

# Experiences with Strategic Planning in Public Health Organizations

## Satellite Conference and Live Webcast

Thursday, February 5, 2009 • 12:00-1:30 p.m. (Central Time)

1:00-2:30 p.m. (Eastern) • 11:00 a.m.-12:30 p.m. (Mountain) • 10:00-11:30 a.m. (Pacific)

**D**efining strategic planning is pretty simple, actually doing it gets a little more complex. Let's start with the easy part. Strategic planning determines where an organization is going in the immediate future and how it's going to get there. The process can be organization-wide or more focused on a division, department or other major function. Where it gets complex is determining how to do it since there are several approaches that can be used to conduct a strategic planning session.

Often times state and local health departments are reluctant about the idea of engaging in formal strategic planning even though the process has been known to produce favorable benefits for companies. Strategic planning can be an involved process though, and many organizations simply don't have the time, resources or leadership to conduct a beneficial session. During this program, we'll explore both sides of the coin, learn more about effectively implementing plans in health departments and focus on lessons learned from other state and county health departments that have engaged in the strategic planning process.

### PROGRAM OBJECTIVES:

1. Discuss the requirements for successful strategic planning in public health organizations.
2. Understand the reasons why some organizations are reluctant to commit to comprehensive strategic planning.
3. Explain some of the critical factors necessary for implementing effective strategic plans.
4. Appreciate the dynamic nature of the public health environment.
5. Conduct a strategic planning process that is simple, structured, participative, efficient and effective.

### FACULTY:

W. Jack Duncan, PhD  
Professor of Management Emeritus and University  
Scholar Emeritus, School of Public Health  
University of Alabama at Birmingham

Peter M. Ginter, PhD  
Professor and Chair  
Department of Health Care Organization and Policy  
School of Public Health  
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### CONFERENCE DETAILS:

**Target Audience:** Public health administrators, physicians, nurses, social workers, administrators, health care providers, community leaders, government officials, and other health personnel interested in management and strategic planning.

**Registration:** [www.adph.org/alphntn](http://www.adph.org/alphntn)

**Cost:** There is no cost to view.

**Continuing Education:** None for this program.

**Satellite Technical Information:** This program will be a live satellite broadcast on C band (analog).

**Webcast Information:** This program will be a live webcast. Register at [www.adph.org/alphntn](http://www.adph.org/alphntn) To view webcast, you need RealPlayer or Windows Media Player. Test your computer before the day of the program from the "test connection" link at [www.adph.org/alphntn](http://www.adph.org/alphntn)

On the day of the program, go to [www.adph.org/alphntn](http://www.adph.org/alphntn) & click on the "view webcast" link.

**Audio Conference:** This course will be available as an audio conference. Call: 1-866-941-6093.

**Conference Materials:** Posted on our website approximately one week before the program for registered participants.

**Questions For Faculty:** Fax or email questions and a response will be given during the program.

Email: [alphntnquestions@adph.state.al.us](mailto:alphntnquestions@adph.state.al.us) • Fax: 334-206-5640.

**Conference Details Questions:** Call: 334-206-5618 | Email: [alphntn@adph.state.al.us](mailto:alphntn@adph.state.al.us)

### PROGRAM FORMAT:

You are invited to join an in-depth question and answer session hosted by faculty from the South Central Public Health Training Center. The content of the discussion will be determined by you.

Your questions will be answered live as they are received throughout the broadcast.

You can email your questions in advance to: [alphntnquestions@adph.state.al.us](mailto:alphntnquestions@adph.state.al.us)

The South Central Public Health Training Center is a partnership of the state health departments in Alabama, Arkansas, Louisiana and Mississippi and the Schools of Public Health at UAB and Tulane University with funding from the Health Resources and Services Administration, DHSS.

# ALABAMA PUBLIC HEALTH TRAINING NETWORK