IN MEMORIAM
In Memoriam

David Jones
Dr. Joseph Patterson
John Troidi
Brenda Rae Rodgers
Dr. Hyman G. Orbach
Dr. Martha D. Nelson
Dr. Gouri S. Bhattacharyya
Elva M. Bennett
Dr. Lawrence Egbert
Dr. Steven P. Wallace
Connie Lybarger
Dr. Samuel Herman
Dr. Rashi Fein
Lorna J. Wilson
Dr. Berthod Brenner
Dr. Ruth G. Mullins
Claire Armstrong
Dr. Ulrich P. Gibson
Dr. Fritz Gluckestein
Dr. Kenneth R. McLeroy
Dr. Samuel S. Herman
Dr. Alton B. Cobb
CEPH – Expand Board

• CEPH is the national entity charged with accrediting schools and programs for public health.

• APHA & ASPPH serve as the holders of their corporate charter.

• When CEPH was founded in 1974, it accredited 10 schools of public health. CEPH currently accredits 227 schools of public health, public health programs, and standalone baccalaureate programs, including three-degree levels, hundreds of individual concentrations, and many educational delivery models. The number of individuals tasked with these role has remained at 10 for more than 40 years.

• APHA Executive Board Approved the increase in the size of the CEPH Boars to 14.
Representative Lauren Underwood, MSN, MPH (D-III)
Center for Professional Development

Continuing Education

- Credits offered: CHES, CME, CNE, CPH, VET
- Recently reaccredited by ACCME and ANCC through 2023
- Work with the representative from the Continuing Education Accreditation Committee (CEAC) to accredit internal and external activities
Center for Professional Development

APHA Growing Our NOW-Online Learning Program

- AJPH Articles
- Webinars
- Books (published by APHA)
- Podcast
- APHA Featured Sessions
- Policy Action Institute
APHA working with YouTube to enhance public knowledge of science
# APHA Membership at a Glance – September 2021

## Year-to-date Membership Totals: January 2016 – September 2021

<table>
<thead>
<tr>
<th>Month</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>22,278</td>
<td>21,433</td>
<td>21,995</td>
<td>23,066</td>
<td>22,764</td>
<td>21,415</td>
</tr>
<tr>
<td>February</td>
<td>21,837</td>
<td>21,385</td>
<td>21,700</td>
<td>22,972</td>
<td>22,551</td>
<td>21,658</td>
</tr>
<tr>
<td>March</td>
<td>21,097</td>
<td>21,303</td>
<td>21,597</td>
<td>22,902</td>
<td>22,449</td>
<td>22,105</td>
</tr>
<tr>
<td>April</td>
<td>21,103</td>
<td>21,170</td>
<td>22,000</td>
<td>22,954</td>
<td>22,523</td>
<td>22,122</td>
</tr>
<tr>
<td>May</td>
<td>21,280</td>
<td>21,282</td>
<td>22,246</td>
<td>22,209</td>
<td>22,534</td>
<td>22,168</td>
</tr>
<tr>
<td>June</td>
<td>21,414</td>
<td>21,853</td>
<td>22,720</td>
<td>24,058</td>
<td>24,304</td>
<td>22,007</td>
</tr>
<tr>
<td>July</td>
<td>23,065</td>
<td>23,408</td>
<td>24,434</td>
<td>25,288</td>
<td>22,519</td>
<td>22,816</td>
</tr>
<tr>
<td>August</td>
<td>21,833</td>
<td>21,833</td>
<td>24,975</td>
<td>25,513</td>
<td>23,670</td>
<td>24,309</td>
</tr>
<tr>
<td>September</td>
<td>23,127</td>
<td>22,089</td>
<td>24,273</td>
<td>23,816</td>
<td>23,114</td>
<td>23,552</td>
</tr>
<tr>
<td>October</td>
<td>20,505</td>
<td>22,311</td>
<td>24,074</td>
<td>24,060</td>
<td>21,882</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>21,209</td>
<td>21,410</td>
<td>23,226</td>
<td>23,034</td>
<td>21,048</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>21,122</td>
<td>21,690</td>
<td>22,773</td>
<td>22,670</td>
<td>21,221</td>
<td></td>
</tr>
</tbody>
</table>

### Current Agency Count – 321

<table>
<thead>
<tr>
<th>Employee Range</th>
<th>Member Count, Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-20</td>
<td>122 (41%)</td>
</tr>
<tr>
<td>21-100</td>
<td>108 (35%)</td>
</tr>
<tr>
<td>101-200</td>
<td>37 (11%)</td>
</tr>
<tr>
<td>201-300</td>
<td>13 (4%)</td>
</tr>
<tr>
<td>301-400</td>
<td>9 (3%)</td>
</tr>
<tr>
<td>401-500</td>
<td>9 (3%)</td>
</tr>
<tr>
<td>501-750</td>
<td>9 (3%)</td>
</tr>
<tr>
<td>751-1,000</td>
<td>2 (0%)</td>
</tr>
<tr>
<td>1,001+</td>
<td>12 (5%)</td>
</tr>
</tbody>
</table>

## Membership Types: 5-year comparison

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AGI</td>
<td>Agency Individual Member</td>
<td>113</td>
<td>724</td>
<td>990</td>
<td>1,197</td>
<td>1,593</td>
</tr>
<tr>
<td>AG12</td>
<td>Agency Individual For-Profit Member</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>ECP</td>
<td>Early Career Professional Member</td>
<td>1,834</td>
<td>1,873</td>
<td>1,840</td>
<td>1,870</td>
<td>1,713</td>
</tr>
<tr>
<td>RE</td>
<td>Regular Member</td>
<td>10,553</td>
<td>10,912</td>
<td>10,907</td>
<td>9,547</td>
<td>9,595</td>
</tr>
<tr>
<td>RE2</td>
<td>Regular Member (ff/k/a Special Hlth Worker)</td>
<td>1,126</td>
<td>1,160</td>
<td>1,028</td>
<td>847</td>
<td>748</td>
</tr>
<tr>
<td>ST</td>
<td>Student Member</td>
<td>2,241</td>
<td>2,234</td>
<td>2,233</td>
<td>2,307</td>
<td>2,282</td>
</tr>
<tr>
<td>STB</td>
<td>Student Bulk Member</td>
<td>124</td>
<td>1,367</td>
<td>1,712</td>
<td>1,776</td>
<td>2,229</td>
</tr>
<tr>
<td>STBC</td>
<td>Student Bulk Comp Member</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td>22,089</td>
<td>24,273</td>
<td>23,816</td>
<td>23,116</td>
<td>23,552</td>
</tr>
</tbody>
</table>
APHA Governing Council Meeting

Exchange of Honors

AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.

ROYAL SOCIETY FOR PUBLIC HEALTH
VISION, VOICE AND PRACTICE
The Royal Society for Public Health

• Established in 1876 following the landmark Public Health Act of 1875
• In its first 50 years the Society was the leading public health organization in Great Britain and the world
• In the 1970’s the Society focused on examination, certification, and its scientific journals, *Public Health and Perspectives in Public Health*
• Today, the Society is the longest-established public health organization in the United Kingdom incorporated by Royal Charter completely independent of government and of any special interest.
The Royal Society for Public Health and APHA have a longstanding relationship where we work together on a number of projects and initiatives.

In honor of this special relationship, the Society and APHA bestow an honorary membership to a representative from each organization annually.

Due to the COVID-19 pandemic we didn’t bestow an honorary membership in 2020, so we will select two individuals in 2021.

The APHA members receiving an RSPH honorary memberships are APHA Immediate Past President, Lisa Carlson (for 2020) and APHA President, Dr. José Ramón Fernández-Peña (for 2021).
Exchange of Honors

Royal Society for Public Health Candidates for Honorary APHA Membership

2020: Christina Marriott, BSc
Chief Executive Officer
Royal Society for Public Health

2021: Dr. Jonathan Pearson-Stuttard, FRSPH
Head of Health Analytics, Lane Clark & Peacock (LCP)
Chair, Health Inequalities Program Board, Northumbria
Healthcare NHS Foundation Trust
Motion: To approve honorary membership for Royal Society members, Christine Marriott, BSc and Dr. Jonathan Pearson-Stuttard, FRSPH
Student Bulk Program

1. Background
2. Findings of program evaluation
3. Recommendations
4. Discussion
Background

Pilot started 2017
  – A demonstration project to test viability and the best process for implementation
  – Only schools and programs in public health eligible initially
  – Offered the academic community an additional tool to attract the top students

Goals
  – Increase student membership and build up pipeline of tomorrow’s leaders
  – Create broader APHA communities in participating schools/programs
Background

• Schools/programs buy bulk student memberships at a discount
  – Sliding scale based on number of students OR 33% discount off student rate
• Faculty liaison and Student Assembly Campus Liaison
• Engagement efforts
  – Automated emails: welcome; how to get involved
  – Student Assembly personalized emails (in process of being implemented)
  – Each school provided an on-line community for students
  – Quarterly webinars conducted by Student Assembly
• Pandemic impact
  – Extended pilot an additional year
  – “Muddies” the evaluation data—first 2 years program grew with increasing member numbers and revenue then pandemic related reductions
1. **Di we increase the total number of student members?** Yes, by about 10% per year until pandemic.

2. **How many STB members a) converted to ECP or regular membership? or b) dropped membership when no longer STB member?** Difficult to answer because most programs are 2-4 years long and pandemic hit just as we would have hoped to see the first of those conversions.

3. **What was impact on STB member numbers compare to other membership categories?** The first 2 years of the program (pre-pandemic), most of the individual membership categories experienced a slight decline while total student membership grew.

4. **How many schools/programs were involved?** 26 over the life of the program. **Renewed?** 9 to date. **Current?** 13—again, impact of pandemic on schools makes this difficult to understand the implications.
## Evaluation – The Numbers

Budget/revenue implications including staff time needed for the program?

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue Student</strong></td>
<td>$381,231</td>
<td>$357,247</td>
<td>$336,062</td>
<td>$295,974</td>
<td>$287,666</td>
</tr>
<tr>
<td><strong>Revenue Student Bulk</strong></td>
<td>$36,898</td>
<td>$101,111</td>
<td>$166,965</td>
<td>$151,591</td>
<td>$151,591</td>
</tr>
<tr>
<td><strong>Number Student (July)</strong></td>
<td>6458</td>
<td>6083</td>
<td>6154</td>
<td>5250</td>
<td>5180</td>
</tr>
<tr>
<td><strong>Number Student Bulk (July)</strong></td>
<td>38</td>
<td>1046</td>
<td>1662</td>
<td>1901</td>
<td>2040</td>
</tr>
<tr>
<td><strong>Total students (July)</strong></td>
<td>6496</td>
<td>7129</td>
<td>7816</td>
<td>7151</td>
<td>7220</td>
</tr>
</tbody>
</table>

Cost difficult to determine: Each 40-50 students takes about 6 hours staff time to process; Recruitment/marketing; onboarding and engaging new members; supporting schools/programs; retaining schools/programs; volunteer time of Student Assembly not calculated
Evaluation – The Process

1. How was the program promoted to schools?
   - School-sponsored Programs page
   - Pamphlets
   - Letters to deans
   - Word of mouth
   - Dr. B presenting programs

2. How can we improve promotion?
   - Increased digital advertising
   - Cross-promotion through APHA marketing channels

3. How did schools inform students?
   - The school’s point of contact or program administrator have been notifying the student through email.

4. Did STB increase student engagement at the schools and with APHA?
   - Yes, based on the limited results of the evaluation surveys (one to students, one to the faculty liaisons)
Evaluation – The Process

5. How did SA provide services to STB members? How engaged were STB members?
   – Student Assembly webinars, scholarships, professional development opportunities
   – Student Assembly newsletters
   – Student Assembly leadership opportunities
   – Engagement? – no data

6. Was the SA able to recruit and support Campus Liaisons (CLs) at the Student Bulk schools?
   – Yes, SA recruited about 20 CLs from STB schools; currently around 100 CLs total

7. How can we improve the STB member experience in APHA?
   – Overwhelming desire for APHA to provide a mentorship program for new or renewing students.
     (based on surveys and conversations with students)
Conclusions

1. Success in engaging more schools & students pre-pandemic

2. Expect that refining the process and expanding the programs beyond schools/programs of public health can grow schools, programs and student members

3. As we develop the pipeline of more students in the SA, we need to make sure they have the services and support they need during the student years and transition to ECPs.

4. If we can support students and help in these transitions, we can create more loyal APHA members for a lifetime.

5. Additional staff support is needed to grow the program and ensure adequate program support by a position that focuses on Student Assembly and Early Career Professionals
Recommendations

1. Make the program permanent
2. Provide only one payment option: discounted student member rate
3. Allow schools/programs to enroll a subset of students with a 5-student minimum for the bulk rate
4. Expand the program to include “allied” professions such as nursing, social work, engineering, transportation, education, planning, etc.
5. Create a more personalized onboarding and support system
6. Expand content offerings to participating programs and map content to CEPH core competencies to assist with accreditation requirements
7. Assure adequate resources to provide quality program given expected growth
Motion: To make Bulk Student Membership a permanent membership category
Finances

APHA Is In Sound Financial Shape: Despite Pandemic
Annual Meeting Update
Registration as of November 21

- In person = 3413 registrants
- Virtual = 5787 registrants

9200 registrants to date
Infection Control Measures

- Signage will include mask instruction
- Hand sanitizers throughout building
- Session room slides will include mask and distance information
- Session room chairs set at approximately 1-2 feet apart (waiting on revised floor plans)
- No buffet lunches, food individually boxed or wrapped
- Additional masks available at Materials Pick-Up
- Red, Yellow, Green lanyards for attendees to show their comfortability level
**Vaccination Certification & Validation**

To gain entrance to building (past lobby), must show vaccination card - actual card or electronically.

Security guards will check for vaccination status and badges. Think TSA Pre-Check. Once status is confirmed, attendee will receive a sticker on their badge.

Staff & Vendors will have a separate line to go through onsite to bypass this step.
• In person = 223 sessions
• Virtual = 759 sessions
Key Events

Sunday, October 24
11:00 a.m. - 12:30 p.m. Opening Session
6:00 p.m. – 7:30 p.m. America Dissected Podcast Live & Reception

Monday, October 25
8:30 a.m. - 10:00 a.m. General Session

Tuesday, October 26
12:00 p.m. - 2:00 p.m. Awards Luncheon

Wednesday, October 27
2:30 p.m. – 4:00 p.m. Closing Session
New Features

Student Engagement Theater & Student Hub    Public Health Expo

*Lightning sessions for students to present research*

Sunday, October 24    1:00 p.m. – 2:20 p.m.
Monday, October 25    12:00 p.m. – 2:00 p.m.
Tuesday, October 26    12:00 p.m. – 2:00 p.m.

Donor Lounge    Room 302

Sunday, October 24 – Wednesday, October 27

Early Career Lounge    Room 303

Sunday, October 24 – Wednesday, October 27

Leaders Lounge

Thursday, October 21 – Friday, October 22    Hyatt Regency, Mineral Room
Saturday, October 24 – Wednesday, October 27    Mile High Ballroom 4AB
Speaker Ready Rooms & AV Office

- Speaker Ready Rooms
  - CCC Room 608
- Freeman – AV Offices
  - CCC Room 610
Mobile App – Download Today!

- The app is available for iOS and Android
- Search for **APHA 2021**
- Log in using your registration ID and email
- Search sessions and events, create a schedule, message attendees, view maps and more
- The app is a mobile-friendly version of the platform
Events and Updates

• **Social Media** – #APHA2021
  - Social Media Lab – All virtual
  - APHA Play – Social Scavenger Hunt
  - Sunset Tweetup – Meet us at the Blue Bear (Tues. 5:30 - 7 p.m.)

• **5 Attendee Lounges**

• **Film Festival** – All Virtual
Public Health Expo
Colorado Convention Center

Larimer Square Lounge

Everything APHA

Red Rocks Lounge Wellness Center

Industry Expert Theater

Student Engagement Theater & Hub

Entrance
Public Health Expo – Hall AF

Hours

Sunday, October 24  12:00 p.m. – 6:00 p.m.
Monday, October 25  10:00 a.m. – 4:00 p.m.
Tuesday, October 26  10:00 a.m. – 2:30 p.m.
Public Health Expo – Hall AF

3 weeks out
- In person = **182 Booths**
- Virtual = **60 Booths**
Post Meeting Sales

• All scientific sessions are being recorded and will be available for viewing until Jan. 31, 2022 to attendees.

• Non-attendees can purchase the recordings through Confex. No CE Credit available

• The 14 Featured and General Sessions will be available for sale on APHA Now. CE Credit available

• Sales for both will open just after the meeting
Virtual Activities

- All virtual activities take place on the Annual Meeting Platform.
- Live sessions take place in Zoom.
- A Join Now button appears **20 minutes before** the start of the session.
- All sessions are scheduled in Mountain Time unless you change your setting to My Time.
APHA Executive Board Meeting

150th Anniversary Celebration
150th Anniversary Celebration

- Official kick-off of the 150th Anniversary will take place at the Closing General Session entitled “Achieving Health Equity: The Key Ingredient for a Healthier Nation”
  - Dr. David Satcher – keynote address
  - Surgeon General Dr. Vivek Murthy – fireside chat
Staff have been meeting regularly to design the activities of the anniversary celebration.

- Adopted monthly themes
- Membership is working with component leaders to gather their histories
  - Will recognize component monthly
- Affiliate Affairs is drafting a questionnaire to the Affiliates to ensure their participation
- Working with the Past Presidents to capture their thoughts and experiences
  - This is challenging due to the COVID pandemic
  - Need to work with the Student Assembly on documenting their history.
- Jay Glasser is working with staff and leaders on his APHA History Project
150th Anniversary Celebration

Monthly Themes

Nov - APHA: This is Public Health
  • APHA Executive Director Roundtable
  • Anniversary message campaign from APHA partners

Dec - Conquering Communicable Disease
  • CCDM Editors In Chief roundtable discussion

Jan - Elevating Health and Wellness Across the Lifespan

Feb - Preventing Chronic Disease

March - Ensuring Access to Care

April - Public Health is Where you Are (NPHW)

May - Enhancing Mental Health and Well-Being
150th Anniversary Celebration

Monthly Themes Continued…

June - Advancing Policy to Improve Health *(Policy Action Institute)*
July - Preventing Injury, Strengthening Safety
Aug - Examining Root Causes of Health
Sept - Protecting our Environment to Protect our Health
Oct - APHA: Promoting Civic Engagement
Nov - Leading the Path Toward Equity *(Annual Meeting)*
Dec - Building the Future of Public Health
150th Anniversary Celebration

Additional Information:

• APHA has a new archivist Wendy Shay – available 21 hours /week

• Retained Social Driver, a Washington, DC- based communications firm, who will help with:
  - General communication efforts
  - Social media
  - Website
Questions
About APHA

The American Public Health Association champions the health of all people and all communities. We are the only organization that combines a nearly 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