

SCPHA Affiliate Capacity-Building Initiative (ACBI)
(APHA/Kellogg Foundation Grant)
Grant Period: October 1, 2007 – February 28, 2011

Main Objectives of the Grant

- Encourage more state members to join APHA;
- Participate in APHA's Get Ready campaign, a promotional/educational initiative to inform and engage the public in being prepared for emerging public health threats (e.g., Pandemic Influenza, Bioterrorism; Natural Disasters) ó more information available at <http://www.getreadyforflu.org/newsite.htm>;
- Expand the membership of SCPHA through the addition of new member benefits, membership drives and by establishing new sections, such as a student section;
- Build the leadership capacity and skills of Association officers and committee chairs through coordinated training opportunities;
- Enlarge the role of the Association into becoming a major provider of public health continuing and professional education;
- Seek new opportunities to develop a sustainable funding base for the Association through continued grant applications, revenue earning events, ongoing sponsorships and planning giving initiatives; and
- Become the "advocate voice for public health" in South Carolina by developing successful strategies to address relevant, timely and critical public health policy issues.

Year 2 Plans (October 1, 2008 – September 30, 2009) and Forward

Project Activities to include:

- 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.

Self-Sustaining Activity:

- 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.

If you are interested in serving on a Grant Work Team, please contact Katy Wynne at wynnekl@dhec.sc.gov.