

Summary of Findings

Assessment Objectives

Using a human-centered research approach, the assessment aims to:

1. Gain a deep understanding of needs, values and aspirations of current IAPHL members regarding their professional development
2. Uncover motivations to engage in capacity-building among public health supply chain management workers, including incentives and barriers
3. Form evidence-based recommendations that will allow IAPHL to improve capacity building offerings across the public health supply chain management industry

Approach and Research Overview

Interviews

21 completed



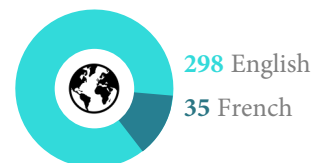
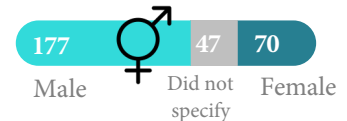
Focus Groups

2 completed

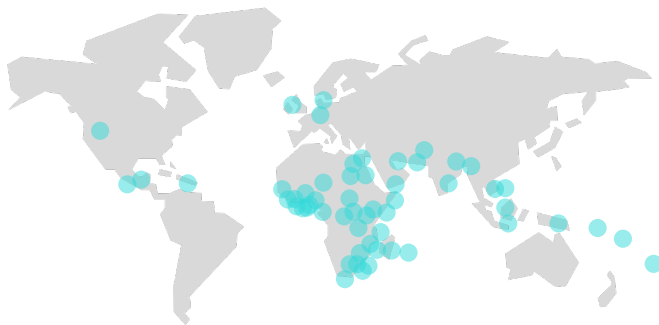


Survey

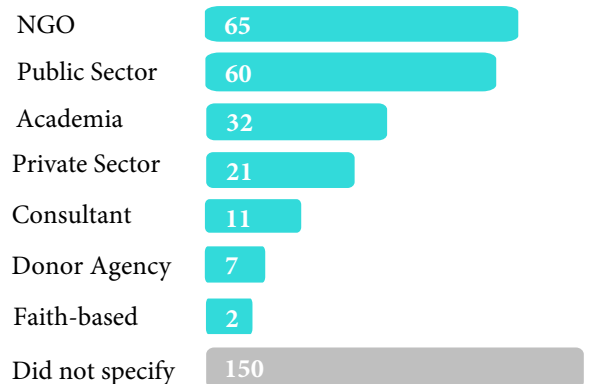
333 completed



Geographies Represented



Sectors Represented



Research Findings and Key Insights

- IAPHL has a **trusted and reputable brand**
- People join IAPHL because they want to **advance their career** and look to IAPHL for connections to scholarship and funding opportunities
- **Accreditation** is extremely important to members and they join IAPHL to obtain information on certificates and accreditations in the field
- Members struggle to **interact with their peers** in country. IAPHL plays an important role in filling this gap
- **Country chapters** play a strong role in promoting 'local' experiences and expertise of a particular country

Recommendations

R1 Improve communication with members

Communication is currently shared to all members through the listserv. IAPHL can improve engagement and create more value for members by targeting these communications.

How could IAPHL achieve this?

- Segmented and tailored information based on professional needs
- Leverage existing experiences and knowledge of members
- New tools and platforms that support knowledge sharing

R2 Clarify and communicate IAPHL's unique value proposition

There are several clear factors emerging from the research that illustrate the current value proposition for IAPHL. The Secretariat needs to reconceptualize IAPHL's value proposition, and then communicate clearly to members.

How could IAPHL achieve this?

- Review the current value proposition based on the perceptions of existing membership
- Refine value proposition to better support IAPHL's vision
- Share a clearly defined statement of value with all current members

R3 Provide peer learning and knowledge sharing opportunities

Members expressed a strong interest in connecting with and learning from their peers. IAPHL could play a more intentional role in facilitating this learning.

How could IAPHL achieve this?

- Create a regular knowledge sharing event that highlights voices from the field
- Connect members with peers facing similar challenges
- Promote ideas, conversations, and initiatives undertaken by chapters
- Increase communication and support around chapter participation, including starting and joining a chapter

R4 Become the single source of truth regarding quality courses and accreditations in the industry

Members already hold the courses and content promoted by IAPHL in high regard. The association is being asked to leverage this trust and become the go-to source of quality information in the sector.

How could IAPHL achieve this?

- Set guidelines for what content is promoted and not promoted
- Promote courses that provide accreditations and certificates
- Generate continuous content and thought leadership on public health logistics

R5 Involve members in the co-creation and continuous improvement of IAPHL

IAPHL could involve members in a collaborative process to design and build a future for the association that aligns with the needs of members.

How could IAPHL achieve this?

- General membership and Country Chapter co-design sessions