



STRATEGIC PLAN 2021-2025

Society for Public Health Education
www.sophe.org

Vision A healthy world through health education.

Mission Supporting leaders in health education and promotion to advance healthy and equitable communities across the globe.

Strategy 1: Strengthen health education and promotion capacity to achieve health equity.

Goals:

- Provide pre-service and in-service development opportunities to achieve health equity and increase the diversity of the profession.
- Expand leadership development to include anti-racism training that ensures an infrastructure for equity and inclusion.

Strategy 2: Advance health education and promotion pedagogy, practice and research.

Goals:

- Increase the reach and impact of SOPHE's peer-reviewed journals.
- Promote emerging and promising areas for health education research, practice, and pedagogy, with a focus on scientific gaps that address social determinants of health.

Strategy 3: Promote and advocate for health-equity enhancing systems and policies.

Goals:

- Strengthen advocacy impact and effectiveness to address health promotion, prevention, and health equity priorities.
- Increase public and partner knowledge and support for the profession of health education and promotion as leaders in health equity.

Strategy 4: Support operational excellence to achieve the greatest public health impact possible.

Goals:

- Strengthen SOPHE's operational performance practices.
- Ensure organization policies and procedures that promote anti-racism and advance health equity.

SOPHE's 2021-2025 strategic plan was developed using Results-Based Accountability,[™] a data-driven, disciplined way of thinking and taking action that organizations use to improve the performance of their programs or services. Results or goals are clear and data are continuously collected to measure whether results are achieved.

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