REVIEW

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EUPHA STRATEGY 2014-2020*

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EUPHA unique value

EUPHA has a unique position in the field of public health in Europe. It is the largest network of public health professionals and covers nearly all countries of Europe, as defined by the WHO Regional Office for Europe. EUPHA has an excellent reputation of being a strong, independent and broad science-based network. EUPHA has the obligation to use this unique position to the fullest extent and this second EUPHA strategy for the period 2014-2020 aims to do just that by combining support to our members with representation of our members at European and global level. (1)

EUPHA vision

Our vision is of improving health and well-being and narrowing health inequalities for all Europeans. We seek to support our members to improve health in Europe, adding value to the efforts of stakeholders in regions and states, in national and international organizations as well as individual health professionals.

EUPHA mission

Our mission is to facilitate and activate a strong voice of the public health network by enhancing visibility of the evidence and by strengthening the capacity of public health professionals.

EUPHA objectives

There are three main objectives:

1. To be a leading scientific and independent voice in the field of public health and health services research and policy;
2. To build capacity and knowledge in the field of public health and health services research with the aim of supporting evidence-informed practice and policy decisions; and
3. To prepare future generations of engaged and connected public health professionals for their leadership role in public health.

Working in partnership

Sustainable advances in public health and health services can only be achieved through collaboration. EUPHA is dedicated

to working in partnership with European and international intergovernmental and non-governmental organizations as well as with national institutes and organizations that are aligned with EUPHA's values and commitment to improve current and future health in Europe.

* EUPHA defines public health as: the science and art of preventing disease, prolonging life and promoting health and well-being through the organized efforts and informed choices of society, organizations, public and private, communities and individuals, and includes the broader area of public health, health services research, health service delivery and health systems design.

* EUPHA defines public health professionals as: all professionals that monitor and diagnose the health concerns of entire communities and promote healthy practices and behaviors to ensure that populations stay healthy. This definition specifically includes health services researchers.

Objective 1:**To be a leading scientific and independent voice in the field of public health and health services research and policy**

Public health professionals have the knowledge and the capacity to provide the evidence base for all policy decisions with an impact on public health. This voice of science, independent of vested interests, needs to be clearly formulated and needs to be heard at European, national, regional and local level. EUPHA is committed to facilitating this voice being heard at all levels and to strengthen this voice at European and global level.

This objective has three specific actions:

1.1 Supporting our members to provide and further develop a strong national voice By 2020, every country in the WHO Europe region will have a strong independent and multidisciplinary voice for public health.

1.2 Being actively involved in setting the European public health Agenda By 2020, EUPHA will be recognized as an independent voice of public Health in Europe, proactive in putting topics on the agenda and able to give timely responses

*EUPHA Strategy map for period 2014-2020 was approved by the EUPHA Governing Board in its meeting of 20th November 2014 in Glasgow during the 7th EPH 2014 Conference.

Figure 1. a) Map signed by GBM; b) Martin McKee inauguration speech; c) Last four presidents of EUPHA and Executive director; d) Detail from Treasurer's report

to topics on the agenda

1.3 Working towards global health through our work in Europe, representing the European voice at global level and supporting public health at global level

By 2020, the European voice will be clearly heard at global level and EUPHA will sensitize the European public health community on global health issues.

Objective 2:

To build capacity and knowledge in the field of public health and health services research with the aim of supporting evidence-informed practice and policy decisions

In a rapidly changing society, there is a constant need for building capacity and knowledge in the field of public health; encouraging the interaction between research, policy and practice and organizing training and education that meets the ever-changing needs of society as a whole. EUPHA will increase its efforts to support and develop a European-wide network of engaged and interconnected public health professionals.

This objective has three specific actions:

2.1 Building the capacity and knowledge of our member associations and partners, making them stronger as individual organizations and as part of a European network

By 2020, our network of member associations and partners will be strong, independent and sustainable.

2.2 Building the capacity and knowledge of the individual public health professional by further developing information exchange, joint actions and encouraging a common approach to European public health By 2020, EUPHA will have expanded and improved the successful capacity and knowledge building tools, including the EJPH, newsletter and EPH Conference.

2.3 Building capacity and knowledge specifically in the field of practice by collaborating and further developing a system for exchange of best practice By 2020, a system will be in place where exchange and sharing of best practices will be easy and open to allow the best capacity building for all interested in public health.

Objective 3:

To prepare future generations of public health professionals for their leadership role in public health EUPHA is committed to preparing future generations of public health professionals for their leadership role in public health.

This objective has three specific actions:

3.1 Bringing future generations of public health professionals into the European multidisciplinary public health community By 2020, both EUPHA and its member associations will have developed a strategy to develop future generations of public health professionals.

3.2 Preparing future generations of public health professionals for their leadership role, by building their capacity and knowledge

By 2020, EUPHA will have put in place a structure and tools to allow for capacity and knowledge building of the next generations in public health. This will include, but not be limited to, skills-building events and international exchange through internships.

3.3 Ensuring that the training and education of new public health professionals is appropriate to this leadership role

By 2020, EUPHA will have supported a change in training and education that includes taking leadership and advocacy.

EUPHA STRATEGIC MAP 2014-2020

WORK PLAN

Belonging to the EUPHA strategy 2014-2020

EUPHA mission

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EUPHA objectives

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EUPHA actors

EUPHA members

EUPHA members make up the large European multidisciplinary pool of public health professionals from which EUPHA can build up its activities and disseminate its products.

EUPHA members are represented by the national public health associations in the WHO Europe Region.

EUPHA sections

EUPHA sections are focus groups on specific public health issues and consist of larger networks of specialized and interested individuals. The section presidents represent these large networks and organize the involvement in EUPHA and the dissemination of EUPHA activities in these theme-specific networks.

Four Pillars

EUPHA has created pillar networks on Research, Policy, Practice and Training/Education.

These networks are set up with representatives from the EUPHA members and the EUPHA

sections and are lead by the Four Pillar Leads. The task of the Four Pillars is to support the three objectives of EUPHA.

EUPHAnxt

EUPHAnxt is a network of students and young and early career public health professionals and is dedicated to preparing future generations for the tasks ahead.

EUPHA office

EUPHA office is responsible for running the day-to-day business of EUPHA, implementing the work plan as adopted by the EUPHA Governing Board and for taking initiatives and developing actions to further the mission and vision of EUPHA. EUPHA office is governed by the EUPHA Executive Council.

Partners

EUPHA is dedicated to working in partnership with European and international intergovernmental and non-governmental organizations as well as with national institutes and organizations that are aligned with EUPHA's values and commitment to improve current and future health in Europe.

EUPHA tools

EJPH

The European Journal of Public Health is a bimonthly refereed scientific journal, that provides a forum for discussion and debate of current international public health issues with a focus on the European Region. The EJPH provides the evidence-base for all EUPHA activities.

Newsletter

The monthly electronic newsletter is intended for information exchange and knowledge building on the widest scale possible.

EPH Conference

The European Public Health Conferences are scientific-based conferences organized annually throughout Europe. The EPH Conference aims to build capacity and knowledge as well as policy and is known for its networking capabilities.

EUPHA website

The EUPHA website – www.eupha.org – is the tool to display all EUPHA activities, be the shop window for our members and our sections and the link to the EPH Conference. The website is linked to the EUPHA database, which is the largest public health database in Europe.

Marketing and communication strategy

In light of the new strategy, a marketing and communication strategy is developed for EUPHA, to further develop tools to reach the three objectives set out in the strategy for EUPHA 2014- 2020.

Objective 1:

To be a leading scientific and independent voice in the field of public health and health services research and policy

1.1. Supporting our members to become and further develop a strong national voice

1.1. A. Build the capacity in advocacy

EUPHA aims to provide capacity building for our members and for interested individuals on how to advocate. This includes skills-building workshops during the EPH Conferences as well as a dedicated space on our website with advocacy tips. The EUPHA Policy Pillar takes the lead here. Collaboration with the EUPHA members, and other international NGOs, such as the World Federation of Public Health Associations, the African Federation of Public Health Associations, the American Public Health Association, the Public Health Association Australia and EPHA, is set up.

1.1.B. Strengthen the evidence base

EUPHA is devoted to strengthening the evidence base for public health advocacy. The European Journal of Public Health remains the leading instrument for providing the evidence base. We also include support for national and international journals, for instance by showcasing these on our website. The EUPHA sections are used to provide the evidence as well as propose new topics in need of evidence and identify knowledge gaps. Collaboration with our national members is the starting point here. The EUPHA Research Pillar takes the lead here.

1.1.C. Support and develop national voices

EUPHA is committed to support national voices when invited to do so. This includes the use of the EUPHA logo and the use of the EUPHA expertise (EUPHA sections, Policy Pillar). The local organiser of the EPH conference is encouraged to build a stronger national voice on a topic related to the EPH conference. EUPHA is dedicated to having national voices in all 53 countries of the WHO Europe region. This includes the setting up and support of national voices of public health. Activities include support for individuals in countries where no public health association yet exists, to be organized through the website and through twinning with existing and strong national voices. Partners here include the World Federation of Public Health Associations (WFPHA) and the Open Society Institute.

1.1.D. Make national voices visible at European level

EUPHA is dedicated to assisting our members to be the voice of public health. One objective is to make sure the national voices are visible and shared with all other members. This is organized through the website, the EJPH and by including national actions in our newsletter (EUPHA members update). EUPHA also aims to organise workshops at the EPH Conference to showcase national actions.

1.2. Being actively involved in setting the European public health Agenda

1.2.A. Identify the priorities for the European public health Agenda

EUPHA aims to interact with our members and other bodies to identify public health and health services issues that need European attention. The EUPHA Governing Board is the primary body to interact with our members. Annual questionnaires are circulated to our members for input. Our Four Pillars and Sections provide input on emergent public health and health services issues that should be dealt with at European level.

1.2.B. Formulate the priorities for the European public health agenda

EUPHA is committed to use all tools to formulate clear priorities for the European public health agenda. This includes EJPH viewpoints, the EJPH European public health news, reports and statements, short summaries (EUPHActs, EUPHA snapshots) on important public health and health services issues

to disseminate to policy makers at European level, and letters to European political bodies. Our members are invited to collaborate with the EU presidencies; our sections assist in stimulating the debate. The EPH Conferences produce declarations on a yearly basis linked to the content of the conference. Partners for formulation of the voice include EHMA, EuroHealthNet, and other NGOs. A marketing and communication strategy to disseminate the voice of our network is set up. Dissemination partners include: EPHA, the ENVI Committee of the European Parliament, the European Observatory and a network of national and international communication channels.

1.2.C. Voicing the priorities for the European public health agenda

EUPHA is committed to letting our voice be heard and representing the voice of our network of public health professionals. This includes (pro)active collaboration with the EU presidencies through our members, with the European Parliament and with policy-oriented conferences and tools (e.g. European Health Forum Gastein) and representing EUPHA and our network in key European meetings, expert and advisory panels. The EUPHA Executive Council, EUPHA Sections and EUPHA office represent EUPHA and our network. The marketing and communication strategy includes a procedure for press releases and a large network of press contacts. Partners include WHO EURO, ECDC, European Commission, OECD, Eurostat, the European Observatory on Health systems and policies and the European Public Health Alliance (EPHA).

1.3. Working towards global health through our work in Europe, representing the European voice at global level and supporting public health at global level

1.3.A. Work towards global health

EUPHA is dedicated to working towards global health. This includes supporting initiatives and organizations furthering global health (e.g. European Academic Global Health Alliance (EAGHA)), putting global health on the EPH conference agenda and being committed to the updated Millennium Development Goals (MDGs) of the United Nations. EUPHA members with membership from overseas are invited to assist EUPHA in building a global dimension in our activities. The EJPH is committed to include global themes and allow global subscription at preferential rates.

1.3.B. Represent the voice of Europe at global level

EUPHA stresses the importance of having a strong European voice at the global level. The regional membership of the WFPHA and the structure of EUPHA members becoming automatic WFPHA members is the first step. EUPHA sections are invited to participate in global events.

1.3.C. Support public health at global level

EUPHA encourages support for public health at global level. This includes inviting our EUPHA members to connect with other regions in the world, expanding the distribution of our newsletter worldwide and allowing global membership within EUPHA. The EJPH and our national members' scientific journals are encouraged to expand readership to a global level. Supporting other regions and their regional public health associations is organized in close collaboration with the WFPHA.

Objective 2:

To build capacity and knowledge in the field of public health and health services research with the aim of supporting evidence-informed practice and policy decisions

2.1. Building the capacity and knowledge of our member associations and partners, making them stronger and facilitating a growing network

2.1.A. Lead by example

EUPHA is devoted to lead by example by being a strong, independent and sustainable organization. Having a transparent governance is the starting point here, clear ethical rules for EUPHA are applied (Code of Good EUPHA Practice). EUPHA develops and provide templates to its members that include both human resource and organizational development.

2.1.B. Support our members

EUPHA is committed to supporting our members in the widest sense possible. This includes supplying support letters, the use of the EUPHA logo (upon request) and country visits as well as participation to national conferences. Being the local partner of the EPH Conference offers the national member the possibility to build the capacity of the member association. EUPHA assists its members by setting up evidence-based support material (EUPHActs or EUPHA snapshots) and EUPHA encourages the translation of these tools into national languages.

2.1.C. Help our members help each other

EUPHA encourages our members to help each other. This includes the possibility of twinning members, exchange of information and training of staff. The first experiences of the WFPHA fellowship programme are taking into account here.

2.1.D. Showcase good examples of our members

EUPHA furthers the work of our members by allowing to showcase their work and encourage the exchange of information between members. This includes analysing national actions on the current 5 public health topics and comparing country efforts and allowing members to display their activities internationally through the EUPHA website.

2.2. Building the capacity and knowledge of the individual public health professional by further developing information exchange, joint actions and encouraging a common approach to European public health

2.2.A. Support the development of strong public health and health services research at national and European level

EUPHA pledges to support the development of strong research on public health and health services. The EUPHA sections and the EUPHA Research Pillar take the lead here. EUPHA supports its members to develop a strong research network with national and international partners. Partners include the European Commission, WHO Europe, the European Observatory and ECDC as well as other European NGOs dedicated to research (e.g. EHMA, EuroHealthNet).

2.2.B. Encourage and further develop information exchange and international capacity and knowledge building

EUPHA is committed to facilitating the best information exchange possible. Apart from using and further developing the existing tools (EJPH, newsletter, EUPHA sections), EUPHA is proactive in capacity and knowledge building by taking initiatives, developing new tools and collaborating with partners. This includes the development of a marketing and communication strategy and partnership with supporting networks, including European NGOs and European institutions. EUPHA also encourages skills-building activities at the EPH conferences.

The Training Pillar and the EUPHA sections take the lead here.

2.2.C. Focus on the translation of relevant research outcomes into actual policy and practice

EUPHA emphasizes the importance of translation of relevant research outcomes into actual policy and practice. The EUPHA sections and EUPHA pillars as well as the EUPHA members are leading here. Partners include the European Commission, WHO Europe, the European Observatory and EPHA.

2.3. Building capacity and knowledge specifically in the field of practice by collaborating and further developing a system of best practice exchange

EUPHA is committed to increasing the dissemination of best practice examples in different countries. For this, intensified exchange of information from our members to EUPHA and from EUPHA back to our members is the starting point. A suitable mechanism to realize this is developed. The EUPHA Practice pillar takes the lead here. Partners include WHO (Health Evidence Network), the European Observatory on health systems and policies (Health in Transition (HiT)) and Oxford University Press (Handbook of public health practice). EUPHA's institutional members and EUPHA sections are actively invited to participate.

Objective 3:

To prepare future generations of public health professionals for their leadership role in public health

3.1. Bringing future generations of public health professionals into the European multidisciplinary public health community

3.1.A. Lead by example

EUPHA is dedicated to actively include the next generations in the EUPHA governing structure. The main tool for this is EUPHAnxt, the network for students, young researchers, policymakers and professionals in the field of public health. EUPHA installs the EUPHAnxt General Assembly where younger and early career representatives of our members come together to discuss the working agenda for EUPHAnxt and EUPHA. EUPHAnxt has a seat in the EUPHA Executive Council to ensure effective governance, management and planning for future generations. EUPHA sections develop a strategy to include the next generations of public health professionals in their networks. The EPH Conference continues to focus on the next generation by organizing skills-building events and identifying newcomers to the conference. The Ferenc Bojan prize for best presentation by a younger public health professionals is continued. Partners include: ASPHER (organizing the pre-conference Young Researchers Forum) and the American Public Health Association (APHA)'s Student Assembly.

3.1.B. Get the young active in our members

EUPHA encourages the inclusion of the next generations in our national members' structures by showcasing best practice from our members and encouraging our members to nominate representatives in the EUPHAnxt General Assembly.

3.2. Preparing future generations of public health professionals for their leadership role, by building their capacity and knowledge

3.2.A. Skills building activities

EUPHA and EUPHAnxt are committed to organise skills building activities for future generations of public health professionals. The EPH Conference aims to have at least two skills-building event per conference. Partners include organizations representing the younger generation interested in health and/or health services (European Medical Students' Association (EMSA), International Federation of Medical Students' Associations (IFMSA), European Federation of Psychology Students' Associations (EFPSA), International Students Association (ISA), European Network for Medical Residents in Public Health (Euronet-MRPH) and Young Forum Gastein). Organizing events outside the EPH Conference are encouraged and could include support for Summer schools and webinars (e.g. E-learning and MOOCS (Massive Open Online Courses)).

3.2.B. Further the network

EUPHA aims to further the network of the next generations, by linking with existing European and international students associations in public health, health services and beyond. An EUPHAnxt newsletter is created that includes relevant information exchange and skills building items. Existing and new social media are used to further the network. Partners include EMSA, IFMSA, EFPSA, ISA, and Young Gastein.

3.2.C. Facilitate international exchange

EUPHA is dedicated to facilitate international exchange for the next generation of public health professionals. The EUPHAnxt newsletter is one tool with information exchange, job and internship possibilities from our partners and EUPHA and coaching. A system – 'Broaden your Horizon' – to facilitate and combine student exchange and internships throughout Europe is set up to enlarge the experiences of the younger generation of public health professionals. Collaboration with EU programmes encouraging international exchange (Marie Curie and Erasmus) is planned. A dedicated section of the website is developed for EUPHAnxt.

3.3. Ensuring that the training and education of the new public health professional is fitting their leadership role

EUPHA encourages continuous scrutiny of the training and education offered to public health professionals to ensure that future key public health competencies are included in curricula throughout Europe. Our Training and Education Pillar, together with ASPHER, takes the lead here. EUPHAnxt represents the next generation and takes an active role in formulating future needs.

CONFLICT OF INTEREST: NONE DECLARED.

REFERENCES

1. www.eupha.org. Accessed on November 25th 2014.