

AMERICAN ASSOCIATION OF PUBLIC HEALTH DENTISTRY

STRATEGIC PLAN 2026-2028

ADVANCING ORAL HEALTH FOR ALL

VISION: A future where oral health is recognized as essential to overall health and achieved equitably by all people.

MISSION: To advance oral health for all by uniting and empowering dental public health professionals and partners through education, research, policy, practice and advocacy.

1

Advance AAPHD's mission through clear, accountable, and inclusive leadership.

AAPHD will strengthen its board and councils by clarifying roles, aligning work plans to strategy, and establishing shared accountability standards. We will intentionally cultivate inclusive leadership pathways to ensure representation across the field of public health dentistry. By Year 3, we will assess our governance maturity to confirm that our leadership model is effective, sustainable, and mission-aligned.

Build sustainable operational capacity and professional support to power AAPHD's work.

AAPHD will establish a lean, reliable staffing backbone to reduce over reliance on volunteers and ensure consistent execution. By adding targeted operations and membership/communications capacity, we will better support councils and sustain progress across priorities. Over three years, staffing will scale intentionally to create stable infrastructure that matches the organization's ambitions.

2

3

Deliver clear member value through education, mentorship, and professional engagement.

AAPHD will ensure that members experience tangible value at every career stage through programming and engagement opportunities that respond to evolving professional needs in public health dentistry, resulting in beneficial and career-enhancing memberships.

Build a stable and diversified revenue portfolio to support longterm sustainability.

AAPHD will broaden its revenue base so the organization is not overly dependent on any single funding source. We will strengthen sponsorships, pursue grants, and build a balanced mix of revenue that supports ongoing work. Major initiatives will be reviewed for financial viability to ensure growth is responsible and sustainable.

4

5

Elevate AAPHD's voice as a visible and trusted leader in national oral health.

AAPHD will increase its visibility and credibility in national oral health conversations through advocacy, policy, and clear communication. We will align our work with the American Board of Dental Public Health and respond quickly to emerging issues. Focused initiatives and stronger communication efforts will highlight AAPHD's leadership and impact.

MEASURING PROGRESS:

Rolling 12-month membership growth | Revenue growth | Staffing capacity | Member engagement

Advancing oral health equity requires leadership, collaboration, and shared ownership. We invite our members and partners to engage in councils and committees, mentor emerging leaders, participate in educational offerings, support advocacy efforts, and invest in AAPHD's future.

Together, we will advance oral health for all.