Missouri Injury and Violence Prevention Advisory Committee
Strategic Plan 2017

Mission

Improve the health of Missourians by collaborating to prevent and reduce intentional and unintentional injuries.

Vision

Safe, healthy, and violence-free Missouri.

Core Values

Collaboration – We value multidisciplinary partnerships working toward achieving shared goals.

Evidence Informed – We value proven strategies that are data driven, impactful, and can be replicated with measurable results.

Invested – We value committed partners willing to contribute time, resources, and energy for shared benefit.

Inclusive – We value partnerships and programs that encompass diverse representation across all spectrums of injuries and populations.

S.W.O.T Analysis

Strengths:
- Membership – everyone is at the table
- Experiences are diverse
- Commitment of members
- Structures in place for committee
- Abundance of knowledge

Weaknesses:
- Funding
- Lack of members that are non-professional or stakeholders other than those working with injury prevention
- In-person meetings are difficult for some people and limit participation
- Power struggles
- Multiple hats are worn and need to prioritize
- Lack of time
Opportunity:
- Membership list
- Share and/or expand to others outside of the committee
- Grant funding opportunities
- Supportive employers
- More involvement outside of the department
- Utilize Family Voice/Parent Advisory Council or other coalitions throughout the State of Missouri
- Policy development/advocacy/rules
- Legislative update to educate legislators
- Use of technology

Threats:
- Decrease in funding or funding restrictions
- Conflicting priorities
- Political atmosphere
- Change of leadership or lack there of
- Negative cultural/social norms
- Misinformation

Goal:
MIVPAC has the capacity to prevent and reduce intentional and unintentional injuries in Missouri.

Strategy One:
Engage diverse members, partners, and consumers to be invested in MIVPAC.

Objective:

1.1 By December 31, 2020, MIVPAC will increase the number of organizations actively participating in the committee from 17 to 27.

1.1.1 Define who are members and maintain an updated list of members
1.1.2 Identify potential organizations unrepresented and those current organizations with uninvolved members
1.1.3 Contact uninvolved members for interest
1.1.4 Formally invite uninvolved members to attend MIVPAC meeting
1.2 By December 31, 2020, the number of MIVPAC’s partners and consumers representation will increase by 2 new members.

1.2.1 Define a partner and consumer and identify potential partners and consumers to be involved
1.2.2 Contact identified partners and consumers for interest
1.2.3 Formally invite new partners and consumers to attend MIVPAC meeting

Strategy Two:

Promote communication about injury prevention among members, partners, and consumers.

Objective:

2.1 By December 31, 2020, MIVPAC will increase the frequency of communication among members, partners, and consumers from quarterly face-to-face meetings to monthly interaction.

2.1.1 Update the MIVPAC website to be current and easier to find
2.1.2 Update cross-linkages in online content and review regularly to keep current
2.1.3 Develop communication tools to increase awareness of effective strategies
2.1.4 Utilize existing communication channels such as Friday Facts, social media, partner publications
2.1.5 Develop and share social media messages
2.1.6 Identify opportunities to present on effective strategies and record/track

Strategy Three:

Promote utilization of partner resources, via directory of resources on MIVPAC’s website to sustain injury prevention efforts.

Objective:

3.1 By December 31, 2020, MIVPAC will develop a directory of local/regional/state injury prevention resources.

3.1.1 Collect listing of resources from MIVPAC members
3.1.2 Develop and promote directory of available resources
3.1.3 Gap analysis of current available resources
3.1.4 Share directory with internal and external partners
3.1.5 Continue to update resource list as needed but at least quarterly
3.1.6 Seek out and create new resources based on results of gap analysis
3.1.7 Seek out funding to fill gaps