

Governing Council 2022 Mid-Year Meeting

June 13, 2022
2:00-4:30 p.m. ET

If you experience technical difficulties, please contact the Help Desk at gchelpdesk@apha.org or 202-777-2417



Governing Council- June 2022

Convening of the Council

Kaye Bender, PhD, RN, FAAN

President

Governing Council- June 2022

I. Call to Order

M. Aaron Guest, PhD, MPH, MSW

Speaker of the Council

Governing Council- June 2022

II. Quorum Call

Georges C. Benjamin, MD

Secretary of the Council

Governing Council- June 2022

III. Review of voting and speaking in the LUMI platform

Aaron Guest

Speaker of the Council

SPEAKING

Click the Messaging icon in the top menu bar (top middle)

Type one of the following into the chat along with your name and member unit

- MOTION- To make a motion or amendment
- SECOND- To second a motion. No need to speak
- DISCUSSION- For any questions or discussion
- POINT OF ORDER- If you have a point of order (you can't hear, disagree with the Speakers ruling, etc.) *Points of order will receive priority in the queue.*
- *DO NOT TYPE YOUR FULL QUESTION/STATEMENT INTO THE TEXT BOX*

SPEAKING

- When you are called upon to speak, then raise your hand in Zoom Platform.
- The "raise hand" button can be found at the bottom of the Zoom screen. You can also use shortcuts alt Y on a PC or option Y on a Mac.
- The production staff will then enable your microphone and you will receive a pop-up message in the Zoom panel prompting you to unmute your microphone.
 - *You will not see an unmute button until the production team has prompted you to unmute.*
- Click on the blue UNMUTE button, then announce yourself and being speaking.
- Once you are done speaking, the production team will mute your microphone and lower your hand in the Zoom. You will see a note on your screen that "The host has muted you"
- We will not require you to speak if you second a motion. The Councilor name seconding the motion will simply be read.

Governing Council- June 2022

VOTING

SAMPLE VOTE

MOTION: AFFIRM THAT COOKIE MONSTER IS THE BEST SESAME STREET CHARACTER

- Select Yea (yes) or Nay (no)
- To change your vote, simply click on another selection. You may change your vote at any time while the voting period is open
- Once the voting period is closed, your last vote will be submitted

Governing Council- June 2022

IV. Approve the Meeting Agenda (VOTE)

Aaron Guest

Speaker of the Council

Governing Council- June 2022

V. Approve the October 2021 Meeting Minutes (VOTE)

Aaron Guest
Speaker of the Council

VI. Approval of Creation of One Health Section from One Health SPIG (VOTE)

APHA ISC
Tom Docker
APHA ISC Chair



Executive Summary

ISC

- ISC Recommendation: Favorable
- Requirement: at least 250 members (284 as of March)
- Application submitted to ISC-SC 23 March
- ISC-SC approved application at April meeting
- Application submitted to ISC 12 April for 2-week review
- All positive comments from ISC members

Governing Council- June 2022

Approval of the creation of the One Health Section

MOTION: Approve the creation of the One Health Section from the One Health SPIG

- Select Yea (yes) or Nay (no)
- To change your vote, simply click on another selection. You may change your vote at any time while the voting period is open
- Once the voting period is closed, your last vote will be submitted

BENJAMIN HERNANDEZ

TREASURER'S REPORT

JUNE 2022 GOVERNING COUNCIL MEETING



AGENDA

- ▶ Fiscal Year 2022 Financials (Through April 2022)
- ▶ Fiscal Year 2023 Budget
- ▶ After Fiscal Year 2023
- ▶ Questions

FY2022 FINANCIALS

FISCAL YEAR 2022 (THROUGH APRIL 2022)

TOTAL REVENUES:
\$14,765,502



(\$519,226)



\$15,284,729

TOTAL EXPENDITURES:

COMPARISON:
JANUARY 2022 >>> APRIL 2022

FISCAL YEAR 2022 (THROUGH JANUARY 2022)

TOTAL REVENUES:

\$11,648,844



\$733,376



\$10,915,468

TOTAL EXPENDITURES:

FY2022 FINANCIAL YEAR END PROJECTION

FISCAL YEAR 2022 (PROJECTION AS OF APRIL 2022)

TOTAL REVENUES (PROJECTED):

\$16,874,288



(\$1,948,555)



\$18,822,844

TOTAL EXPENDITURES (PROJECTED):

COMPARISON:
JANUARY 2022 >>> APRIL 2022

FISCAL YEAR 2022 (PROJECTION AS OF JANUARY 2022)

TOTAL REVENUES (PROJECTED):

\$15,786,548



(\$2,801,050)



\$18,587,599

TOTAL EXPENDITURES (PROJECTED):

FY2023 BUDGET

FY 2023 BUDGET: WHERE WE ARE NOW

- ▶ Almost there
 - ▶ Needed to wait to be closer to year end
 - ▶ Need to wait for closing the gap (started at 5m, then 4m, currently around 3m, ideal state between 2m-3m)
- ▶ Timeline
 - ▶ Presentation to Executive Board in late June

FY 2023 BUDGET: WHAT TO EXPECT

- ▶ A deficit budget (again)
 - ▶ Planned
 - ▶ Within our reserve ability
 - ▶ May be larger than current year deficit

AFTER FY2023

???

AFTER 2023

▶ PLANNING

- ▶ We need to start planning for after 2023 **NOW**
- ▶ Well, really in July 2022 (after budget)

▶ HARD CHOICES

- ▶ We need to make hard, really hard choices
- ▶ Revenue (could include increase dues, increase annual meeting fees, charge more things, more meetings,...)
- ▶ Expenses (cut programs, reduce size of things we do, cut how we do things.

AFTER 2023

▶ LEVEL SETTING

- ▶ Not a surprise (we knew this moment would come)
- ▶ This is multiyear process (2-3 years)
- ▶ Small things help, but won't get us there
- ▶ We won't all be happy with the solution
- ▶ This is going to be hard

QUESTIONS

THANK YOU

VIII. Report of the Nominations Committee

June 13, 2022

Allison R. Casola, PhD, MPH, MCHES
Nominations Committee, Chair



2022 Open Positions

1 President Elect

(3 year term- President-Elect, President, and Immediate Past President)

1 Treasurer

(3 year term)

3 Executive Board Members

(4 year term)

2022 Candidates

President-Elect

Ella Greene-Moton

Jeffrey S. Hallam, PhD, MA

2022 Candidates

Treasurer

Ann M. Dozier, RN, PhD, FAAN

Benjamin H. Hernandez, MBA

Renata Slayton, MPH

2022 Candidates

Executive Board

Kevin Borrup, DrPH, JD, MPA

Shontelle Dixon, MPH

Julie Graves, MD, MPH, PhD, AAHIVS

Claude Jacob, MPH

Diana Kingsbury, PhD

Gopal Sankaran, MD, DrPH, MNAMS, CHES

2022 Candidates

Honorary Vice President (2022-2023)

Canada

Vamini Selvanandan, MD, MPH, CCFP (EM)

Chair of Board of Directors, Canadian Public Health Association

Latin America and the Caribbean

Rosana Teresa Onocko-Campos, PhD- *President, Brazilian Association for Collective Health (ABRASCO)*

United States

Mary Wooley, MA

President, Research!America

Thank you to the members of the 2021-2022 Nominations Committee for all your hard work!

Allison Casola, PhD, MPH, CHES- Chair

Mary Armstrong, PhD

Christa Cook, PhD, MS

Durrell Fox, BS

Shenita Freeman, DSc, MSHIA, MPH, RHIA, CPHIMS, HCISPP, CPH

Jessie Hood, ScD, MPH

Ashley Love, DrPH, MPH, MS, CPH

Kaye Bender, PhD, RN, FAAN, Ex-Officio, President

Georges Benjamin, MD, FACP, Ex-Officio, Executive Director

Courtney Taylor, MSc, Staff Liaison





IX. Governing Council Mid-Year Meeting: Development Committee

June 13, 2022

Dr. Bryan O. Buckley

Chair, Development Committee | Executive Board Member



Current State



- **Challenge 100% of Governing Councilors to participate in leadership giving by the annual meeting**
- **Leadership Giving YTD (July 1, 2021 – June 1, 2022)**
 - 34.9% (98/281) of GCs contributed \$30,449
 - 100% (24/24) of Executive Board members contributed \$23,467

What this presentation is not

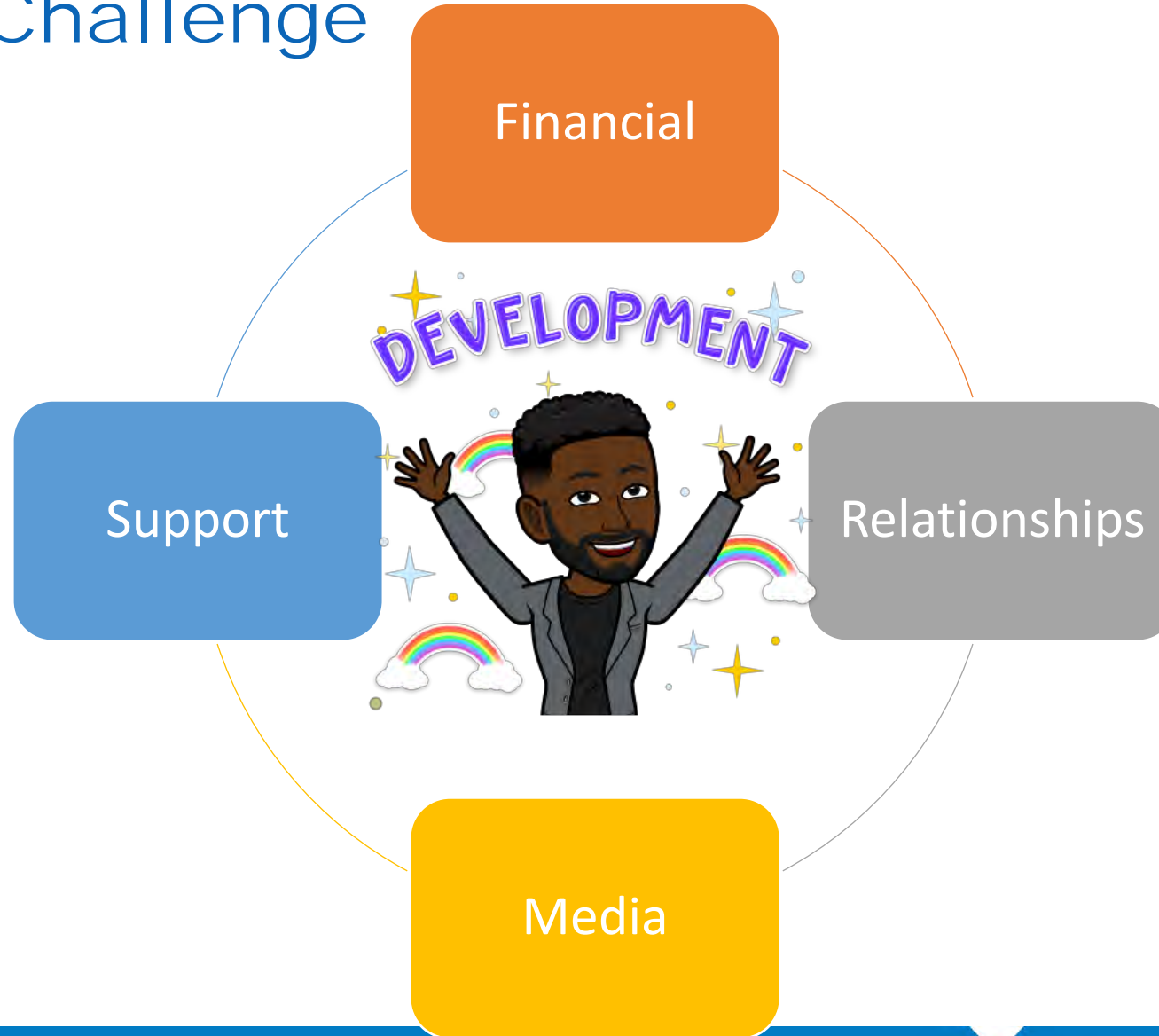
**SHUT UP AND
TAKE MY MONEY**



"I have found that among its other benefits, giving liberates the soul of the giver" ~Maya Angelou



Development Challenge



Financial



- [Donate to APHA](#) before June 30, 2022
- Give the [gift of APHA membership](#)
- **Sponsor** a Student to attend an APHA event

Relationships



- Seek a **matching gift** from your company/organization
- Share contacts and facilitate **introductions** to prospective individuals, corporations, foundations, or governmental funders
- Personally ask **Non-APHA Friends to Donate** to APHA
- **Suggest** and introduce APHA to potential sponsors for 2023 (Atlanta)

Email connections to development@apha.org

Media



- Create and **publish social media** (e.g., Facebook, Instagram, LinkedIn, Twitter, etc.) fundraiser in support of the Association
 - NPHW
 - Your Birthday
 - APHA Membership Anniversary
 - Annual Meeting
 - Giving Tuesday and Holiday Year-End
- Forward **fundraising appeal** email to non-APHA people in your social media network

Support



- Submit a <1 min **Fundraising Video** on why you give your time and finances to support APHA
- Advocate for APHA by **sharing** its mission and why it is personally important with contacts
- Shop **@AmazonSmile** when using Amazon. This will make a donation 0.5% of your purchase to APHA

Email videos to development@apha.org

New Donation Platform



apha.org/donate



APHA champions the health of all people and all communities. Your tax-deductible donation makes you part of Generation Public Health – APHA's movement to create the healthiest nation in one generation – and helps fund APHA's work. Thank you for your investment in public health and APHA.

APHA General Fund

Donation Amount *

- ☐ \$5
- ☐ \$25
- ☐ \$50
- ☐ \$100
- ☐ \$250
- ☐ Other Amount


(Select Fund) 

Recurring *

- ☐ One Time
- ☐ Weekly
- ☒ Monthly
- ☐ Yearly

Your gift will start today, or [set a future date](#).

Your gift will continue until canceled, or [set number of gifts](#).

☐ Make my gift go further by adding 3% to cover processing fees. 

☐ Make this a Tribute Gift

Total

\$0.00

Many Thanks!

Thank you for donating
your **Time, Talent, and
Treasure** to public
health and APHA.



Development Committee

*Bryan O. Buckley (Chair), Emily Bartlett, Donna Beal, Georges Benjamin,
Danielle Campbell, Tom Doker, Sarah Gareau, Benjamin Hernandez,
Haley Moss, David Reyes, and Hope Rollins,*



X. JPC Report to the Governing Council

June 13, 2022

Elaine Archie Booker, EdD, RN

Danielle Campbell, MPH

Celeste Monforton, DrPH, MPH

JPC Co-Chairs



2022 Proposed Policy Statements



2022 Proposed Policy Statements

19 proposed policy statements received and reviewed in the 2022 cycle, including 2 resubmitted late-breakers from 2021.

4 overarching areas; Economics and International Health, Environment and Human Rights, Law, Violence Prevention and Equity, and Access to Care, Equity and Prevention

Spring Science Board and JPC Reviews

- Science Board conducted their first review of the proposed policy statements 4/20-4/21 and JPC held their review 4/28-4/29.
- 8 proposed policy statements received conditional assessments and 11 received negative assessments
- Assessments and comments were provided to authors on May 20
- The full Science Board and JPC assessments with comments are available on the web. Governing Councilors should review and contact authors with questions/suggestions as they embark on their revisions

Next Steps

- Resubmission of proposed policy statements are due August 15
- JPC will review the resubmissions and provide a second assessment in mid-September
- Late Breaker submissions are due to policy@apha.org by October 17th
- Public Hearings will be virtual ahead of the Annual Meeting on November 1&2 (time TBD)
- GC will discuss and vote on the proposed policy statements at the Annual Meeting during Session II on Tuesday, November 8th.

2022 Spring JPC Assessments



Group A: Economics and International Health

Proposed Policy Statement	JPC Assessment
A1: Public Health as a Bridge to Peace in Israel, the West Bank and Gaza	Negative
A2: Justice in Global Access to COVID-19 Vaccinations	Conditional
A3: A Call to Cancel International Debt for Global South Nations and Increase Public Financing of Health Systems	Conditional
A4: Support Decent Work for All as a Sustainable Health Strategy for Improving Population Health and Wellbeing	Negative

Group B: Environment and Human Rights

Proposed Policy Statement	JPC Assessment
B1: The Overlooked Public Health Crisis of Healthcare Waste: A Call for Oversight, Protections and Tracking	Conditional
B2: Public Health Opportunities to Address the Health Effects of Gas Stoves	Negative
B3: Ending the Practice of Conversion Therapy in LGBTQ+ Populations	Conditional
B4: Support for Women's Inclusion in HIV-Related Clinical Research	Negative

Group C: Law, Violence Prevention and Equity

Proposed Policy Statement	JPC Assessment
C1: A Strategy to Address Racism and Violence as Public Health Priorities: Community Health Workers Advancing Racial Equity and Violence Prevention	Negative
C2: Address Threats to Public Health Practice	Conditional
C3: Public Health Approach to Gun Violence Prevention	Negative
C4: A Public Health Approach to Firearm Prevention Policy	Negative
C5: A More Equitable Approach to the Enforcement of Commercial Tobacco Control	Negative
C6: The Misuse of Preemptive Laws and the Impact on Public Health	Negative
C7: Advancing Health Equity Through Inclusive Democracy and Assuring Access to Voting	Negative

Group D: Access to Care, Equity and Prevention

Proposed Policy Statement	JPC Assessment
D1: Defining Public Health Leadership to Achieve Health Equity: Merging Collective, Adaptive, and Emergent Models	Conditional
D2: Ensuring Equitable Access to Affordable Medication	Conditional
D3: Falls Prevention in Adults Aged 65 and Over	Negative
D4: Expanding Medicaid Coverage to One-Year Postpartum	Conditional

Archiving



Archiving

- 13 policy statements adopted in 2002 are up for archiving this year. The list of statements is available on the website under policy statements/archiving
- The deadline for requests to keep statements active has been extended to June 30th. A rationale for keeping the policy statement active and removing it from the consent agenda for archiving must accompany the request and should be sent to policy@apha.org
- Science Board will review these request and make recommendations to the JPC
- While archived statements no longer guide APHA policy or practice, they remain available to members as historical documents. APHA members are encouraged to update policy statements scheduled for archiving with the latest evidence and rationale in support of priority policy areas. However, policy statements can also be updated by any APHA member following archiving.

QUESTIONS?



Recommendation re: archiving of policy statements adopted in 2021 related to the COVID 19 pandemic



2021 Motion re: COVID policy statements

- October 2021- JPC motioned that the Governing Council archive the three statements below after 3 years vs. the standard 10 years given the rapidly evolving evidence and experience in the pandemic in order to ensure the science, evidence and action steps remain up to date.
 - 2021-11 Lessons Learned from the COVID-19 Pandemic: The Importance of Universal Healthcare in Addressing Healthcare Inequities
 - 2021-18 Preparing Public Schools in the United States for the Next Public Health Emergency: Lessons Learned from COVID-19
 - 2021-08 Call for Urgent Actions to Address Health Inequities in the U.S. Coronavirus Disease 2019 Pandemic and Response-
- Following debate, the Council moved to suspend consideration of the motion at the October 2021 meeting and revisit the recommendation at the June 2022 meeting.

New motion

- JPC recognizes the possible need for narrow, targeting policy statements when dealing with emergent public health problem, but rapidly evolving evidence bases support more frequent updating of these statements. Therefore, in addition to consideration of early archiving, the yearly gaps in policy statements APHA will identify policy statements that were originally written with a narrow scope that would benefit from an update with a broader lens.
- The 2022 JPC revisited the three policy statements recommended for archiving after three years and found that **2021-11 and 2021-18** address pandemics broadly with evidence and action steps that are likely to remain relevant in years to come. JPC recommends these statement **be archived after 10 years as is standard practice.**
- **2021-08- Call for Urgent Actions to Address Health Inequities in the U.S. Coronavirus Disease 2019 Pandemic and Response-** is largely specific to the COVID-19 pandemic and requires more frequent updating of the evidence base and action steps to reflect current science and environment and appropriately guide APHA policy and practice.
 - **Motion: JPC moves that policy statement 2021-08 be archived in 2024 (3 years from adoption)**

Archiving policy statement related to COVID-19

Motion: JPC moves that policy statement 2021-08 be archived in 2024 (3 years from adoption)

- Select Yea (yes) or Nay (no)
- To change your vote, simply click on another selection. You may change your vote at any time while the voting period is open
- Once the voting period is closed, your last vote will be submitted

XI. APHA Your Way Update

June 13, 2022

Kaye Bender, PhD, RN, FAAN- President



Making the Case for Change

Goals:

1. Create a proactive communication and outreach plan that speaks to multiple audiences (APHA staff, volunteer leaders, members)
2. Educate and establish internal champions for change & facilitate a strategy that supports the desired change

Making the Case for Change (cont)

Communications:

Communications focused staff is regularly coordinating on a communications strategy to ensure communications are strategic and timely.

- Article planned for Nation's Health on new online community platform
APHA LEAD
- Website updated with focus on most recent progress-
<https://apha.org/apha-your-way>

Committees

1. Data Systems and IT
2. Mentoring
3. Onboarding New Members
4. Leadership Transitions and Engagement
5. Measurement and Rewards

Committee 1: Updating APHA's Data Systems and Technology

Objectives:

1. Replace APHA Connect with a more user-friendly tool and create an easily accessible landing page for APHA members
2. Integration of several data systems that hold a variety of information about members and their engagement
3. Streamline other technology tools, so we are more efficient

Objectives for New Online Community Platform

Driving the selection of a new online community platform, are three major goals. APHA sought a solution that:

1. Creates a better user experience for members
2. Increases integration across technology tools
3. Creates a better user experience for staff/increases automation

Progress to date towards replacing APHA Connect with APHA LEAD

1. Higher Logic selected and new APHA LEAD platform set to launch this summer
 1. Migrate data from APHA Connect
 2. Integrate with IMIS
 3. Create seed content for new “communities” (each APHA unit to have a community)
 4. Conduct beta testing
 5. Train staff and leaders
 1. **Community Admins Invited to Training on June 15, 2022 at 2PM ET-** In this webinar for section leaders, registrants will learn how to use the new APHA LEAD platform to increase engagement among section members
 6. Prepare mobile app
2. Communications committee formed to focus on the launch
3. Hired new staff member, Sebastian Padrino, to help manage new platform

Features of APHA LEAD

APHA LEAD has:

- **User-friendly functionality** and layout,
- A **mobile app**, making it easier to connect and join the discussion,
- The ability to sign up for APHA activities through a **streamlined events calendar**
- A **mentoring and volunteer module** (Phase 2)
- A new **expert directory**, making it easier than ever to network. (Phase 2)

Committee 1: Mentoring

Objectives:

1. Develop a comprehensive approach to connecting members with mentors
2. Offer more speed mentoring programs throughout the year

New Distinguished Leaders Mentoring Series

APHA is giving you guest lectures with something extra: personalized advice from the top names in public health.

- Face-to-face time with some of the luminaries of public health.
- Small groups meet with public health champions to learn about the mentor's career path and ask questions about their own.
 - Inaugural session was held April 26th- Public Health is Where You Are Featuring Durrell J. Fox
 - **Next session will be June 28th at 4PM ET and feature Emily Holubowich, Vice President, Federal Advocacy, American Heart Association**
 - Find the link to register at [APHA.org/APHA-YOUR-WAY](https://www.apha.org/APHA-YOUR-WAY), limited space available with priority given to Students and ECPs

Additional upcoming mentoring initiatives

1. Cohort-style mentoring- creates a longer-term relationship, both with the mentor and peers, and more learning. Focus on a particular topic of interest or skill
2. Speed mentoring
3. Traditional 1:1 mentoring- Mentoring Match within APHA LEAD launching in late summer/fall

Committee 3: Onboarding New Members

Objectives:

1. Have a specific staff position established to direct and guide new members
2. Create a structured process to onboard new members focusing on navigating APHA and getting value out of their membership
3. Ensure information on each unit and its strategic goals, activities and ways to get involved are available to all members

New member webinar redesign and survey launch

- Newly designed membership webinar to be held quarterly designed to help new members get engaged quickly! (More experienced members are welcome, too).
 - *1st webinar held March 15- nearly 200 registrants and approx. 80 attendees*
 - *Next webinar schedule June 29th at 3PM- Register now at <https://apha.zoom.us/meeting/register/tJ0odO6qqDqsHdUfE2nitFrBmB1t7rHxau4>*
- Membership survey launched June 2nd. Closes June 17th, so complete today at <https://www.surveymonkey.com/r/8C2ZHTQ>
- Further initiatives dependent on capacity and staffing proposed for FY23

Committee 4: Leadership Transition and Engagement

Objectives:

1. Create a transfer of knowledge process between outgoing and incoming leaders.
2. Create a clear and transparent process to help elected leaders step down if needed
3. Provide more targeted leadership training
4. Educate members on who their leaders are and what they do. Offer more opportunities to engage with leaders
5. Provide more information about potential leaders in elections

New leadership handbook and trainings

- ISC has reviewed and provided input on the components of the new leadership handbook and drafting is under way
- Additional leadership training now available! (monthly training sessions)

Committee 5 and Overall Project Management

- Committee 5, Measurement and Rewards, was set to launch after the strategic plan to align metrics with strategy. Since strategic planning has been delayed, Brighter Strategies will, depending on budget, provide the following service:
 - Identify best practices for gamification using Higher Logic together with committee 5.
 - Conduct pre-strategic planning activities (mining their data for comments relevant to strategy to inform the firm selected to conduct strategic planning).
 - Continue supporting the other 4 committees to execute their goals.

Next steps

- Committees 1-4 will continue to meet and work to complete tasks through early 2023
- 2023 Staff prioritization and implementation planning for the next set of recommendations

QUESTIONS?



XII. APHA Executive Board Update

GOVERNING COUNCIL MID-YEAR MEETING, JUNE 13, 2022
HOPE ROLLINS, BS
APHA Executive Board Chair



WHAT DOES SUCCESS LIKE?



AMERICAN PUBLIC HEALTH ASSOCIATION

For science. For action. For health.

caucus implementation member avenues able
increase visibility streams woohoo grow financially
revenue members planning 150th membership
better sound way apha raise anniversary strategic building
begun public lol definitely communications funding engagement continue
unrestricted sources health stakeholders excitement collaborative
celebration together diversify progress around



**150TH ANNIVERSARY
PLANNING AND EXECUTION**



BOARD MEMBER TRAINING



**INNOVATIVE FINANCIAL
STEWARDSHIP**



**STRATEGIC PLAN
DEVELOPMENT**



**CONNECTED AND VISIONARY
BOARD MEMBERS**

THANK YOU TO THE BOARD & APHA STAFF

Benjamin H. Hernandez, MBA
Celeste A. Monforton, DrPH, MPH
Charlene Cariou, MHS (*Vice Chair*)
Chris Chanyasulkit, PhD, MPH (*President Elect*)
Danielle M. Campbell, MPH
David Reyes, DNP, RN, MN/MPH
E. Oscar Alleyne, DrPH, MPH
Elaine Archie-Booker, EdD, RN
Georges C. Benjamin, MD (*Executive Director*)
Haley Moss, MPH
Heather Walter-McCabe, JD, MSW

Hope M. Rollins, BS (*Chair*)
José Ramón Fernández-Peña, MD, MPA (*Immediate Past President*)
Jeanie L. Holt, MPH, MS
Jessica M. Boyer, MPH, MSW
Kaye Bender, PhD, RN, FAAN (*APHA President*)
Melissa (Moose) Alperin, EdD, MPH
M. Aaron Guest, PhD, MPH, MSW
Brittany Marshall, DrPH, CPH, CHES
Nandi A. Marshall, DrPH, MPH
Sarah Gareau, DrPH, MEd
Thomas Jeffrey Doker, DVM, MPH

PROGRESS TO DATE

- Membership- ***APHA Your Way (formerly M.U.E.E.P.)***
- Governance - Increased Inclusivity
- Finance & Audit- Upholding Fiduciary Stewardship
- Development- Innovative Approaches & Garnering Technology
- Strategic Planning - Recommendation of Enhanced Design & Metrics
- Corporate Social Responsibility (CSR) - Ethical Practice

APHA Executive Board's actions are through the tireless support efforts of APHA Staff (Asma Shethwala Yu, Demond McWilliams, Ilka Cameron, Courtney Taylor, James Carbo, Regina Davis, Torrey Wasserman, Kemi Oluwafemi, Fran Atkinson, Lindsey Wahowiak, and so many others under the leadership Executive Director, Dr. Georges Benjamin.

PROGRESS TO DATE

- Leveraging Virtual Meetings for Engagement
- Safe Return to In Person Presidential Visits to State Affiliates
- Safe Return to In Person Meetings at APHA HQ
- Safe Return to In Person APHA Annual Meeting
- Executive Board Shared Learning
 - Leveraging Social Media for Advocacy, Fund Development, Awareness, & Networking
- American Society of Account Executives
 - Effective Board Management

Contact Information:

Hope Rollins

APHA Executive Board Chair

hrollins0912@gmail.com

517-614-7443

*Thank you APHA Members
for your active membership,
leadership, and engagement.*



XIII. Strategic Planning

Governing Council Mid-Year Meeting, June 13, 2022

Jeanie Holt, MS, MPH

Executive Board; Chair Strategic Planning Committee



Strategic Plan purpose: Strengthen APHA
to better achieve its mission

Strategic Plan purpose: Strengthen APHA to better achieve its mission

Improve the health of the public and achieve equity in health status

Current APHA Strategic Plan

- 5+ years old
- Outward focus
 - Strategic plan for public health, not APHA
- Progress measured by changes in Leading Health Indicators
 - Slow to change
 - Hard to evaluate impact of activities
 - Hard to find leverage points to impact these
- Strategic Portfolios have provided a flexible framework

Strategic Portfolios



Executive Board adopted Committee recommendations:

- Begin work on new strategic plan **for APHA**
 - Focus on strengthening APHA
 - Focus on metrics to measure progress and inform changes
 - Ensure solid evaluation plan and timetable
- Keep strategic portfolios
- Build on what we learned from APHA Your Way project
- Hire consultant
 - Gather input from affiliates, caucuses, staff, members
 - Facilitate developing new strategic plan

Timeline (proposed)

- June: EB approve budget for consultant
- July-August: develop and issue RFP
- Sept-Oct: review proposals and select consultant
- Nov-May:
 - Gather input
 - Draft and circulate proposed new plan
- Governing Council Mid-Year Meeting 2023 approve new plan

We need you!

- Inform your groups that strategic planning is underway
- Email me with questions
 - Jeanie.APHA@gmail.com
- Invite me to join a meeting to listen and discuss

Build a strategic plan that will *strengthen* *APHA* so we better **achieve our mission** to improve the health of the public and achieve equity in health status.

Special Thanks

Thank you!

- SP Committee
 - Jeanie Holt, Chair
 - Charlene Cariou
 - David Reyes
 - Elaine Archer-Booker
 - Jessica Boyer
 - Moose Alperin
 - Oscar Allenye
 - Regina Moss Davis
- Executive Board
- Dr. Benjamin
- Strategic Planning Committees over past 5 years

XIV. Executive Director Update

Governing Council Midyear Meeting June 13, 2022

Georges C. Benjamin, MD, MACP, FACEP (E), FNAPA
Executive Director
American Public Health Association



State of the Public Health Union

WEBINAR - Date: JAN 20, 2022, 3:30 PM - 5:00 PM EST

Description: Just as U.S presidents deliver a State of the Union address, this webinar will feature a State of the Public Health Union address followed by a panel discussion among *American Journal of Public Health* authors.

Contributors

- **Alfredo Morabia, MD, PhD**, *AJPH* Editor-in-Chief (Moderator)
- **Dazón Diallo**, Founder and President, Sister Love
- **Lisa Bowleg, MA, PhD**, Professor of Applied Social Psychology, The George Washington University
- **Lori Freeman**, Chief Executive Officer for the National Association of County and City Health Officials
- **Sandro Galea, MD, MPH, DrPH**, Professor and Dean, Boston University School of Public Health
- **Nancy Krieger, PhD**, Professor, Harvard T.H. Chan School of Public Health
- **Jewel Mullen, MD, MPH, MPA**, Associate Dean for Health Equity at Dell Medical School at The University of Texas at Austin, and Associate Professor in the Departments of Population Health and of Internal Medicine



NATIONAL
**PUBLIC
HEALTH WEEK**

APRIL 4 - 10, 2022

**PUBLIC HEALTH IS
WHERE YOU ARE**

AN INITIATIVE OF THE AMERICAN PUBLIC HEALTH ASSOCIATION

Public Health Is Where You Are

April 4-10, 2022

- Racism: A Public Health Crisis
- Community: Collaboration and Resilience
- World Health Day: Health is a Human Right
- Accessibility: Closing the health equity gap
- Public Health Workforce
- Climate Health Equity
- Mental Health and Wellness

NPHW 2022

- 814 total partners (52 new this year)
- 182 local events hosted nationwide
- Twitter chat trended #4 nationally. 441 people RSVPed, 507 participated, and garnered 108.6 million impressions in a one-hour stretch
- 1270 people tuned in live to APHA's seven hosted events
- Keep It Moving challenge was down; Just shy of 1200 participants. Did not offer the opportunity to create and captain their own teams this year – Will add back next year

Support Staffing

- Wendy Shay – APHA Archivist
- Social Driver – Communications Consultant
- Natalie McGill – Writing Consultant
- Windmill Hill – Development Consultant
- Meraki for Good – Development Consultant
- Steering Committee – APHA Staff



Communications



- Working with APHA archivist, Wendy Shay
- Working with Social Driver on online and video messaging
- APHA branding
- Past President recollections (in dev.)

www.apha.org/APHA-150

Governing Council Update

150th Anniversary Merchandise

Redbubble Online Store with APHA
150 Logo - LIVE

- <https://www.redbubble.com/shop/ap/100701981>
- <https://www.redbubble.com/shop/ap/100489369>

APHA Website – water bottles (2 styles), t-shirts, and pins.

- <https://secure.apha.org/imis/ItemDetail?iProductCode=150BottleWhite&CATEGORY=BK>



Governing Council Update

Member Unit & Affiliate Histories



- Collection of Member Unit, Student Assembly, and Affiliate histories
- Engaged writer to write a short form and long form history based on the information provided
- Writer working with Archivist to fill gaps

Governing Council Update

APHA Archivist



- Meeting with members & staff
- Working with component and affiliate leaders on their history projects
- Finding interesting historical facts to share with the communications team
- Available to speak with you concerning the archives

Monthly Themes

Oct. - Official kick-off of the 150th Anniversary took place at the Closing General Session entitled ***“Achieving Health Equity:***

The Key Ingredient for a Healthier Nation”

- Dr. David Satcher – keynote
- Surgeon General Dr. Vivek Murthy – fireside chat

Nov. - APHA: This is Public Health

- Anniversary message campaign from APHA partners underway (will roll them out via social media throughout the year)

Dec. - Conquering Communicable Disease

- CCDM Editors In Chief roundtable discussion
- 2022 Get Ready Calendar



Monthly Themes

Jan. - Elevating Health & Wellness Across the Lifespan

- Kicked off the keep it moving challenge
- Live yoga class

Feb. - Preventing Chronic Disease

- Building equitable parks: APHA 150th anniversary series (*podcast on the THN platform*)
- Hope and health in Kerrville, Texas: APHA 150th anniversary series (*podcast on the THN platform*)

Mar. - Ensuring Access to Care

- Access to Care: A Retrospective (*webinar, broadcast live on March 8*)



Monthly Themes

April - Public Health is Where you Are

- National Public Health Week
- Early Career Professional fireside chat



- Kick-off Event
- Twitter Chat
- Student Day
- ECP Roundtable Discussion
- Myriad of other activities

May - Enhancing Mental Health & Well-Being

- Child and Adolescent Mental Health (webinar)
- Adult/Family Health – How COVID has affected families (webinar set for July)

Jun. - Advancing Policy to Improve Health

- Policy Action Institute
 - Celebrating APHA policy successes
- New England Affiliates activity
- Summer Movement Challenge (*kickoff June 21*)



Monthly Themes

- Jul.** - Preventing Injury, Strengthening Safety
- Aug.** - Examining Root Causes of Health
- Sep.** - Protecting Our Environment to Protect Our Health
- Oct.** - APHA: Promoting Civic Engagement
- Nov.** - Leading the Path Toward Equity (Annual Meeting Theme)
- Dec.** - Building the Future of Public Health



Annual Meeting Successful Overall

2022 Annual Meeting

- Met attendance goals (8,663 paid vs 8,517 budget)
- Short on revenue goals both attendance & exhibits
 - Exhibit booths - (244 actual vs 423 budget)
- Infection control efforts successful – No outbreak from meeting (Health department epi review in Nov.)
- Hybrid meetings very difficult to do
 - Split meeting this year between in-person & virtual



APHA 2022

ANNUAL MEETING & EXPO

BOSTON | NOV. 6 - 9

NOW OPEN!

CALL FOR ABSTRACTS

APHA 2022



Annual Meeting

- In-person Annual Meeting
- Plenaries being finalized
- 9000 abstracts submitted
- Opening Reception on Sunday Evening
- Infection control measures
 - Vaccinations & optional masking for now



Fundraising and Development

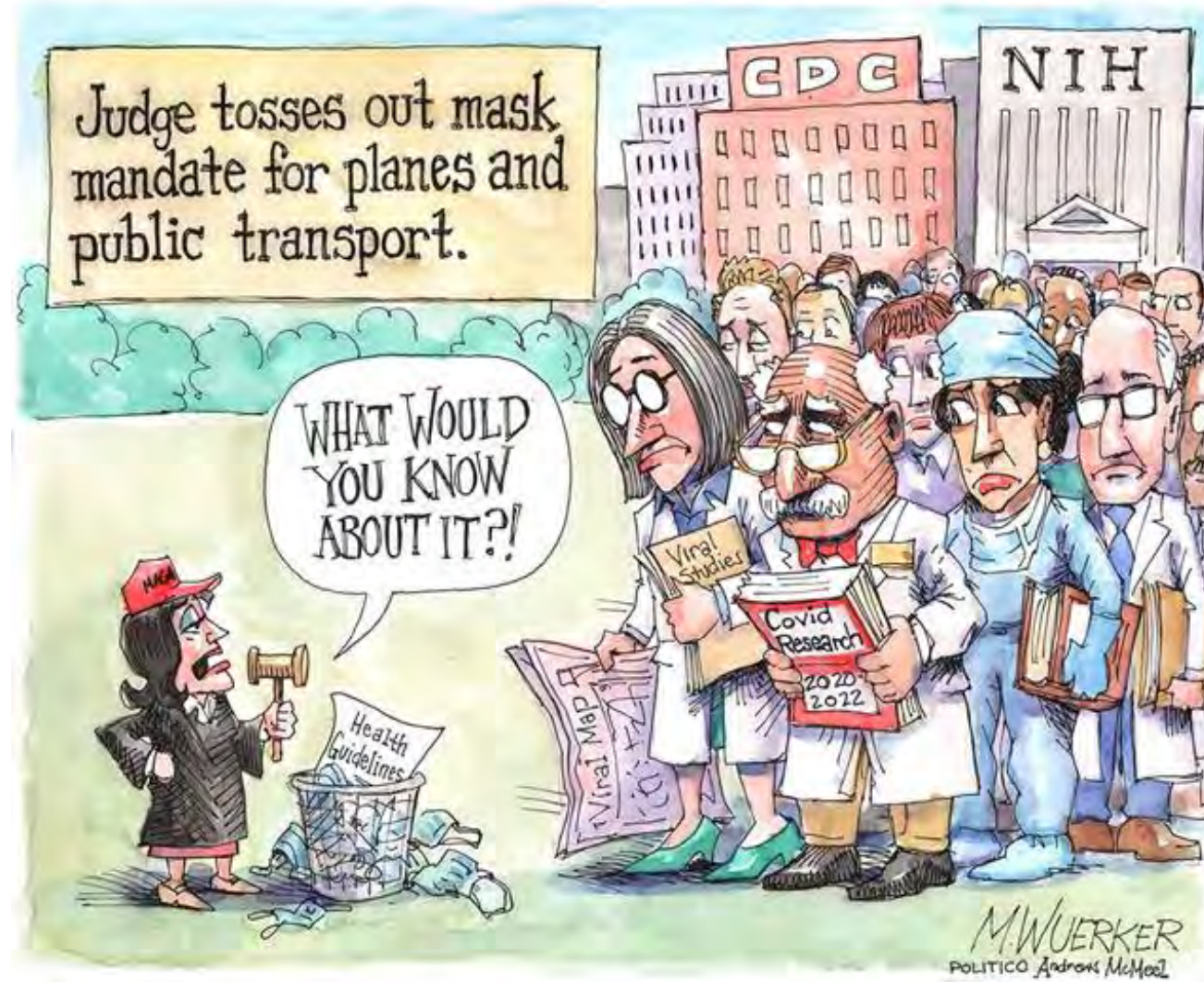


- Implemented improved online giving portal
- Investigating the feasibility of paying off the mortgage as a major fundraising initiative

New Online Community



Legal Rulings Pandemic





Supreme Court Expedited Review
OSHA - Emergency COVID-19 Regs - LOSS
CMS – Emergency Vaccine Rule - WIN



Supreme Court

EPA – Clean Power Plant Rule

Dobbs V. Jackson's Women's Health – Abortion

CDC – Mask mandate

Pushing Regulations to Fix Family Glitch & Potential Coverage Loss Post COVID Emergency



Advancing Policy To Improve Health



**June 14, 2022
JW Marriott
Washington, DC**

<https://www.apha.org/policy-action-institute>

Addressing Challenges to Public Health Authority

RWJF initiative to protect public health from state legislative challenges to public health authority

- Collaboration with Local Solutions Support Center (lead) and ChangeLab Solutions with public health law consortium.
- APHA's role
 - Educating and mobilizing the national public health community, including APHA leadership, state affiliates, caucuses, past presidents
 - Mobilizing partners outside of public health (e.g., healthcare, business, education)
 - Providing financial and technical support to help mobilize APHA affiliates in priority states (6-10 states)
 - Utilizing methods: town halls with multisectoral partners, webinars, trainings, strategic communications, social media, conference sessions

APHA Public Health Authorities Townhall

Keeping our Communities Safe and Thriving:
The Role of Public Health



Alliance
for Disease Prevention and Response

150 APHA
YEARS
AMERICAN PUBLIC HEALTH ASSOCIATION

COVID
Collaborative



[Home](#)[Explore](#) ▾[Engage](#) ▾[About](#) ▾

Public Health & Equity Resource Navigator

[SEARCH](#)

MacBook

What is PHERN?

PHERN, or the Public Health and Equity Resource Navigator, aims to help changemakers navigate resources focused on ending the pandemic, advancing equity, and building a resilient, robust, sustainable public health system for the future.



Explore by Topic

Browse content by topic area such as building trust, vaccination, or workforce



Explore by Sector

Browse content by sector or role such as government, education, public health



Suggest a Resource

Help grow this content library. Suggest a resource for inclusion below.



YouTube Video Series: 20 Video's

Explain Public Health





Will be updating the APHA Strategic
Plan Soon

Membership Update

- Membership stabilizing
- Bulk schools recovering
- Agency membership growing rapidly
- Affiliates
 - California North Affiliate recovering
 - Puerto Rico Affiliate recovering



Questions



XV- Report of the Speakers Ad Hoc Committee
Aaron Guest, Speaker of the Council



The task force was approved at the 2021 Annual Meeting of the Governing Council with two stated objectives:

1. Identify opportunities for improving the Governing Council experience, engagement, and activities.
2. Identify and disseminate best practices in the Councilor role to the member units by examining existing member unit activities.

Timeline

Month	Activity
December 2021	Call for Applications
January 2022	Applications Due and Notification of Members
February – June 2022	Monthly Task Force and Subgroups Meetings: Data Collection and Idea
June 2022	Update to the Governing Council
July-October 2022	Monthly Task Force Meeting: Recommendations
November 2022	Report Presented to APHA Executive Board and Governing Council

Role	Name
Speaker of the Governing Council	Aaron Guest
Parliamentarian	Greg Ulrich
Staff Liaison	Courtney Taylor
Speaker Appointee	Barb Giloth
CoA Representative	Kaye Reynolds
Smaller Section	Andrea Thau
Midsized Section	Lisa Flaherty
Large Section	Ashley Love
Student Representative	Bunmi Ogungbe
Non-Voting Representative	Lisa Carlson

Next Steps and Request

- We will work on drafting the final report and recommendations.
- Please respond to request for information from Committee Members.
- Report will include recommendations for Governing Council to consider.

XVI. Announcement & Reminders

Aaron Guest, Speaker of the Council



Speak with the Speaker Series

September 22, 2022

3PM to 4PM Eastern

Registration link to be sent in July

*Recordings of Previous Speak with the Speakers & Orientation
(Both To GC and Parliamentary Procedure) Are Available*

Governing Council At Annual Meeting

150th Celebration in Boston

November 1st & 2nd: Policy Hearings (Virtual)

November 5th: 3PM-6PM Governing Council Session 1

November 6th or 7th: Leadership Roundtable (Date and Time TBD)

November 7th Afternoon: Speaker Office Hours

November 8th: 8:30AM-1:30PM Governing Council Session 2

Governing Council At Annual Meeting

150th Celebration in Boston

- Meeting In-Person. No Virtual Option.
- Pilot of 2 Sessions Only
- Social Distancing Protocols in Place
- No More Clickers! You must bring your own computer/tablet/phone to vote.
- Request for Agenda Items Must Be Submitted to By **September 1st**
- Material Available 2 Weeks Prior to the Meeting
- Request for Proxies Due on **October 17th at 5PM Eastern. NO PROXIES CAN BE APPROVED ON SITE.**

Early Housing Opens June 24th for Governing Council Members

Evaluation
Due
June 22nd



Thank You For Your Service!

Aaron Guest: Aaron.Guest@ASU.EDU

Courtney Taylor: Governance@APHA.ORG



XVII. ADJOURNED



About APHA

The American Public Health Association champions the health of all people and all communities. We are the only organization that combines a 150-year perspective, a broad-based member community and the ability to influence federal policy to improve the public's health. Learn more at www.apha.org.

- Founded – April 18, 1872
- 501C(3) & Nonpartisan
- Over 50,000 individual & affiliate members

