

## **Proposal: ASPHER 2020 Implementation of the Strategic Objective 5**

### **Strategic objective 5:**

#### **Strengthening governance, management and sustainable development of ASPHER**

- 5.1.** Enlarge memberships and promote engagement of members in association activities;
- 5.2.** Develop capacity of the ASPHER secretariat;
- 5.3.** Build up strategic partnerships with national, European and global associations/institutions.

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**5.1.** ASPHER presently has a large, far-reaching and committed member network; this network will be enlarged and enhanced as time goes on. Given that ASPHER is a very large and comprehensive network, serving as the focal point/platform for education and training in public health, at least within the larger European context, it is advantageous for all entities offering public health training in Europe to eventually join the Association. Furthermore, the Association recognizes the importance of development of cooperation within and beyond the region through the associate membership.

In order to guarantee long-term stability of membership and cooperative structures, ASPHER has to scrutinize its financial procedures and reinforce its membership policy. The combination of revised membership fee policy and increased efforts to explore options for funding is essential to enable the implementation of all elements within the ASPHER 2020 strategy. Irrespective of any revisions to member policy, ASPHER will always remain very open and inclusive with regard to membership, so as to assure broad representation of the public health education/training community.

##### **5.1.1. Enhance benefits of ASPHER membership**

Because ASPHER encompasses such a variety of institutions offering public health education and training, it is necessary to map the variety of member institution models (structures), in order to assess similarities and differences between and needs of different institutions. The benefits of full and associate membership will be re-discussed, re-assessed and documented. The status of full vs. associate member will be carefully considered, paying special attention to the diversity of the member constituency and structures. The revised benefit framework must then be well translated into a simple fee scheme to ease the adherence of new members and strengthen the network. Further consultation with members and relevant analyses and discussions will take place during the remainder of 2016, yielding a revised framework in 2017.

##### **5.1.2. Invite and attract new members from inside and outside the region**

The number of public health schools and programmes is increasing; ASPHER must establish focal points in strategic locations, thereby enlarging its network on a global scale and contributing to capacity building in given areas. Outreach will also be conducted through links with platforms such as existing local and regional networks of schools and student societies. Special attention should be paid to alumni networks, identifying those remaining close to schools/programmes. The Association's established functions and roles, including the ambassador function, will complement the strategy described above.

##### **5.1.3. Establish financial routine procedures with long-term perspective**

The fee policy will be streamlined, with special emphasis on ensuring clear linkages to the benefit framework. Fund-raising and spending/investment strategies will also be re-assessed and re-formulated. The linking of benefits to individual programmes will also ensure greater visibility and therefore greater incentive for current members to become more involved in them and for new members to join. As soon as the membership fee scheme is revised, a corresponding book keeping scheme will be devised.

**5.2.** The ASPHER secretariat is the backbone of the Association and its capacity has to be strengthened on a long-term basis. The number of core staff at the headquarters in Brussels should always be in proportion to the workload. Options for outsourcing of activities should be explored. At its core, ASPHER will have a strong secretariat with strengthened capacity to serve the Association's members.

#### 5.2.1. Strengthen the capacity of ASPHER's secretariat in Brussels

The number of Brussels-based ASPHER secretariat staff will be increased in proportion to the workload. The intention is to keep 2 – 2,5 EFT onsite in Brussels, with extra staff being engaged should new projects arise or should the workload increase. The aforementioned focal points in strategic locations within the Association's network working closely with the Association, remunerated based on individual arrangements, shall be considered.

#### 5.2.2. Secure outsourcing of selected tasks to support regular operation

The accounting/tax/legal services will be outsourced as usual. The number of consultants from selected member institutions engaged to support selected programmes and projects will be increased. A number of consultants will be involved in grant-writing and fundraising, based on need at any given time.

**5.3.** ASPHER has always emphasized and will enhance its efforts in fostering joint efforts for public health in Europe, acting in synergy with other key stakeholders. ASPHER, as the founder of the *Agency for Public Health Education Accreditation (APHEA)*, maintains close ties with this entity, which seeks to raise the standard of higher education in public health in Europe through quality assurance mechanisms. ASPHER is at the core of the organizing group of the *European Public Health Conference (EPH Conference)*, the largest European annual forum/conference in academic public health and public health practice. *Public Health Reviews (PHR)* is an open access public health journal, founded and still administered by ASPHER, dedicated to promoting public health knowledge and practice, which places a special emphasis on the integration of state of the art knowledge and translational issues, interdisciplinary approaches, innovations, and emerging public health issues. Each of the three aforementioned entities plays an important role in the Association's overall mission and greater impact. Synergy between these three entities and links with other entities and stakeholders shall be assured, among other means, via the fee scheme and benefit framework. Other partnerships will be created and fostered over time according to current national and international policies, as well as the interests of Association members.

#### 5.3.1. Mapping of possible partnerships

Mapping of potential strategic partnerships will be carried out and reported upon.

#### 5.3.2. Increase collaboration in existing partnership arrangements

Strategy for working with existing partners such as WHO Europe, ECDC, EUPHA, EPHA, WFPHA, as well as key forums, such as EU Health Policy Platform, will be reassessed and redesigned, so as to strengthen these partnerships and have greater impact in the numerous on-going common efforts.

#### 5.3.3. Improve contacts and build new partnerships

New partnership agreements will be signed based on current policy lines and projects. New key stakeholders will be brought in based on member interests as well. ASPHER will also continue to strengthen its relations with public health students, trainees and young professionals, as they are at the heart of the ASPHER member school network and the greater public health professional development.

### **ASPHER key membership forums**

ASPHER organizes a yearly member event, the Annual Deans' and Directors' Retreat, which serves as the key happening, bringing members together for the General Assembly, and discussion on outstanding issues concerning the Association as well as the greater public health academic environment.

The annual EPH Conference, of which ASPHER is one of the main partners, and which is attended by the large number of ASPHER members, will henceforth serve as the platform for an annual forum event where members can be divided up into smaller groups based on specific interests and activities, for discussion and planning. Given the growing number of members, such a forum ensures that those with specific needs/interests will have gatherings/debates focusing specifically on their interests. These forums have the potential to positively stimulate the development of working groups.

Finally, the Association presently has a very dynamic online environment, which has got huge potential to enhance networking and facilitate sharing of educational and training strategies as well as public health advocacy. This platform will become even more interactive, with multimedia material enabling increased learning about individual school contexts, best practice sharing, and communication, also linking with the Association's specific programmes, e.g. EPHRF – providing tools for individual career and systems capacity planning.

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