



APHA Press Publications Board Annual Report to the Governing Council

Chair: Rosemary M. Caron, PhD, MPH

Vice Chair: Gopal Sankaran, MD, DrPH

Role of the Publications Board

The Publications Board's role is to provide valuable information and insights about the science and practice of public health related to the business of publishing. Among the most important tasks are identifying outstanding individuals and/or institutions with notable expertise and influence in areas of strategic publishing opportunities; facilitating communication between APHA Press and editorial resources; and identifying developments in the public health arena that might yield strategically valuable publications. The Publications Board provides ongoing insights into the ways public health professionals access and use information so the APHA Press can design educational products that meet both current and emerging needs in public health practice and education.

Publishing Priority Areas

The Publications Board fulfilled the 2018-2021 Strategic Publishing Plan which emphasized publishing in four priority areas: 1) substance use disorder, including opioid addiction; 2) criminal justice; 3) advocacy; and 4) social determinants of health across the lifespan. Criminal justice was the only area the APHA Press did not develop due to the absence of manuscript delivery despite having a contract secured. The 2018-2021 Strategic Publishing Plan resulted in sixteen books developed by renowned public health professionals.

Titles released under the 2018-2021 Strategic Publishing Plan include the following:

1. Moving Life Course Theory into Action: Making Change Happen, Sarah Verbiest
2. Physical Activity & Public Health: A Practitioner's Guide, Gregory W. Heath
3. Environmental Public Health: The Practitioner's Guide, Paul L. Knechtges, & Gregory D. Kearney, Beth A. Resnick
4. Certified in Public Health Exam: Review Guide, Karen D. Liller & Jaime A. Corvin
5. Oral Health in America: Removing the Stain of Disparity, Henrie M. Treadwell & Caswell A. Evans
6. Racism: Science and Tools for the Public Health Professional, Chandra L. Ford, Derek M. Griffith, Marino A. Bruce, & Keon L. Gilbert
7. Advocacy for the Public Health Policy Change: An Urgent Imperative, Harry M. Snyder & Anthony B. Iton
8. Gun Violence Prevention: A Public Health Approach, Linda C. Degutis & Howard R. Spivak
9. Landesman's Public Health Management of Disasters: The Practice Guide, fifth edition, Linda Young Landesman, Robyn R. Gershon, Eric N. Gebbie & Alexis A. Merdjanoff
10. Healthy Aging: Through the Social Determinants of Health, Elaine T. Jurkowski, & M. Aaron Guest
11. Cannabis: Moving Forward, Protecting Health, David H. Jernigan, Rebecca L. Ramirez, Brian C. Castrucci, Catherine D. Patterson & Grace Castillo
12. Public Health Under Siege: Improving Policy in Turbulent Times, Brian C. Castrucci, Georges C. Benjamin, Grace Guerrero Ramirez, Grace Castillo
13. The Picture of Health, Michael Stein and Sandro Galea
14. Control of Communicable Disease: Laboratory Practice, Burton W. Wilcke, Jr & David Heymann
15. Control of Communicable Disease: Clinical Practice, Omar A. Khan & David Heymann

16. Control of Communicable Disease Manual, 21st edition, David L. Heymann

Titles in production or under contract from the 2018-2021 Strategic Publishing Plan include the following:

1. Standard Methods for the Examination of Water and Wastewater, 24th edition, William C. Lipps & Ellen Burton Braun-Howard & Terry E. Baxter
2. Standard Methods for the Examination of Dairy Products, 18th edition, Jeff Kornacki, Elliot Ryser & H. Michael Wehr
3. Emergency Health: Practical Applications of Public Health Principles, Mark Keim
4. Health Equity, African Americans, and Public Health, Daniel E. Dawes, Kisha B. Holden & David R. Williams
5. Vaccinating America: The Inside Story Behind the Race to Save Lives, and End a Pandemic, Michael Fraser & Brent Ewig
6. Responding to the Opioid Epidemic: A Guide for Public Health Practitioners, William F. Wiczorek & Martha Waller
7. Race and Research: Perspectives on Minority Participation in Health Studies, second edition, Bettina M. Beech & Elizabeth Heitmann
8. Strategic Skills for Public Health Practice Series (5 of 9) edited by: Michael Fraser & Brian Castrucci
 1. Systems and Strategic Thinking, Michael Fraser
 2. Policy Engagement, Shelley Hearnese, Keshia M. Pollack Porter & Katrina S. Forrest
 3. Resource Management and Finance, Dionne Denson & Kisha M. Wesley
 4. Community Engagement, Emily Yu
 5. Advancing Equity and Justice, Jamila M. Porter & Aysha Pamukcu

A task force comprised of Publications Board members developed the Strategic Publishing Plan¹, 2022-2025 over a 6-month period. The final draft will be presented to the Publications Board for approval by vote on 10/26/22.

In the original edition of the Plan in 2014, the then Publications Board designated four Strategic Pillars as the focus under which the Board and Press staff would seek to develop relevant new books, as well as plans to revise successful titles in these areas on a regular schedule:

- Communicable Disease
- Noncommunicable Disease
- Food, Water, Environment
- Maternal/Child

With the first revision and updating of the Plan in 2017, the then Board endorsed continuing to develop books in the four Strategic Pillars mentioned above and chose to add four additional pillars:

- Social Determinants of Health
- Advocacy
- Substance Abuse
- Criminal Justice

Based on input from the staff on the commercial viability of the eight Strategic Pillars (drawn mostly from the relative success of books published under each Strategic Pillar), the Board has chosen to focus new book development during 2022-2025 under these five Strategic Pillars:

¹ The development of the APHA Press Strategic Publishing Plan, 2014-2017, 2018-2021 and 2022-2025, was facilitated by Dan Doody, Principal of Doody Consulting, LLC with active engagement from the APHA Press staff and members of the APHA Publication Board.

- Communicable Disease
- Noncommunicable Disease
- Food, Water, Environment
- Determinants of Health: Social, Behavioral and Economic
- Policy, Advocacy, and Communications²

Marketing

FY22 continued to be a challenge as we begin our recovery from COVID-19. We have exhibited at two conferences (NACCHO and APHL) and have seen an increase in our mailing marketing efforts. We continue to reach out to our authors to assist in these efforts. Authors of our books are being asked to be guest speakers at events and we support them by providing discounts for books signings, as well as printed marketing material to distribute. APHA Press had a successful 2021 Annual Meeting in Denver, CO. We expect to return to a normal event calendar for FY23. These face-to-face meetings, especially the Frankfurt Book Fair, are very important for connecting with customer and international bulk buyers. We are happy to report that titles, such as *Public Health Under Siege* and *Healthy Aging Through Social Determinates of Health*, exhibited notable success in the marketplace.

The Press had a setback in January 2022 when the release of CCDM21 was postponed due to WHO clearance processes. The book was finally released in the new FY. This book is off to a great start. The new edition of *Standard Methods for the Examination of Water and Wastewater* will be published in December 2022 and the Press is already working on international bulk orders.

The Press continues to work with its co-brand and co-publishing partners, Oxford University Press, Springer Publications, Jones and Bartlett Learning, Wiley, Pennsylvania State University Press, American Academy of Pediatrics, the American Water and Waste Association, and World Environment Federation. We are excited to share our success of our previous releases. We are now positioned to release five new titles (with new editions counting as new titles) or more every year!

² APHA Press, Strategic Publishing Plan, 2022-2025, Strategic Pillars, p.19