

# AAP-CA2 STRATEGIC PLAN 2012 – 2015 SNAPSHOT

## MISSION: What we strive to do

The mission of the American Academy of Pediatrics is to champion optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults and to advocate for and support its members in these endeavors.

**STRATEGIC DIRECTION:** Two-pronged approach with four primary initiatives

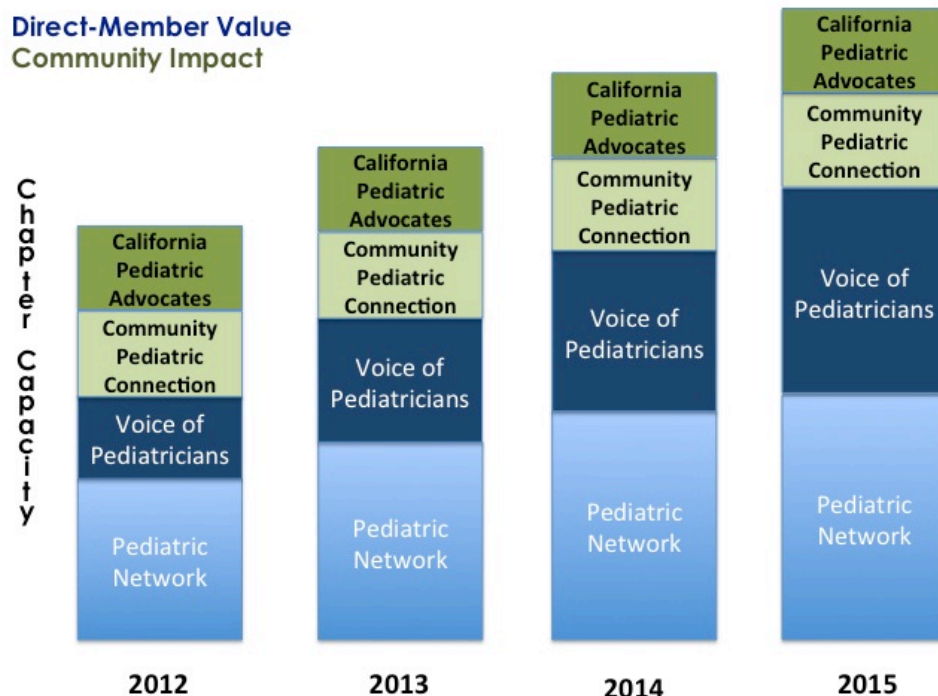
**STRATEGIC TIMING:** Building the network and voice of pediatricians first, while maintaining consistent advocacy in CA Legislature

## AAP-CA2: The Professional Home for Pediatricians

In Los Angeles County, Central Coast and the Inland Empire



## Direct-Member Value Community Impact



## CHAPTER VALUE PROPOSITION TO MEMBERS –

Chapter 2 is the professional home for pediatricians from Los Angeles County, the Inland Empire and Central Coast, serving members by providing the valuable benefit of being a part of the local network of pediatricians, including:

- ◇ Immediate access to pediatric resources and local children's health information
- ◇ Opportunities to connect with other pediatricians online and in-person
- ◇ Benefits of state-level advocates providing a voice for pediatricians and children in California legislature
- ◇ Discounts on relevant Continuing Medical Education and Maintenance of Certification programs
- ◇ Connections with community organizations and other children's health resources