



South Central Public Health Partnership  
**TRAINING PROFESSIONALS TO PROTECT THE PUBLIC**

<http://lms.southcentralpartnership.org/scphp>

## Leadership, Strategic Planning and Systems Approaches

**Instructor:** Dr. Peter M. Ginter

### Course Description

This course encourages participants to think strategically about the types of decisions made in public health organizations and provides students with strategic analysis and planning skills.

### Learning Objectives

- Have an awareness of the strategic development process;
- Be able to define internal and external analysis;
- Be able to differentiate between strategic and long-range planning;
- Understand what SWOTS are and how to use them in planning;
- Have an understanding of the role of strategic management;
- Be able to differentiate between mission statements and vision statements.

### Core Competencies for Public Health Professionals *\*Council on Linkages between Academia and Public Health Practice*

- 2A6: Participates in program planning processes
- 8B2: Incorporates systems thinking into public health practice

### MCH Competencies *\*Maternal and Child Health Competencies developed by the Association of Teachers in Maternal and Child Health (ATMCH)*

- C1: Organizational and management theories and practices, and their administration in both public and private agencies.
- C7: Apply knowledge of management and organizational theories and practices to the development, planning, staffing, administration, and evaluation of public health programs, including the implementation of strategies promoting integrated service systems for MCH populations.
- C9: Develop mechanisms to monitor and evaluate programs and service networks for their effectiveness and quality, including the use of performance measures.

*To register for this course visit us at*  
**<http://lms.southcentralpartnership.org>**