

March 2024

NCEHSA Strategic Plan ASSOCIATION



Aligning, Securing, Protecting, Ensuring

Mission - To advance the Environmental Health profession in North Carolina by equipping them with the skills and resources needed to address Environmental Health emerging issues. We do this through unified leadership, collaboration statewide, and effectively communicating with stakeholders.

Vision - To provide a better future for the Environmental Health profession.

Our purpose is to bolster the Registered Environmental Health Specialist (REHS) through promotion, collaboration, advocacy, and shaping policy.

Call-to-Action

This strategic plan, created with the support and guidance from the ARPA Region 5 staff is a way for us to come back together as a section with the goal of reconvening stakeholders both old and new and to reenergize the efforts of our profession. Our vision is to advocate for sound legislation, retain trained staff and to recruit a diverse community of scientific like-minded individuals that have a passion for protecting the public's overall health and well-being through environmental health.

Over the last several years during NCEHSA spring and fall conferences, reoccurring themes across the region began to emerge. As our field continues to evolve, we are seeing new and more complex public health issues, changes to the writing process for rules and regulations, and our workforce demographics shifting. As a committee, we challenge you to be an active member of this organization. Encourage other supervisors and program specialists to be as well. This plan is a living document and should be referenced often, reevaluating its goals and objectives to ensure we are promoting, collaborating, advocating, and shaping the field of environmental health.

North Carolina Environmental Health Supervisors Association Strategic Priorities 2024-2028

ALIGNING, SECURING, PROTECTING,
ENSURING

Our purpose is to bolster the Registered Environmental Health Specialist (REHS) through promotion, collaboration, advocacy, and shaping policy.



Advocate

Foster existing and create new relationships to advocate for Environmental Health



Recruit & Promote

Increase awareness and engage youth in Environmental Health using stories from the field



Retention

Develop current leaders and staff through course offerings, training, and growth opportunities



Vision - To provide a better future for the Environmental Health profession

Mission - To advance the Environmental Health profession in North Carolina by equipping them with the skills and resources needed to address Environmental Health emerging issues. We do this through unified leadership, collaboration statewide, and effectively communicating with stakeholders.

Priority One - Advocacy

Goal 1.0: Foster existing and create new relationships to advocate for Environmental Health (EH)

***SEE 90-180 Day Plan**

Objective 1

By December 2024, NCEHSA executive team will hold meetings with Department of Health & Human Services (DHHS) EH leadership. NCEHSA members will be asked to contribute questions to be submitted to DHHS and discussed during these meetings and shared back with members after meetings.

Objective 2

By December 2024, NCEHSA will re-establish connection with Local Health Director's Association to foster relationships and reinvigorate the importance of local Environmental Health representation.

Objective 3

By October 2024, NCEHSA strategic planning group will develop a list of new potential advocacy partners who have a vested interest in Environmental Health

GOAL 1.1: Develop a presence in the communities

Objective 1

By January 2025, NCEHSA executive team will develop a process for members to engage with local environmental groups within their jurisdictions.

GOAL 1.2: Create processes for open discussions/mtgs and interactions

Objective 1

By December 2024, NCEHSA executive team will develop a process for responding as an association and holding emergency meetings in response to legislation.

Objective 2

By January 2026, NCEHSA executive team will identify members to form a white paper committee.

Objective 3

By January 2026, NCEHSA will develop a list of key stakeholders to invite to the next conference.

Priority One - Advocacy

The 90-180 Day Plan

Strategy Priority Area	Goal Statement	
Accomplishment	Start Date: 4/1/24 End Date: 10/1/24	
Implementation Steps (How): List the steps to complete the accomplishment. Start each step with a verb that captures the action. Make it as concrete as possible.	When: Identify the completion date of each step.	Who: Identify who will complete the step.
Schedule calendar of meetings (consider new leadership and executive committee meeting in January)	4/15/24	
Establish members (not being limited/considering size for productivity)	4/15/24	
Engage (Environmental Health Section Chief and branch heads) partner early on if there is momentum	6/15/24	Becky Rosso has contact
Vetting and using blank videos, generic EH materials, creation of Assoc specific materials	8/15/24	Committee's initial task to ensure members have vetted materials to start sharing with contacts no later than 8/15/24
Team Members (need to be) Passionate about EH promotion Creative Story Tellers	Collaborators/Partners Statewide EH efforts/committee	Special Considerations

Priority Two - Recruit & Promote

Goal 2.0: Increase awareness and engage youth in EH using stories from the field.

Objective 1

By January 2025, NCEHSA will establish a partnership with any existing statewide marketing initiatives (i.e., Larry Michael powerpoint/presentation) to create awareness and interest in high school students. Using "A Day in Our Life Without EH" youth will experience the impact EH has on their communities. NCEHSA will encourage stories in the field that accurately portray environmental health issues that impact families.

Objective 2

By October 2024, NCEHSA will build partnerships with at least (6) local guidance counselors and advisors at high schools and colleges to share resources with students on the impact EH has on issues of environmental justice.

Objective 2a

By October 2024, NCEHSA will add all public health major programs and HBCU's in NC to their asset map.

Objective 2b

By October 2024, NCEHSA will add all environmental justice initiatives in NC to their asset map.

Objective 3

By June 2024, NCEHSA will create a time-limited outreach and promotion committee to guide the development of at least (6) partnerships, creation of (2) materials, and distribution to formal partnerships.

Goal 2.1 Use data and success stories to connect to the public

Objective 1

By January 2027, the NCEHSA executive team will explore a scholarship fund for students.

Missing Data Needed to meet Goal 2.1, Objective 1:

Diversity around recruitment

Demographic data to differentiate gender/race/retirement in the field.

Compile environmental health history

Priority Three - Retention

GOAL 3.0: Develop current leaders and staff through course offerings, training, and growth opportunities.

Objective 1 - By June 2025 create a list of presenters on leadership and management by collecting presenters from current leadership and posting on NCEHSA website.

Objective 2 - By Oct 2025 create list of training courses to target REHS Program Specialist through various training partners and post on NCEHSA website.

Objective 3 - By Oct 2025 create list of training to all REHS and promote through list serve and post on NCEHSA Website.

GOAL 3.1: Create opportunities for professional growth.

Objective 1

By January 2027, NCEHSA executive team will create a succession planning training.

Objective 2

By January 2027, NCEHSA executive team will create a standard operating procedure for advancement to supervision which includes updated job descriptions for these positions.

Objective 3

By January 2027, NCEHSA executive team will create a mentoring program which includes opportunities for specific training needs.

Dissemination Plan

Dissemination for Awareness - usage of Mailing lists, Newsletters, Briefings, Conferences, E-mail, Reports, Workshops, One-to-one, Mail base lists, Websites, Media, Texting, Outdoor Town Halls, and Focus Groups.

Dissemination for Understanding - using a Community Based Participatory Research approach, data collected during the implementation of the plan will be shared with all participants and partners. There will be no restrictions on the dissemination of the data.

A plan will be developed for framing and disseminating all data to avoid contributing to prejudices and bias. All active community partners are included in decision-making.

Dissemination for Action - various strategies will be utilized to facilitate engagement and emphasize the role of the community as co-lead. The listening session participants will inform strategies that meet the needs of their community.

Strategic Plan Process

The NCEHSA Strategic Planning meeting was held at the annual conference on March 29 2023, from 1:00 pm to 5:00 pm. The purpose of the retreat was to provide space for the association to initiate its first strategic planning process. Prior to the meeting, members completed a survey and responses were cross-referenced to identify recurring themes. Participants began the process of drafting partial mission, vision, and purpose statements. A SWOT analysis was conducted along with small group discussions to formalize goal areas for the plan.

Over the course of the next eight months, volunteers formed a strategic planning committee to finalize these statements, goals, and objectives for the plan using tools found in MAPP 2.0.

The goals reflect a commitment to advancing the profession and using a health equity lens to craft goals and objectives that broaden the breadth of access. A pipeline for the environmental health profession is supported by objectives that connect youth, communities most impacted by environmental health issues, and those seeking justice and fairness as it pertains to the health of our communities.

The final draft will be presented at the March 2024 conference for members to discuss and vote on accepting.

Changing Landscape of Environmental Health

As early as 2019, the impact of rapidly changing technology has been felt by the field of environmental health. Like other core areas of public health, the complexity of health issues in communities have stressed the workforce. In environmental health, there are fewer graduates moving into the field with more retiring out of it, taking their experience and expertise with them.

As we have seen over the past several years there has been an effort to restrict and even reduce the hard-fought legislation that is the core of environmental health.

In order to address the need for a well-trained and sustainable workforce, the NCEHSA has developed a strategic plan targeting strategies to advocate, recruit, and retain a workforce for its local health departments.

Beyond this four year plan, the association will need to consider its influence on other elements challenging the field such as equipment, information and data systems, and developing new and unique supports for the profession through new partnerships and collaborations.

The Current Field of Environmental Health in North Carolina

The NCEHSA is committed to using data to drive decision making and the strategic planning process has highlighted data that needs to be collected to better understand the field. Data connected to registrations is readily available and reflects changing dynamics. A focus on collecting demographics of the profession in North Carolina will support more intentional recruitment.

For REHS's across the state, over 50% of collective years of experience is evenly split by those entering the field and those close to retirement.

Active Registrations⁽¹⁾

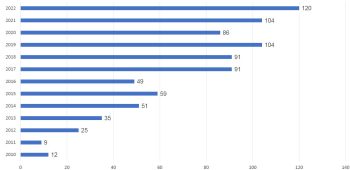
11/01/22



(1) Projected registration to 12/31/22; total active registrants estimated at 1248; does not include 200 unaffiliated retired registrants

Data sources: Registered Sanitation Training and Authorization System (RSTAS) and historical board minutes

New Registrations By Year



Appendices

Master Timeline

March 2024

Present Draft Strategic Plan

Adopt Final Strategic Plan

Develop calendar of meetings and incorporate strategies into agendas

June 2024

Identify time-limited outreach and promotion committee members

October 2024

Develop list of advocacy partners

Executive Committee will have added public health major programs and HBCU's to asset map

Executive Committee will have added environmental justice initiatives to asset map

December 2024

Members contribute questions for first quarter meetings

Executive Team schedule meetings with DHHS ES

Executive Team will have met with DHHS ES

January 2025

Executive Team will have develop process for responding as an association

Established partnership with statewide marketing initiatives

June 2025

Create list of presenters for calendar year 2025

July 2025

Establish connection with LHD subcommittee

October 2025

Create list of potential advocacy partners

Build partnerships with high schools and colleges

Create list of training courses

Promote training courses

March 2025

Initiate process for engaging with environmental groups in jurisdictions

March 2026

Form white paper committee

Create list of key stakeholders to invite to conference

January 2027

Develop scholarship fund

Create succession planning training

Develop Standard Operating Procedure for advancement to supervision

Develop mentoring program