



## **NMDAC Strategic Plan FY 2011 – 2013**

**(July 1, 2010 to June 30, 2013)**

**Mission: To promote health practices, policies, and systems that support quality diabetes prevention, care, and access in New Mexico.**

**Vision: All New Mexicans enjoy a healthy life with access to quality, affordable, and culturally appropriate resources.**

### ***Goal #1: Provide educational opportunities for members***

Objective #1: Disseminate current diabetes-related research by including at least one (1) research-related component at each NMDAC meeting or e-notices to members yearly.

Strategy #1: Secure speakers to address current diabetes related research at NMDAC meetings.

Strategy #2: Use technology to inform members of diabetes practice updates.

Objective #2: Provide four (4) professional continuing education credit hours that offer promising practices at NMDAC meetings yearly.

Strategy #1: Program Committee will develop diabetes relevant program content that is applicable for continuing education credits for health care professionals.

Strategy #2: Collaborate with other organizations to develop joint programming that offers continuing education credits to health care professionals.

### ***Goal #2: Build and expand needed resources***

Objective #1: Raise \$50,000 in private (non-state), discretionary funding by June 30, 2013.

Strategy #1: Submit a minimum of two grant/funding proposals each year.

Strategy #2: Hold annual end-of-year fundraising appeal via email.

Strategy #3: Develop and implement member fee program by April 30, 2011.

Strategy #4: Increase vendor exhibit fees to \$350 per meeting beginning Jan. 2011.

Objective #2: Recruit and train at least three (3) additional Board members by June 30, 2011.

Strategy #1: Develop list of at least 10 potential board members and have board vote on whom to approach.

Strategy #2: Promote importance of board membership at each training and via e-mail newsletter.

Strategy #3: Develop board recruitment and training packet by Jan. 15, 2010.

***Goal #3: Advocate for public policy that affects the lives of people, families, and communities living with diabetes***

Objective #1: Partner with at least three (3) organizations yearly.

Strategy #1: Collaborate with other organizations to identify, prioritize, and advocate for issues related to our mission.

Objective #2: Educate state and local decision makers about diabetes issues on annual basis.

Strategy #1: Plan, develop, and implement an annual educational seminar for state legislators on current diabetes issues.

Strategy #2: In collaboration with partner agencies, monitor legislative activity regarding health issues.

Objective #3: Develop, facilitate, and participate in public relations opportunities on a quarterly basis to support the NMDAC mission.

Strategy #1: Develop and disseminate a quarterly electronic newsletter for members and other stakeholders.

Strategy #2: Facilitate and write op-ed articles that advocate for diabetes prevention and care at least two (2) times a year.

Strategy #3: Utilize existing educational campaign media materials.

Strategy #4: Participate in conferences, health fairs, and other public events as appropriate.