



World Federation of Public Health Associations
Fédération Mondiale des Associations de Santé Publique
Federación Mundial de Asociaciones de Salud Pública

**ANNUAL REPORT
of the
SECRETARY GENERAL**

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WORLD FEDERATION OF PUBLIC HEALTH ASSOCIATIONS (WFPHA)

MOVING FROM GOOD TO GREAT

The Future is not a result of choices among alternative paths offered by the present, but a place that is created first in mind, next in will, then in activity. The Future is not someplace we are going to but a place we are creating. The paths are not to be discovered but made and the activity of making the Future changes both the Maker and the Destination...-John Schaar-

SUMMARY STATEMENT

In 2007, the General membership adopted the following strategic goals:

Goal One: *To develop and promote effective global policies to improve the health of populations.*

Goal Two: *To advance public health practice, education/training, and research.*

Goal Three: *To expand and strengthen internal and external partnerships.*

Goal Four: *To achieve and maintain an effective, efficient and sustainable organization.*

Goal Five: *To support member associations in improving their infrastructure and organizational capacity*

Thank you for the opportunity to serve.

Change is always difficult and so it has been with the WFPHA. Secretariat staff has been committed to reshaping the federation as mandated by the general membership in 2007. Strategic planning provides the opportunity for the organization to celebrate its past and bring “what works” into the future. However, the organization must also seek and be open to new ways of accomplishing its goals. As the saying goes, it is foolhardy *to do the same thing over and over and expect different results*. With this in mind, the Secretariat focused its efforts primarily on Goals 2 and 3, and accomplished the following:

MAJOR ACCOMPLISHMENTS

STRENGTHEN ADMINISTRATIVE OPERATIONS & ORGANIZATIONAL STRUCTURE

- 1) Continue to improved communications & visibility by producing & disseminating:
 - a. WFPHA Annual Report
 - b. WFPHA News(monthly online newsletter)
 - c. Press releases
 - d. Increased availability of online documents
 - e. Increased availability of documents on English, French, Spanish and other languages.
- 2) Continue to strengthen membership management and community-building by:
 - a. Maintaining an up-to-date membership database
 - b. Improving annual meeting registration
 - c. Producing a Membership Directory
 - d. Updating and maintaining a Procedure Manual
 - e. Providing staff support to committees

Strengthen Partnerships

- 1) Established partnerships with the International Group on Earth Observations (GEO), the Avicenna Project and the World Justice Project.
- 2) Increased global health advocacy through monitoring and tracking of legislation that impacts global health.
- 3) Participated in the International Symposium on People-Centered Health Care: Reorienting Health Systems for the 21st Century sponsored by WHO.
- 4) Collaborated, as needed, with the Journal of Public Health Policy

Strengthen Fundraising/Grantwriting

- 1) Obtained \$120,000 from the Rockefeller Foundation to begin work- related to public health workforce enumeration and mapping and for general support of the WFPHA AGM. The funding also supported the WFPHA's Invitational Roundtable on the Global Public Health workforce held November 2007.

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- 2) Obtained \$300,000 from the Pfizer Public Health Group to implement Goal 5 of the WFPHA strategic plan: *To support member associations in improving their infrastructure and organizational capacity*

Strengthen Financial Management

- 1) Ensured online access to financial reports for DC account
- 2) Separate account established for grants

Strengthen Strategic Planning

- 1) Proposed strategic action plans disseminated to every member organization and available online for review and comment.
- 2) Organized the 41st and 42nd Annual Meeting of the WFPHA as well as the February Strategic Planning meeting.

Strengthen Branding & Positioning

- 1) Participating in various meetings, as part of the ongoing feasibility efforts, to look at organizational branding & positioning. This includes:
 - a. Development of a World Congress Logo
 - b. Meetings with international convention planners and Convention Center representatives from across the globe

Recommendation:

- 1) The WFPHA should establish a By Laws Committee charged with reviewing and modifying the bylaws as needed as the federation grows and evolves. The committee makes recommendations for changes, which are then reviewed and approved, by the General Membership.
- 2) The Policy Committee's charge should be clearly defined to include overseeing the WFPHA's annual policy development process. The committee charge includes statements that provide a record of the Federation's stance on a variety of public health issues and reflect the

- diverse interests of the membership. The Policy Committee would also oversee any policy archiving and review process required in the future.
- 3) There has been some confusion around responsibility for internal administrative policy and actions. Internal policies should be in the purview of the Board not a committee. As such, the Executive Board should establish that administrative policies are the purview of the Executive Board and/or Executive Committee.
 - 4) The WFPHA should adopt protocols for Executive Board functioning as proposed.