



**Vision:** A world where every child can experience a fulfilling life.

**Mission:** Bringing people together to advance excellence in pediatric physical therapy.

**Values:** The APTA Academy of Pediatric Physical Therapy is committed to: Accountability, Collaboration, Consumer-centric care, Inclusion, Innovation, Professionalism, Social responsibility.

**Board Aspiration Statement:** *We are* an inclusive, supportive team acting collaboratively and transformatively to enhance the value of membership and achieve our mission. *We value* and invite heartfelt connection, transparency, and diverse perspectives; intentional action; and learning and education. *We believe* in leading with a bias toward growth; serving our members and the profession; and a healthy, fulfilling life for all.

## Strategic Action Plan 2022-25

ADVOCATE \* COLLABORATE \* ELEVATE

Goals, Strategies, Tactics	Task Owner	Collaborators	Due Date	Status
<b>GOAL 1: ADVOCATE - Promote the health and wellness of every child.</b>				
<b>A. Enhance the ability of APTA Pediatrics to advocate for the health and wellness of every child.</b>				
1. Develop a structure and leadership for members involved in the SPAL network.	Advocacy Director	SPALs	2022	
2. Enhance the orientation and ongoing training of the SPAL network promote the development of advocacy skills.	Advocacy Director	SPALs	2022	
3. Create a template appeal letter that members can use for DME/service denials.	Advocacy Director		2023	
4. Create a parental advocacy resource.	Advocacy Director		2023	
5. Collaborate with APTA to create a model benefits package under Medicaid.	Advocacy Director	FAL, APTA	2024	
6. Provide one professional development activity for members related to advocacy each year starting in 2023.	Advocacy Director	Professional Development Director, Executive Director	2023	

Goals, Strategies, Tactics	Task Owner	Collaborators	Due Date	Status
7. Develop a toolkit for establishing community advocacy events (fundraising, health fairs, legislative activities).	Advocacy Director	Member Communications & PR Director	2024	
<b>B. Partner with external organizations that are committed to the health and wellness of every child.</b>				
1. Establish/enhance partnerships with three organizations that align with the strategic plan and APTA Pediatrics (eg, World Physio Mental Health Group, etc).	External Liaison TF	Advocacy Director, Practice Director, Research Director	2022	
2. Define the roles, responsibilities, and activities of each partnership.	External Liaison TF	Advocacy Director, Practice Director, Research Director	2023	
3. Explore opportunities for nationwide promotion of the health and wellness of children in partnership with another entity or entities.	Member Communications & PR Director	External Liaison TF	2023	
<b>C. Provide financial support to PT-PAC for their advocacy on behalf of pediatrics.</b>				
1. Identify the number of APTA Pediatrics members who donate to PT-PAC.	Executive Director	Advocacy Director	2022	
2. Increase the percentage of APTA Pediatrics members that donate to PT-PAC by 10% each year beginning in 2023.	Advocacy Director	Executive Director	2023	
3. Explore the legality and feasibility of APTA Pediatrics supporting the administration of PT-PAC.	Executive Director	Advocacy Director	2023	
<b>GOAL 2: COLLABORATE – Foster the development of meaningful partnerships.</b>				
<b>A. Become a diverse and inclusive organization.</b>				
1. Define “diversity” and “inclusion” for APTA Pediatrics.	DEI Committee	Secretary	2022 (spring)	
2. Assess current diversity among leadership and membership based on the definition of diversity and establish a baseline.	DEI Committee	Secretary	2022 (summer)	

3. Identify barriers to membership engagement and service to APTA Pediatrics.	DEI Committee	Secretary, Leadership Development Director	2022	
4. Identify and implement at least 3 opportunities to decrease barriers to and increase member and volunteer engagement in APTA Pediatrics.	Secretary, Leadership Development Director	DEI Committee	2023	
5. Increase diversity in leadership roles in APTA Pediatrics.	Vice President, Leadership Development Director	Nominating Committee	2024	
<b>B. Identify and promote the value of membership within APTA Pediatrics.</b>				
1. Identify the top 5 benefits or services members value.	Leadership Development Director	Executive Director, Member Communications & PR Director	2022	
2. Update messaging to recruit and retain members, incorporating the valued benefits/services.	Member Communications & PR Director	Executive Director, Director of Leadership Development	2023	
3. Increase membership by 10% between January 1, 2022, and December 31, 2024.	Member Communications & PR Director	Executive Director	2024	
4. Explore reducing or eliminating the student membership dues cost.	Leadership Development Director	Executive Director, Vice President	2023	
<b>C. Improve communication within APTA Pediatrics.</b>				
1. Identify and implement 3 pathways for improving internal communication within APTA Pediatrics (eg, Slack, Teams, better use of existing tools, etc).	Member Communications & PR Director	Executive Director	2022	
2. Identify and promote 2 new pathways to collect and be responsive to member feedback.	Member Communications & PR Director	Executive Director	2023	
3. Assess the impact of the strategies in this objective for improving communication.	Member Communications & PR Director		2024	

<b>D. Build leadership development resources for all members of APTA Pediatrics.</b>				
1. Develop and implement an orientation for all members of APTA Pediatrics.	Leadership Development Director	Executive Director	2022	
2. Develop and implement an orientation program for APTA Pediatrics leaders at all levels of service.	Leadership Development Director	Executive Director	2022	
3. Develop 2 mechanisms to build leadership capacity in all members.	Leadership Development Director	Executive Director	2023	
4. Identify 3 pathways to support succession planning within the governance structure of APTA Pediatrics.	Leadership Development Director	Executive Director	2024	
<b>GOAL 3: ELEVATE – Accelerate evidence-informed pediatric physical therapy.</b>				
<b>A. Reimagine education and create innovative education opportunities for members of APTA Pediatrics.</b>				
1. Present a proposal to the Board of Directors for a post-graduate education program for PTAs.	Leadership Development Director	Professional Development Director	2023 (CSM)	
2. Hold a summit to develop a strategic plan for professional development.	Professional Development Director		2022	
3. Perform an environmental scan to identify pediatric-related education needs within the academic and clinical education communities.	Academic and Clinical Education Director		2022 (CSM)	
4. Provide 3 online, structured, streamlined teaching/learning pediatric physical therapy resources for academic and clinical educators.	Academic and Clinical Education Director	Professional Development Director, Executive Director	2024 (CSM)	
5. Present a plan to the Board of Directors to support the mechanism described in strategy 6.	Academic and Clinical Education Director	Professional Development Director	2023 (CSM)	
6. Create and promote a toolkit to educate members about available resources for evidence-informed decision making (eg, APTA library resources, CPG resources in	Practice Director	Research Director	2024 (CSM)	

digestible bits, research digest, mapping evidence).				
<b>B. Advance pediatric physical therapy research.</b>				
1. Fund 2 clinician/researcher teams to publish clinical case studies.	Research Director		2023 (CSM)	
2. Explore publication opportunities for residents in pediatric physical therapy.	Academic and Clinical Education Director		2022	
3. Implement a data collection strategy to establish a baseline of APTA Pediatric-funded researchers who have obtained subsequent federal or Foundation funding.	Research Director		2023 (CSM)	
4. Invest in additional activities to advance the evidence on precision medicine and health policy/health services research.	Research Director	Advocacy Director	2024	
5. Implement a mechanism to guide members about ways to participate in research in pediatric physical therapy (eg, quarterly call, invite former researchers to guide members, etc).	Research Director		2023 (CSM)	