

Strategic Focus Areas 2020-2024



Who We Are

The National Association for Public Health Statistics and Information Systems (NAPHSIS) is the national nonprofit organization representing the state vital records and public health statistics offices in the United States. Formed in 1933, NAPHSIS brings vital records professionals from each state, the five territories, New York City, and the District of Columbia together with their partners in the private, public and nongovernmental sectors to enhance the national vital records system.



Mission

To serve the vital records community by providing national leadership to advance public health & protect individual identity.



Vision

A healthier & more secure world through vital records.



Values

Our values are rooted in the principles that guide our vision and mission and articulate the beliefs behind all of our activities.

- Integrity
- Leadership
- Service
- Innovation

NAPHSIS Strategic Focus Areas



Informing Public Health

Strengthen public health partnerships

1. Solidify NAPHSIS as a leader and key partner in the field of public Health.
2. Advocate use of vital records for assessing health risk and quality of outcomes.
3. Work with partners to deliver vital records data to the research community.
4. Position vital records to be THE source of real time data to improve and support the nation's public health surveillance needs.

Providing greater access to vital event data to improve population health

1. Develop and implement public health data sharing model.
2. Identify opportunities to connect vital records with appropriate data users, partners and communities to advance health equity & support social determinants of health.
Provide support and technical assistance to jurisdictions and data users to consistently
3. Improve the quality & timeliness of the data.





Technology & Modernization

Develop & promote uniform standards for jurisdictional vital records data systems

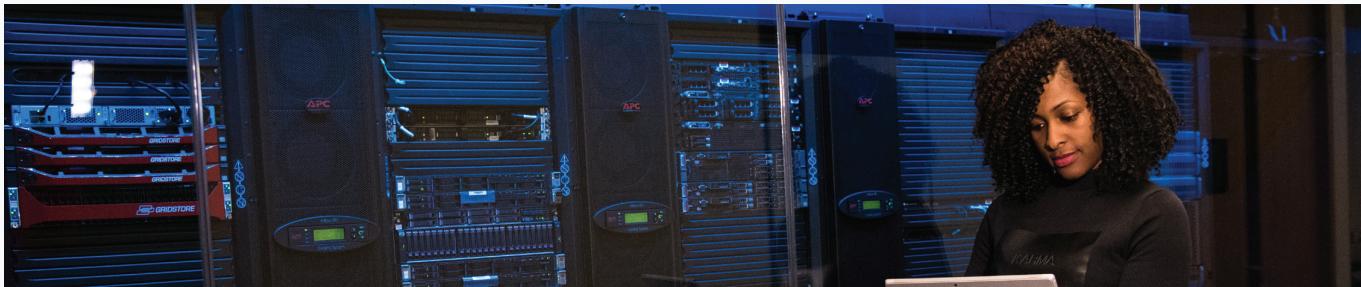
1. Develop standardized tools & templates to aid jurisdictions in managing systems.
2. Develop minimum standards for vital records systems.
3. Provide guidance, technical assistance & training to ensure the adoption of best practices.

Leverage the latest technology to upgrade & enhance NAPHSIS systems

1. Develop the next generation of NAPHSIS Systems.
2. Design & adopt modular system components.
3. Create new product & services to maximize sustainability & revenue generation.

Leverage technology & interoperability to develop new products & services

1. Monitor the IT landscape to stay abreast of the most current projects & technology.
2. Work with key partners to advance mutually beneficial data products.
3. Seek out ways to maximize sustainability for systems lifecycles.



Establish & Protect Identity

Expand use of vital records in fraud prevention

1. Expand access to vital records data for fraud prevention & identity verification/certification.
2. Work with partners & jurisdictions to expand participation in & customers of EVVE Fact of Death.

Establish NAPHSIS as a leader in the field of identity management

1. Define the role of vital records in identity management.
2. Expand & enhance relationships in the field of identity management.
3. Explore opportunities for vital records in “digital identity” products & services.
4. Work with partners to ensure alignment of national/state policy & procedures.

Strengthen the security of vital records

1. Develop best practices, standards & processes to help jurisdictions mitigate risk.
2. Perform routine risk assessments on internal systems.

Advocacy



Increase financial investment in the vital records system

1. Communicate the value & role of vital records & their systems.
2. Proactively lead new initiatives to increase investments in vital records.
3. Calculate and pursue fair compensation for vital records data products.

Promote uniformity in policy, practice & procedure

1. Revise & promote Model Law; mobilize key partners to facilitate state-by-state adoption.
2. Promote VRHS Accreditation & provide technical assistance to jurisdictions to help them achieve that goal.

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Professional Development

Promote & enhance the vital records and vital statistics workforce

1. Provide a wide array of professional development & networking opportunities for VRHS professionals & their partners.
2. Invest in continuing education & certifications.
3. Develop member leaders to support development and succession planning.
4. Mobilize & equip the workforce to proactively address emerging issues & trends.
5. Promote the field of vital records & vital statistics with partners to elevate the status of vital records functions locally & nationally.

Provide a comprehensive set of resources and tools & promote their use

1. Develop a more accessible online member resource center.
2. Improve & expand the jurisdictional database.
3. Develop/improve & promote the use of tools & templates.
4. Develop & promote online learning.



Strengthening Organizational Capacity & Sustainability (HQ)

Maximize financial sustainability

1. Revise the Corporate Member Program & increase participation.
2. Restructure meetings & trainings to generate revenue.
3. Develop & market new products and services & simplify existing pricing structures.
4. Pursue core funding from CDC and/or other parts of the federal government to support programming that aligns with the NAPHSIS mission & vision.

Enhance internal capacity

1. Boost internal cross-training, documentation & collaboration.
2. Develop NAPHSIS staff capacity & establish them as a well-respected professional team.
3. Align resources to achieve the goals of the strategic plan.

Modernize NAPHSIS systems

1. Pursue the goal of creating a new, single system for all member data sharing/exchange products & services.
2. Upgrade & enhance existing systems.
3. Create a new, more user-friendly website.



Communicate & engage

1. Develop & implement a new branding strategy for NAPHSIS & its products & services.
2. Improve customer service.
3. Provide meaningful membership benefits to all levels of staff in the VRHS & develop new leaders.
4. Expand opportunities to engage the community & allow them to engage with others.

