

**Public Health Accreditation Board  
Strategic Map: 2012-2014**

Session Final  
03-02-11



**A**

**B**

**C**

**D**

**E**

**Manage  
and Improve  
Accreditation**

**Target  
Marketing and  
Communication  
Strategies**

**Engage  
Strategic  
Partnerships**

**Advance Quality  
Improvement  
in Public Health**

**Sustain a  
High-Performing  
Organization**

**1**

Manage the Accreditation Process

Build and Manage the PHAB Brand

Ensure a Sufficient Pool of Applicants

Promote QI Dissemination and Uptake Throughout Public Health

Secure Sufficient and Diversified Revenue Sources

**2**

Strengthen the Evidence Base for Accreditation

Identify and Target the Customers

Support Applicant Success Through PHAB Four Engagement

Promote Leadership Competency in QI

Recruit, Develop and Retain PHAB Staff

**3**

Provide Education, Training and Technical Assistance

Build a Comprehensive Communication Strategy

Strengthen Programmatic Linkages

Exemplify QI Competency in Service, Products and Accreditation

Ensure a Relationship-Focused Organization

**4**

Continuously Improve Standards and Process

Engage Key Opinion Leaders as Ambassadors

Engage Public Health System Stakeholders

Advance the Science of Improvement for Public Health

Manage Organizational Capacity as Need Grows

**5**

Establish PHAB Standards as the Accepted Reference Standards

Assure Engagement of Current and Future Funders

Foster PHAB Governance Evolution and Development

**F**

**Ensure Continuous Quality Improvement and Innovation  
Establish and Execute an Effective Evaluation Plan**

**G**

**Foster PHAB as a Learning Organization that  
Accelerates, Utilizes and Promotes Public Health Systems Research**