



Mission: Advance pediatric physical therapy through excellence in advocacy, education, and research.

Vision: Optimize movement for lifelong meaningful participation of all children.

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

Strategic Plan Goals: *Advocate:* Advocate for meaningful participation of all children; *Educate:* Enhance educational pathways to practice in pediatric physical therapy; *Elevate:* Elevate pediatric physical therapist practice through the application of evidence; *Lead:* Be a relevant, innovative, agile, and responsible organization.

Strategic Action Plan 2018-21

Project Manager: Board of Directors, Executive Director

Project Team Members: Committees, SIGs, Consultants

Goals, Strategies, Tactics	Task Owner	Collaborators	Due Date	Status—in process or done only	Completion
GOAL 1: Advocate for meaningful participation of all children.					
A. Enhance the capacity of the PPT to perform advocacy at all levels.					
1. Develop goals and roles and responsibilities for external liaisons	External Liaison TF		2021	In process	Who should lead?
2. Prioritize external liaison focus for 2021 (eg, select key organizations with whom to collaborate)	External Liaison TF		2021	In process	
3. Review and revise the external liaison job description to emphasize relationship building and collaboration (eg, DEC [Tricia] and NAME [Laurie])	External Liaison TF		2021	In process	
4. Develop a prioritized list of advocacy needs	Director of Advocacy		2021	In process	APTA Public Policy Priorities released; we will align with those priorities
5. Identify and communicate to APTA Pediatrics members the	External Liaison TF		2021	In process	

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external liaison priorities annually					
6. Provide a focused, prioritized external liaison focus list to APTA annually	Secretary	External Liaison TF	2021	In process	
7. Explore partnership options for a sustainable lobbying function in APTA Pediatrics	Director of Advocacy		2021	In process	Plan to discuss possible partnership with Katy Neas/APTA and reach out to other components to share such a function. Cost estimate to be shared with BOD at a later date
8. Create a specific advocacy orientation for all APTA Pediatrics leaders, SPALS, and external liaisons to be provided annually	Director of Advocacy	Director of Leadership Development	2021	In process	Recent discussions about video capturing how to access existing advocacy resources with SNP SIG. Such recordings could be made available to all members.

B. Equip and empower APTA Pediatrics members, children, and families to advocate.

1. Develop advocacy tools and strategies	Director of Advocacy	KT, SPALS, external liaisons, Director of Leadership Development	2021	In process	Quarterly meetings with SPALS scheduled to assess needs and determine what tools and strategies are most needed.
2. Disseminate advocacy products and processes annually	Director of Advocacy	SPALS, Director of Member Communications & PR, APTA Federal Affairs	2021	Ongoing	Dissemination has focused on sharing APTA resources currently available. Current advocacy resources are disseminated to members via Milestones and the Forums
3. Identify and communicate one or two priority advocacy issues (ie, the “so what” factor) annually that impact social determinants of health	Director of Advocacy	SPALS, APTA Federal Affairs	2021	Ongoing	See 1.A.4

GOAL 2: Enhance educational pathways to practice in pediatric physical therapy.

A. Establish collaborative relationships with other stakeholders in DPT education.

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1. Explore and identify relationships with external stakeholder groups in DPT education	Director of Academic & Clinical Education		2019	Ongoing	via ELP
2. Build relationships with identified stakeholders	Director of Academic & Clinical Education		2019	Ongoing	Joined ELP calls as liaison. Clinical Reasoning Theater Task Force working with ALP to offer free Learning Center modules to students who had pediatric clinical experiences cancelled or reduced due to COVID). Pilot module on Congenital Muscular Torticollis to deliver 3/21
B. Enhance career opportunities for students and new professionals in pediatric physical therapy.					
1. Submit a report to the ACE SIG with a prioritized list of needs and proposed strategies to support student career opportunities	Director of Leadership Development	SNP	2019	Done	
2. Implement activities to promote pediatric physical therapy careers (including encouraging pediatric PT as a career path)	Director of Leadership Development	SNP, DEI Committee, Residency/Fellowship SIG, Mentoring Program, APTA	2021	Ongoing	PTDOS, educational podcasts
C. Improve the quality and consistency of pediatric physical therapy education.					
1. Create a clinical instructor workgroup	Director of Academic & Clinical Education		2019	Done	
2. Create a clinical instructor toolkit	Director of Academic & Clinical Education		2020	Done	
3. Identify members who can conduct a systematic review on the variability in pediatric PT education (eg, scoping review)	Director of Academic & Clinical Education		2020	Done	
D. Build capacity among academic and clinical educators in pediatric physical therapy.					

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1. Offer a faculty development workshop for pediatric PT educators	Director of Academic & Clinical Education		2020	Done	
2. Collaborate with Research to develop a new research priority and description of priority areas focused on advancing pediatric educational research, consistent with Goal 1 of the research agenda	Director of Academic & Clinical Education	Director of Research	2020	Done	
3. Support mid-career faculty development.	Director of Academic & Clinical Education	Director of Professional Development	2021	In process	Mid-career faculty task force developed; hybrid CE expected 2021-22
GOAL 3: Elevate pediatric physical therapist practice through the application of evidence.					
A. Enhance capacity to apply evidence in pediatric physical therapy practice.					
1. Develop a policy to clarify the methods for providing and funding interprofessional courses into CEUs	Director of Professional Development		2019	Done	
2. Increase by 3 (1 at AC, 2 at CSM) the number of interprofessional CEU courses presented at events	Director of Professional Development		2019	Ongoing	
3. Explore strategies to standardize the review of proposals to ensure use of evidence and knowledge translation in continuing education courses using data collected in 2016/2017 and the report to the board submitted at CSM 2017	Director of Professional Development		2019	Done	
4. Develop a strategy to label continuing education courses based on the stage/quality of evidence development	Director of Professional Development		2019	Done	Research categories were impractical; continue with beginner, intermediate, advanced
B. Create knowledge translation materials to support efficient utilization of evidence in practice.					

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1. Determine next steps between research and practice related to knowledge translation	Director of Practice; Director of Research	KT Committee	2021	In process	KT working on Spotlight, journal clubs, etc
2. Increase utilization of online journal clubs	Director of Practice	KT Committee	2021	In process	Journal Clubs have been rebranded as “Beyond the Read” and will resume with 2Q issue
3. Explore options for involvement in the APTA PT Outcomes Registry	Director of Practice		2021	In process	www.ptoutcomes.com Still not feasible for pediatrics. Exploring options
4. Evaluate KB Net	Director of Practice	KT Committee	2021	In process	New leadership for KBNet appointed and exploring options
5. Evaluate the process used to identify teams to complete CPGs and support the development of high-quality, timely CPGs	Director of Practice	CPG Committee, Director of Research	2021	In process	CPG pages updated. DCD CPG and resources complete. Others in process.
6. Explore the development of a Translational Practice Grant that provides financial support to a pediatric physical therapist practice that is working toward implementation of a specific evidence-based strategy	Director of Practice	Director of Research, KT Committee	2018	Done	2019 pre-Strat Plan Report states that this task was completed with recommendations sent to CM for further consideration.
7. Evaluate the efficacy of KBNet to train 39 members to be knowledge brokers	Director of Practice	KT Committee, Director of Research, Director of Leadership Development	2021	In process	Establishing a “boot camp” to expand interest and shortening course length
C. Enhance the capacity of pediatric physical therapists to contribute to the development of evidence.					

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1. Provide research funding with 30% of funded research grants leading to physical therapist-led applications for foundation or federal funding within 3 years of completing the grant	Director of Research		2019	Ongoing	Will survey all grant recipients to determine effect of grants on their success as independent researchers. Will report on results at CSM 22. Also added tracking questions to application.
2. Support the development of 2 pediatric physical therapy researchers each year through support of the Foundation for Physical Therapy Research Promotion of Doctoral Studies scholarships and the FPTR grants	Director of Research		2019	Ongoing	Will check with FPTR on updates and tracking.
3. Explore opportunities to connect researchers and clinicians	Director of Research	School SIG	2019	Ongoing	Liaisons to communications highlight research news. Liaisons to mentoring match research mentors/mentees. Did 3 webinars on abstract and grant writing and PT research programs. Looking to establish liaisons to each SIG as well.
4. Implement 1 activity to connect researchers and clinicians	Director of Research		2019	Ongoing	See above
D. Generate evidence for pediatric physical therapy through rigorous scientific inquiry.					
1. Support innovative scientific inquiry through funding of research proposals using existing mechanisms to include research grants 1 & 2, mentored grants, and planning grants aligned with the research agenda	Director of Research	Research Grants Committee	2018	Ongoing	2020: funded \$117K over the course of 2 calls. 2021: Deadline changed to June 1 to allow a second call more easily within the budget year if needed. Also added “critical synthesis of literature” to mechanisms for grants.

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2. Explore the possibility of developing a new grant mechanism, including a multiyear grant using a practice-based evidence methodology	Director of Research	School SIG	2019	In process	TF to be formed in 2021.
3. Update the research agenda	Director of Research		2018	Done	TF is working on this with final document ready by May.
4. Fund 2 systematic review proposals per year related to pediatric physical therapy to identify gaps in the literature that need to be filled before a CPG can be developed on the topic	Director of Research	Director of Practice	2021	In process	
GOAL 4: Be a relevant, innovative, and responsive organization.					
A. Demonstrate leadership in establishing and adopting best practices in APTA Pediatrics management.					
1. Investigate and hire a governance consultant to guide APTA Pediatrics through a governance review	Executive Director	Board	2018	Done	Bob Harris conducted governance review in Aug 2018
2. Conduct a governance review	Board	Governance TF	2019	Done	Bylaw changes fall 2018; Bylaw vote at CSM19
3. Implement governance changes	Board	Governance TF	2020	Done	New directors & organization CSM20
4. Plan for change in management/AMS	Transition Opportunity TF	Executive Director	2021	Done	Transition to independent office 7/1/20
5. Develop an ongoing leadership development process, including onboarding and orientation, mentorship, and training	Director of Leadership Development		2021	In process	ED created new onboarding and orientation process at CSM20. More to come.
6. Create a task force to develop an ongoing leadership evaluation.	Secretary	Director of Leadership Development	2021	In process	Motion approved for leadership development through Starfish Practice LLC
B. Enhance communication of the APTA Pediatrics vision, mission, and values.					

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1. Examine communication processes among leadership and with members, and revise to improve efficiency and effectiveness	Director of Member Communications & PR		2019	Ongoing	New website, leadership portals, webmail, member forums; Teams and Zoom webinars being considered
2. Review and revise reporting structure for efficiency of business (post governance review)	Governance Review TF	Leadership TF, BOD member TFs	2019	Done	
3. Work with APTA to explore branding for pediatric physical therapy and APTA Pediatrics	Director of Member Communications & PR		2020	Done	New branding completed in spring 2020.
4. Hire a consultant to conduct branding opportunities within APTA's brand	Director of Member Communications & PR		2020	In process	Exploring options
5. Assess member communication methods and recommend strategies for consistency in addressing member concerns	Director of Member Communications & PR	Social media committee, website committee	2019	Ongoing	member forums, social media
6. Review award criteria/structure; align awards with strategic plan and mission	Awards TF/VP		2020	Done	New awards structure complete 8/20
C. Grow a diverse and engaged membership and leadership.					
1. Develop a new membership toolkit	Director of Member Communications & PR	Membership committee	2021	In process	Materials gathered; needs to be posted for member access
2. Increase and retain market share of pediatric members and achieve 6,000 members	Director of Member Communications & PR	Membership committee	2020	Ongoing	#APPT6K membership referral campaign launched 10/19. At 5923 members as of 8/20.
3. Explore the feasibility of developing a new membership video for recruitment	Director of Member Communications & PR	Membership committee	2020	In process	
4. Explore strategies to increase member voting	Nominating Committee		2019	Done	Multiple options considered; adding a candidate video option in 2020

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5. Increase member participation in voting by 2% of the average calculated over the past 3 years	Nominating Committee		2019	In process	Voting increased from 3.2% in 2018 to 4.48% in 2019, perhaps due to change in governance structure; assess in 2020
6. Explore strategies to better engage and inform members based on Member Concerns TF findings	Director of Member Communications & PR		2019	Done	Using APTA Engage, new forums on website
7. Evaluate the effectiveness of new communication strategies	Director of Member Communications & PR		2020	In process	Consider adding new member outreach items to member survey in spring 2021
8. Explore options to increase diversity and inclusion opportunities	Diversity, Equity & Inclusion Committee	Secretary	2020	In process	New DEI awards, webinar, more to come

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