Applied Public Health Research (APHR) Strategic Plan Logic Model

**Situation:** This model reflects new strategies only. It is not intended to reflect all PPH APHR activities.

**Inputs**
- SWOT Analysis
- Research Associate position (Term)
- Internal electronic databases
- Qualitative and quantitative analytical capability
- Affiliations with University of Manitoba (e.g., MOHs, Managers and Epidemiologists)
- Clinical Nurse Specialists (CNS)
- Medical students/residents and MPH students
- APHR Strategic Working Group
- Existing committees/groups

**Activities**
- Program/Staff Forums and Consultations
- Submission of abstracts, reports and scientific publications
- Attendance at local, national and international conferences
- Development of WRHA APHR Guide and WRHA APHR Charter
- Research collaborations & grants/funds applications
- APHR Forums
- Training/Mentoring of students

**Outputs**
- PPH Program Staff
- Research Associate Researchers
- PPH Program Staff
- PPH Population representatives

**Participation**
- Short
  - Continuously updated inventory of recent, past APHR projects undertaken by PPH programs/staff
- Medium
  - Synthesis of "lessons learned" from PPH APHR projects
- Long
  - Website re-designed and updated to reflect APHR projects

**Outcomes**
- Visibility of PPH APHR is increased
- Public and Researcher recognition of PPH as a credible source of applied research
- APHR capacity is increased among PPH staff
- Information routinely used for planning of program services
- Facilitate relationship between Researchers and PPH Staff/Programs
- Implementation of innovative approaches in APHR

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**Long**
- Comprehensive understanding of the populations served by PPH programs, and the environments in which they are embedded
- Comprehensive understanding of public health issues impacting PPH populations and their environments
- Comprehensive understanding of the best ways of addressing public health issues affecting PPH populations and their environments
- Applied public health research embedded in program planning cycles, staff training and orientation

November 20, 2014
Footnotes

1. **Program/Staff Forums** – Ongoing regular meetings/exchanges with PPH program staff in order to elicit information on APHR projects and important and topical research questions

2. **Submission of abstracts, reports and scientific publications & Attendance at conferences** – These should be planned strategically/prioritized, and some allowance made for staff travel to conferences or submission to open access journals (which typically operate on a fee-for-service basis)

3. **Development of WRHA APHR Guide and WRHA APHR Charter** – WRHA APHR Guide would be a “how-to” guide on developing research questions, methodologies and other micro-level details regarding APHR – e.g., ethics, authorship considerations, where to publish, etc. WRHA APHR Charter would include outlines of research priorities for PPH programs, expectations related to intellectual, data and publication rights, as well as expectations regarding knowledge translation of results and methodologies. The thought here would be that the Charter would be a guide for PPH programs and external collaborators to use to ensure alignment of research with internal and external priorities, as well as explicate, in more detail, research-related expectations such as intellectual and publication rights, etc.

4. **Research collaborations & grants/funds applications** – One stop portal for public health status and health reports. Will have downloadable files including data files, exposed data, interactive. Build over time as capacity allows. Consider internal and external audiences and if the infrastructure can support this. Chris Green will coordinate its development.

5. **APHR Forums** - Annual forum for PPH staff and invited researchers to present their work, pressing PH issues discussed and prioritized, and networking.