

Strategic Plan Overview



MISSION STATEMENT

The International Professional Association for Transport & Health (IPATH) is a platform for transdisciplinary and multi-sector professionals working at the intersection of transport and health. The aim of IPATH is to share information, exchange ideas, and foster collaboration to improve health, quality of life and well-being in communities by advocating for the integration of health in the urban and transport planning agendas.

VISION STATEMENT

The International Professional Association for Transport & Health (IPATH) supports research and best practices aimed at integrating health into transport and urban planning. IPATH encourages strategic approaches toward the development and implementation of “transport and health” operational models while continuing to foster transdisciplinary efforts in this expanding area of research and practice worldwide.

VALUES

IPATH facilitates knowledge transfer between transdisciplinary and multi-sector professionals through a sense of **integrity**, a code of **ethics** and mutual **respect** to:

- Simplify access to groundbreaking scientific research and practice in the transport and health community.
- Define key performance indicators (KPI) and/or metrics required to assess and justify resource allocation to proposed and existing projects.
- Encourage open, forward-thinking discussions on transport and health.

Strategic Plan Pillars

	Membership	Transdisciplinary Knowledge Transfer	Organizational Quality
Goal 1	Create a diverse and cohesive community of transdisciplinary professionals that is committed to advancing the integrated concept of transport and health.	Lead the evolving discipline of transport and health by merging research and best practices through coordination and collaboration of interoperability between industries.	Differentiate IPATH in the market as the “go to” organization on transport and health.
Goal 2	Grow the North American and global membership through a culture of transformational leadership.	Transform the transport and health industry through innovation, expertise, and collaboration.	Create and implement a flexible, consistent, and adaptable branding strategy.
Goal 3	Provide inspiring experiences, volunteer, and paid consultancy opportunities for IPATH members to actively engage in the association.	Create a platform for global transport and health technology transfer resources and peer exchange.	Create financial solvency through donor acquisition, grant funding and increasing membership.
How Do We Do It?	<ul style="list-style-type: none"> ● Provide opportunities for members at all career stages to participate in IPATH activities including Collaboration Hub Webinars, Annual Meeting, grant consultancy, elected and volunteer leadership positions. ● Recruit and retain new members from a broad range of transport, urban planning, and health-related professions. ● Provide mentoring and educational opportunities to engage student members. ● Host quarterly member forums and surveys to acquire feedback. ● Advocate for state DOTs/local MPOs to take up membership and participate in the annual meeting. <ul style="list-style-type: none"> ○ Offer CE/professional development hours – credit for PE and APA licensure. ○ Price discount to public employees (25-50% for initial interest) and/or group discounts. ○ Identify champions within transportation and health-related public agencies 	<ul style="list-style-type: none"> ○ Encourage members to engage in community crowdsourcing of research and best practices. ○ Promote community uploading of data and information to a repository with an emphasis on research and best practices. ● Foster a cross cultural shift to transdisciplinary and multisector collaboration. 	<ul style="list-style-type: none"> ● Develop a cohesive Marketing and Communications Plan. ● Re-establish a quarterly IPATH newsletter. ● Create a consistent IPATH social media presence. ● Participate in conference events to facilitate outreach and education. ● Reach out to advocacy groups involved with aging, disabilities, and other vulnerable population parameters of interest in transport and health. ● Reach out to local, state, and federal stakeholders including transdisciplinary and multisector professionals. ● Facilitate communication and collaboration within niche transport and need/focus among transdisciplinary and multisector professionals.