPHA is to support efforts that improve the health, the environment, and the overall quality of life for the people of South Carolina. The mission of the Association is to provide a forum to convene and mobilize public health partners; to provide leadership that promotes personal, community and environmental health throughout the state; to exercise leadership to influence public health policy and advocate for healthy people and communities; and to enhance the scientific learning and professional development of the membership. As a 501(c)(3) non-profit organization, SCPHA has a diverse membership of public health professionals who represent crosscutting disciplines that work together to promote public health in South Carolina.

Grant funding from the APHA Affiliate Capacity Building Initiative Grant has enabled SCPHA to set objectives that will help to strengthen our capacity to be a primary voice for public health practice and policy in the state. Areas of need that have been identified are to increase visibility, enhance constituent relationships, increase sustainable revenue, broaden our membership base, build leadership participation and skills, and improve operations.

Our project's intended goals are to:

- (1) Participate in APHA's national Get Ready Campaign;
- (2) Develop and strengthen our organizational infrastructure;
- (3) Develop our Affiliate's leadership capacity;
- (4) Develop and expand program opportunities for continuing professional education; and
- (5) Build community partnerships and engage them in public health efforts.

During Year One, the strategies we have undertaken to achieve these goals have included the purchase of tools (exhibit display board) and materials (Get Ready flyers) to promote APHA's national Get Ready for Flu Campaign, supporting a 1.5 day leadership development training for board members and committee chairs/co-chairs, sponsoring continuing education training at a Winter Conference and at our Annual Convention, purchase of a laptop computer to improve the use of technology for Association work, and supporting travel to APHA technical assistance training and annual meeting. Member surveys and program evaluations have been the methods used to evaluate the activities to date. The SCPHA Officers, SC-ARGC to APHA, and the Southern Health Representative will serve in an advisory capacity as the Grant Oversight Committee

## Evaluation Questions

The methods by which we have evaluated our project efforts include process evaluations of training and continuing education events, reviews of budget and financial reports, monitoring activities accomplished and noting progress on the Grantee Progress Chart. We designed an ACBI Grant Funds Approval Form as a tool to approve and track budget expenditures as they are linked to each project objective. **Appendix A** includes the evaluation form from our leadership development training and **Appendix B** includes the Grant Funds Approval Form.

### **1. Summarize your progress toward achieving the stated goals of your project.**

Goal 1 ó Participate in Get Ready Campaign, included the following activities:

- A link to the Get Ready campaign website was placed on SCPHA's website at [www.scpa.com](http://www.scpa.com).
- SCPHA participated on August 29, 2008 in a Statewide Flu Vaccine Stakeholders meeting convened by the SC Department of Health and Environmental Control (DHEC). A statewide Pan Flu summit was not scheduled during grant Year 1; however, SCPHA was invited to partner with SC DHEC and other key stakeholder public health agencies to co-sponsor a Fall 2008 Statewide Flu Vaccine promotional campaign as a strategy for the prevention of a Pandemic Flu outbreak. SCPHA joined this effort as a supporting partner and made a \$1,000 contribution to the campaign. The campaign will run through the 2008-2009 flu season.
- A link to the Get Ready campaign website was placed on the Flu Vaccine campaign's website at: <http://www.scdhec.gov/flu/resources.htm>
- Grant funding was used to support the purchase of a new display board for SCPHA that houses materials to promote the Get Ready Campaign, as well as membership applications for APHA and SCPHA.
- Get Ready materials were distributed with the SCPHA display when exhibited at the January 2008 SCPHA Winter Conference, May 2008 SCPHA Annual Convention, September 2008 Statewide Social Work Conference, and September 2008 Statewide Nutrition Conference.
- Get Ready campaign facts sheets were distributed to SCPHA members at the May 2008 Annual Convention and were promoted in two of the Association's newsletters.
- SCPHA's Executive Director, Michael Stalnaker of Queen Communications, LLC, has coordinated the printing and distribution of Get Ready campaign materials, while Elizabeth Mullins, our Public Information Chair has coordinated the promotions of the campaign. The Project Manager, Katy Wynne, is currently serving as the overall coordinator of the Get Ready campaign in SC.

Goal 2 - Organizational Development, included the following activities intended to strengthen our organizational infrastructure:

- Our Affiliate is already incorporated as a 501(c)(3) non-profit association.
- SCPHA has an electronic database for membership communications.
- A Listserv to reach partner organizations and agencies is being planned for completion during Year 2.
- SCPHA maintains a current media listing that is used to promote news releases and other association information.
- Fall 07, winter/spring 08 and summer 08 editions of *The Bulletin* were published and distributed electronically to all members and partner groups.
- SCPHA president met with APHA consultant, Steve Bornstein, in fall 2007 to review the newest revision of our five-year Strategic Plan and receive his recommendations to improve the plan with measurable objectives and to shorten our lengthy vision statement.
- Project Manager Katy Wynne participated in APHA's April 2008 technical assistance training in Atlanta on the topics of organizational marketing, membership development and association management.
- Five SCPHA officers participated in a Part I and II Financial Webinar sponsored by APHA on August 12 and 26, 2008.

Goal 3 - Leadership Development, included the following activities:

- A "Leadership Orientation and Development Training Retreat" was held on August 21-22, 2008 at Saluda Shoals Park in Columbia, SC. A total of 27 Governing Council

Officers, Section Chairs, Committee Chairs and other key members participated in the 1.5-day training on governance and association management topics. The topics and speakers were "Leader Orientation" presented by past presidents, Priscilla White and Lavell Thornton, and "Leadership Development and Association Management Fundamentals" presented by consultant, Eric Ostermann. (See Agenda in **Appendix C**).

- A past presidents' workgroup revised and updated our existing SCPHA Leadership Guide and grant funds supported the printing of copies for limited distribution to board members and other leaders.
- Meg Weis, current PhD Public Health graduate student and SCPHA member, is chairing a work team to develop a Student Section or Student Forum in SCPHA. An organizational planning meeting will be held in November 2008.

Goal 4's Program Development activities have included the following:

- Professional education was supported during the SCPHA Winter Conference, held on January 31, 2008 in Columbia, and at the SCPHA Annual Convention on May 20-23, 2008 in Myrtle Beach, SC.

Goal 5's Community Engagement activities have included the following:

- Fall 07 and Summer 08 meetings were held with senior management at SC DHEC to discuss continued support of SCPHA activities and partnership efforts.
- Winter Conference and Annual Convention were co-sponsored by SC DHEC, and SCPHA co-sponsored the September 12, 2008 Lucia Murchison Public Health Social Work Annual Conference and the SC DHEC Statewide Nutrition Conference.

**2. Does your experience to date suggest that original expectations for achieving these outcomes were realistic? If not, why not? How will you deal with unrealistic expectations? If you have modified your intended outcomes, indicated the changes.**

SCPHA is on target with the majority of grant outcomes except for updating our Strategic Plan and having work teams to develop a Work Plan, Business Plan, and Membership Benefits Plan. SCPHA is an all-volunteer Affiliate, only using our contracted association management company to carry out the daily operational functions of the association. We underestimated the difficulty that members would have in contributing their time away from their work to concentrate on grant activities. Developing a Business Plan is an ambitious goal for now and there is some uncertainty about the purpose of a Business Plan versus a Work Plan to guide our Strategic Plan objectives. Due to the current financial situation across the state and nation, SCPHA will review the feasibility of sending a team to the University of North Carolina Public Health Management Academy (Obj 2:7). Additionally, membership development is an area of greatest need. Until we can stabilize membership loss and improve retention rates, it is difficult to focus on developing outside partnerships and other grant objectives.

**3. Have there been any unanticipated outcomes? What are they?**

*Member Participation:* Travel restrictions due to budget cuts have hampered participation in committee work and planning meetings. We have moved to conference calls for our monthly board meetings and for much of our committee work in the Association. In addition, there is great concern that members may not be able to attend the 2009 annual convention because of these travel restrictions.



*Membership Dues:* We believe that our membership has dropped, as seen in fewer annually-renewed dues, partly because of the widespread financial crisis our nation is experiencing. Even with a reasonably low annual dues amount of \$36.00 for professional members and unless it is a job requirement, organizational dues are likely to be one of the first items people cut from their personal budgets. Most of our public health agencies do not pay professional membership dues for their employees.

*Pending Job Losses in Public Health Field:* The current financial climate in public health will challenge the interest and ability of members to participate in some grant activities. Just recently, SC DHEC (the state's largest employer of those working in public health) has been put on notice, along with all other state agencies, about pending severe budget cuts. The SC House of Representatives and Senate met last week in special session and passed H.5300, The Appropriation Recession Bill, that, once reviewed by the governor and finalized by the General Assembly, will result in multiple millions of dollars being cut from agency budgets. Currently, there is a hiring freeze and travel has been restricted in many of the agencies, and we expect the next step to be a combination of furloughs, reduction in work force, and other management decisions that will affect the jobs of many public health employees.

#### **4. Describe activities undertaken and lessons you have learned from this year's experiences.**

Through participation in the two technical assistance trainings provided by APHA, and during our training on leadership development, SCPHA Governing Council members and committee leaders learned that our basic Affiliate infrastructure is solid; however, there are specific areas of governance that need improvement. Members who participated in each of these training opportunities had very positive comments about the content that was given. In fact, others in the Association have indicated they would like more training on association governance and organizational management.

#### **5. If some intended activities were not carried out, please note them and explain why they were not pursued.**

- Obj 2:6 ó update Strategic Plan. This activity was partially completed because the work team has not met to rewrite the plan's objectives in measurable terms. This will be addressed in Year 2.
- Obj 2:6 and 2:7 ó develop a Work Plan and a Business Plan. There is some confusion about why we need a work plan and a business plan and how these two would mesh with our overall mission and grant activities. The grant oversight committee will address these intended activities in Year 2.

#### **6. What problems have arisen and how are they being addressed?**

- Of the Association's 10 member Sections, two are currently inactive or have not had the leadership needed to participate on the Governing Council. Our Constitution and Bylaws provides for the policy to disband inactive Sections; however, this would be a very last resort. We want to do everything we can to support the members of the inactive Sections and help build up their leadership. The Governing Council will address this concern at the next board meeting.

- Due to travel restrictions placed on many members, we have instituted conferencing capacity for our monthly board meetings and for much of our committee work in the Association.
- The Annual Convention Planners have begun anticipating problems with next year annual meeting and are working with the convention site and the program co-chairs to scale down the costs so that more can participate.

**7. Describe any new activities or modifications and why they were added.**

Modifications to Budget:

- Carry-over funds in the amount of \$3,646.37 have been requested for Year 2 budget.
- Funds were transferred from three line items (operations, communications/marketing, and contracts) to cover the costs of printing and travel, and to support the leadership development training.

Modifications to Grantee Progress Chart:

- Updated federal mileage reimbursement rate to match July 1, 2008 policy.
- No new activities have been added.

**8. Share other pertinent observations/accomplishments.**

For SCPHA to be such a strong and seasoned organization, we are having problems retaining members. Although, new members are joining each month, the numbers that are not renewing offset the gains. We need to conduct another member/non-member survey that is designed to give us more substantive input on how individuals and organizations view SCPHA.

**9. Describe any factors or circumstances (positive and/or negative) within your environment affecting progress toward achieving goals either generally or as they relate to specific activities.**

Please see our responses under Question 3.

**10. If your project is collaborating with other organizations or institutions, describe how these relationships are helping or hindering your progress.**

SC DHEC provides significant support for SCPHA and the agency carries a great amount of influence on how successful the Association is in having a sound membership base and member involvement in activities related to public health. We work hard to maintain a positive partnership with SC DHEC, and many of the agencies employees are active SCPHA members.

**Future Plans**

**1. List the project activities you intend to pursue during the next project year for each intended outcome and note whether and how they involve modifications. (This list is what you will report on next year.)**

- Continue contracting with an association management company to maintain daily operations of SCPHA.
- Plans are underway to establish an exhibiting policy and to identify future opportunities for exhibiting and displaying these materials, along with SCPHA and APHA membership applications.
- More creative components will be designed for the SCPHA Display Board: Next step is to have educational, membership and promotional materials created for the display that can serve multi-functional purposes to help grow SCPHA membership, be available for partnership outreach/policy advocacy activities and for promotions of the Get Ready Campaign.
- Revise and expand the SCPHA website to improve overall image, increase visibility as the state's primary public health non-profit organization, promote better communications with members, and create more online opportunity to join SCPHA/APHA and get involved in public health advocacy.
- Set up a partnership Listserv database.
- Continue publishing timely newsletters for the membership and partners.
- Rewrite Strategic Plan with measurable objectives and revisit our vision statement.
- Obj. 2:8 ó Project Manager will designate a grant proposal work team to begin pursuing grant funding opportunities and make recommendations regarding using a professional grant writer.
- Obj. 2:9 ó Project Manager will designate a membership work team to address the activities under membership development.

**2. What will be done in the coming year to increase the likelihood that the project will be self-sustaining by the end of the grant period?**

A grant work team (Obj 2:8) will be designated to begin planning for self-sustaining revenue streams. Our plans for sustainability are to: strengthen infrastructure; grow membership; seek revenue increase opportunities; apply for grant funding.

**3. What indications are there that this project can (or cannot) be adopted elsewhere?**

This project is suited best for SCPHA, the state's only non-profit public health association.

**Dissemination**

**1. What findings from your project have been made available to the field and how?**

At each month's Governing Council meeting, the Project Manager gives a Grant Update Report and the Treasurer gives a monthly Grant Financial Report. These reports are a matter of public record in the board minutes.

**2. What plans do you have, if any, at this time for disseminating information about your project during the next year and at the conclusion of APHA funding?**

A copy of the Annual Narrative Report will be disseminated to all Governing Council members and will be made available to all other members, upon request. A summary of this report will be published in the Winter 2008/2009 newsletter. A final Executive Summary Report of this project will be written and published online at [www.scpa.com](http://www.scpa.com)

## Other

### **1. Please list issues that you would like to discuss with your APHA contact.**

- Will grant recipients receive any training and/or technical assistance in identifying other national, state or local grant opportunities for sustainable funding once the ACBI grant period ends?
- We would like to review the feedback given to our initial grant application and address each concern that the three reviewers had.

### **2. Grantees may attach appendices that would help to clarify information contained in the body of the report. Be selective. Do not include copies of every newsletter, article, brochure, or statistical report related to your project. If possible, attach a copy of the organizational chart both for the project and for its place within the greater institutional structure.**

Appendix attachments include:

- Appendix A ó Evaluation Form from Leadership Development Training
- Appendix B ó Grant Funds Approval Form
- Appendix C ó Agenda from Leadership Development Training

### **3. Attach evaluation reports that were generated during the past year as appropriate if they are not contained in the report.**

**APPENDIX A**  
**LEADERSHIP DEVELOPMENT TRAINING EVALUATION**

**SCPHA Leadership Development Retreat  
August 21-22, 2008  
Evaluation Form**

- 1) **What was your general impression of the Leadership Development Retreat?**
  - Very satisfied
  - Satisfied
  - Dissatisfied
  - Very dissatisfied
  
- 2) **Did the retreat fulfill your expectations?**
  - Yes
  - Partly
  - No
  
- 3) **How would you rate the retreat presentations?**
  - Very satisfied
  - Satisfied
  - Dissatisfied
  - Very dissatisfied
  
- 4) **How useful did you find the information presented during the leader orientation?**
  - Very useful
  - Useful
  - Not useful
  
- 5) **How useful did you find the information presented by Eric Ostermann?**
  - Very useful
  - Useful
  - Not useful
  
- 6) **How satisfied were you with the small group discussions?**
  - Very satisfied
  - Satisfied
  - Dissatisfied
  - Very dissatisfied
  
- 7) **How would you rate the length of the retreat?**
  - Too long
  - Long
  - Just right
  - Short
  - Too short
  
- 8) **What were the main benefits for you from this training retreat?**

	Yes	No	Somewhat
New information			
Increased understanding of SCPHA governance			
Opportunity to exchange ideas and give input			
Networking with other SCPHA leaders			
Getting motivation and support for my leadership role			

**9) What is your opinion about the logistics of the retreat?**

	<b>Very good</b>	<b>Good</b>	<b>Poor</b>	<b>Very poor</b>
Hotel ( <i>if you stayed overnight</i> )				
Meeting Facilities				
Meals				
Meeting materials				
Registration process				

**10) Do you feel more prepared for your leadership position in SCPHA?**

- Yes
- No
- Somewhat

**11) Do you have a better understanding of SCPHA governance?**

- Yes
- No
- Maybe

**12) What future training topics would better meet your needs as a leader?**

**13) What did you like most about the retreat?**

**14) What did you like least about the retreat?**

**15) Additional comments/suggestions:**

**APPENDIX B**  
**ACBI GRANT FUNDS APPROVAL FORM**





**SOUTH CAROLINA PUBLIC HEALTH ASSOCIATION**  
**Grant Funds Approval Form**  
**APHA Affiliate Capacity-Building Initiative**  
**“Kellogg Grant”**

\_\_\_\_\_ Approved  
 Date: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_

All funds dispersed from the SCPHA Kellogg Grant (APHA Affiliate Capacity-Building Initiative [ACBI]) must be approved in advance. Only an SCPHA Officer, Committee Chair or Section Chair may make a request for use of grant funds to conduct SCPHA activities that meet a grant deliverable. INSTRUCTIONS: Complete this form and return to SCPHA, attn: Kellogg Grant, P.O. Box 11061, Columbia, SC 29211 for approval before expenditure is made. If you have questions, please contact Katy Wynne, Grant Manager, at (803) 545-4464 or [wynnekl@dhec.sc.gov](mailto:wynnekl@dhec.sc.gov)

PLEASE PRINT LEGIBLY

Requestor’s Name: \_\_\_\_\_ Date: \_\_\_\_\_

Your Office/Committee/Section Position: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

E-Mail: \_\_\_\_\_

**DESCRIPTION OF FUNDS REQUESTED**

(One request per form)

**Use of Funds /Brief Description** (Must attach written documentation, i.e., vendor name and price quote, contract or proposal)

**Total Amount Requested**

\$

*NOTE: This form is required for prior approval to expend Kellogg Grant funds only. You must submit an SCPHA request for check disbursement/reimbursement form in order to get advanced payment or reimbursement after-the-fact. Expense receipts are required.*

**JUSTIFICATION OF FUNDS REQUESTED**

Please place a check beside one or more of the following Kellogg Grant activities that best represent the funds you are requesting as you have described above. Where indicated, please give the specific information requested.

**GOAL 1. Participate in Get Ready Campaign**

- Booth, exhibit display and/or workshop session promoting Get Ready Campaign
- Mailout/newsletter/other distribution of Get Ready Campaign materials
- Participation in pandemic flu or disaster preparedness meeting ó specify event/date/location: \_\_\_\_\_

**GOAL 2. Organizational Development**

- Membership communications/website expansion
- Equipment purchase ó specify: \_\_\_\_\_
- Strategic Plan work plan/business plan
- Grant proposal development
- Membership development/promotions
- APHA membership training ó specify date/location: \_\_\_\_\_
- APHA financial management training ó specify date/location: \_\_\_\_\_

**GOAL 3. Leadership Development**

- Leadership training ó specify date/location: \_\_\_\_\_
- SCPHA student section development

**GOAL 4. Program Development**

- Professional Continuing Education training ó specify event/date/location: \_\_\_\_\_

**GOAL 5: Community Engagement**

- Partnership development/policy & advocacy work
- Meetings/Conferences ó specify event/date/location: \_\_\_\_\_

**South Carolina Public Health Association • P.O. Box 11061 • Columbia, S.C. 29211 • [www.scpa.com](http://www.scpa.com)**

**APPENDIX C**

**AGENDA – LEADERSHIP DEVELOPMENT RETREAT**



**South Carolina Public Health Association  
2008 Leadership Development Retreat**

*August 21-22, 2008  
Saluda Shoals Park River Center  
5605 Bush River Road  
Columbia, SC 29212*

<b>AGENDA</b>	
<b>Day 1 – Thursday, August 21, 2008</b>	
8:30 a.m. – 9:00 a.m.	Registration & Breakfast
9:00 a.m. – 9:30 a.m.	Welcome/Introductions/Opening Activity <i>Katy Wynne</i>
9:30 a.m. – 12:00 p.m. ~ <i>Session 1</i>	SCPHA Leadership Orientation <i>Priscilla White &amp; Lavell Thornton</i>
12:00 p.m. – 1:00 p.m. ~ <i>Lunch</i>	
1:00 p.m. – 3:00 p.m. ~ <i>Session 2</i>	Leadership Development & Association Management Fundamentals <i>Eric Ostermann, President</i> <i>Badger Bay Management Company, LLC</i> <i>Kimberly, Wisconsin</i>
3:00 p.m. – 3:15 p.m. ~ <i>Break</i>	
3:15 p.m. – 4:45 p.m. ~ <i>Session 3</i>	
Leadership Development & Association Management Fundamentals <i>continued</i> <i>Eric Ostermann</i>	
6:00 p.m. . 7:30 p.m. ~ <i>Dinner (Dutch Treat) with Our Consultant</i> <i>Location: Tentatively Miyos in Harbison on Bower Parkway</i>	
<b>Day 2 . Friday, August 22, 2008</b>	
8:45 a.m. – 9:30 a.m.	<i>Breakfast</i>
9:30 a.m. – 11:30 a.m. ~ <i>Session 4</i>	Leadership Round Table Small Group Activity <i>Eric Ostermann</i>
11:30 a.m. – 11:45 a.m. ~ <i>Break</i>	
11:45 a.m. – 12:45 p.m. ~ <i>Session 5</i>	
12:45 p.m. – 1:00 p.m.	Small Group Reporting Back To Full Group
12:45 p.m. – 1:00 p.m.	Summary & Wrap-Up <i>Katy Wynne</i>
1:00 p.m.	Adjourn