



About Us

IPS is a public health organization. We specialize in implementing upstream, population-level prevention programs that reduce health disparities and advance equity. We work alongside residents and other stakeholders to advocate for policy and systems change to protect health and safety, prevent community trauma, and expand opportunities so that people can reach their full potential.

A shift toward equity.

In recent years, the role of equity in determining health outcomes has become widely understood, and IPS's approach has evolved. Advancing equity has become a fundamental feature of our work.



History



Initiated in 1991, the Institute for Public Strategies (IPS) originally focused on providing media advocacy services and training and technical assistance. IPS was formally incorporated as a nonprofit organization in 1992. It soon became clear to us that media advocacy was not a stand-alone strategy. It needed to be part of a well-designed, comprehensive approach.



operators across the nation. IPS emerged as a leader in program design and implementation of “environmental” or “upstream” prevention in the public health and safety field. We have learned how to help other agencies nationwide and internationally to apply strategic approaches with holistic project design and operation. We have worked on projects that range in size from small towns or neighborhoods to initiatives that are statewide and international in scale.

In the early years, we worked in projects with multi-state sites including Community Trials to Reduce Alcohol Trauma and, with the American Medical Association, A Matter Of Degree (AMOD) – a college-community alcohol and binge drinking prevention program – as well as on our own international Cross-Border Teen Drinking Program. Our expansive body of innovative work continues today. Initial staff consisted only of IPS’s founder, James Baker. We now have over 50 employees and offices in multiple California cities, as well as in Montana and Maryland.

Vision

Safe, secure, vibrant and healthy communities where everyone can thrive.

IPS has worked with communities, governments, and prevention providers across the country, designing prevention programs, implementing projects, and providing training and technical assistance. We focus on systemic change, advocating for healthy social, economic, cultural, political, and physical conditions that support health and improve quality of life today, as well as tomorrow.

Mission

We work alongside communities to build power, challenge systems of inequity, protect health, and improve quality of life.

IPS is a “partner in change.” We work alongside communities to build collective efficacy, social capital, and political will in order to advance healthy social, economic, cultural, political, and physical environments. Our experience confirms that lasting change starts with those who didn’t think they had a voice.



community partners.

DIVERSITY

We are committed to learning the unique needs of communities.

EMPOWERMENT

We are committed to elevating the voices of those directly affected by societal problems and emboldening them to take action.

SYSTEMS CHANGE

We are committed to advancing healthy social, economic and physical environments.

RESULTS

We are committed to achieving positive, measurable change.

INTEGRITY

We are committed to being accessible, accountable and inclusive.

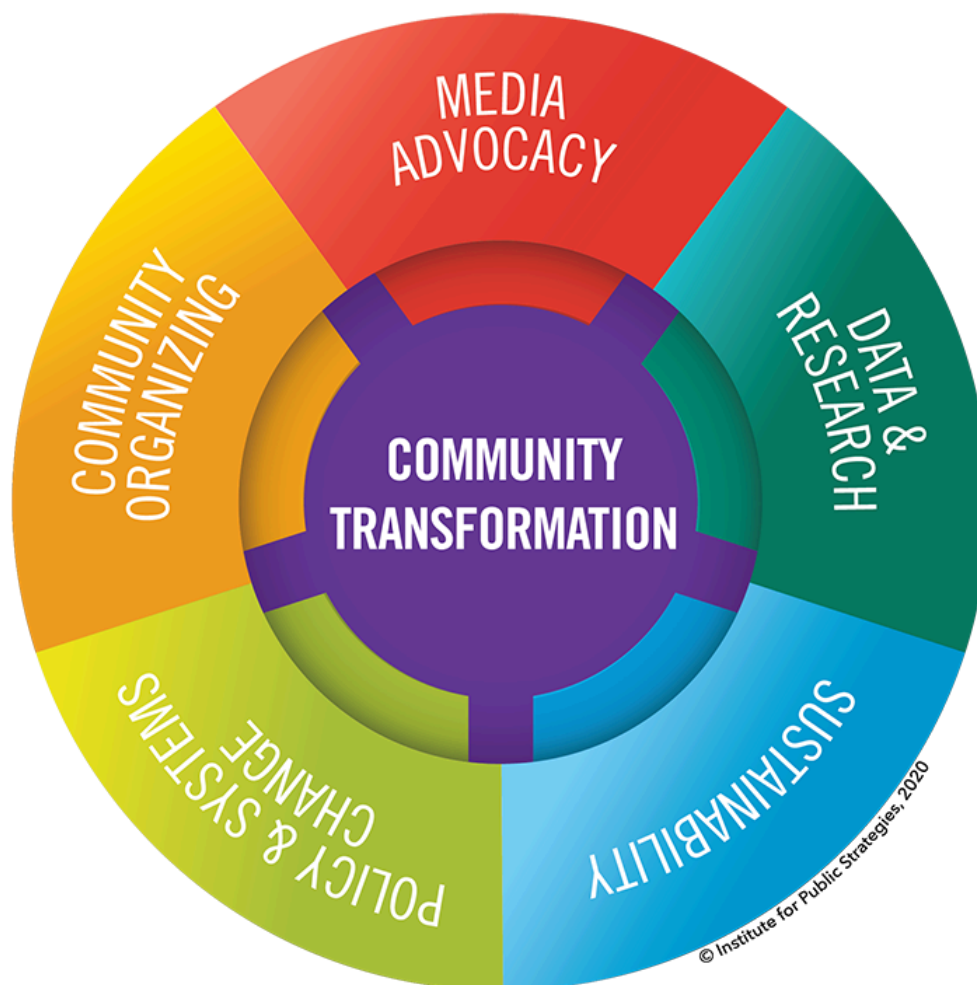
What We Do

Since 1992, IPS has been a leader in population-level prevention. Our portfolio is broad. We design prevention programs, elevate consequential public health and safety issues, organize grassroots advocacy efforts, launch strategic media campaigns, influence policy and systems change, and build capacity among our many partners. Our work is informed by nationally-recognized researchers.

Our Approach

At IPS, we believe upstream approaches to public health – those that address the physical, social, cultural, and economic environments at a population level – have the greatest impact.

IPS's Approach to Community Transformation (ACT) Model[®] is our demonstrated framework for creating upstream change. The ACT Model combines six components that strategically intersect to achieve a vision for community change. The ACT Model has been applied in communities around the nation.





MEDIA ADVOCACY

Producing strategic, timely, sequential news enhanced by social media to frame issues, amplify voices, and advance change.



DATA & RESEARCH

Engaging with community to gather and examine qualitative and quantitative data to accurately understand problems. Employing evidence-informed strategies, tracking progress, and evaluating outcomes.



SUSTAINABILITY

Ensuring the necessary infrastructure, knowledge, resources, and accountability measures are in place to support long-term change.



POLICY & SYSTEMS CHANGE

Advocating for upstream solutions that advance equity and support health, safety, and opportunity.



COMMUNITY ORGANIZING

Engaging, listening to, and mobilizing communities to build collective power and break down systemic barriers.