

Presenter



David T. Dyjack, DrPH, CIH

Executive Director and CEO
National Environmental Health Association
NEHPC Co-Chair



Environmental Health Playbook

David T. Dyjack, Dr.PH, CIH

Executive Director

U.S. National Environmental Health Association

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Twitter: @DTDyjack



Its what people hear, & they are confused

Wicked U.S. EH Problems	Wicked California EH Challenges
Fracking	Assisted Living Facilities
Infectious Disease (Ebola, legionella)	Sustainability
Pesticides	Day Camps
PFOA	Grey Water/Black Water
Environmental Justice	Marijuana Edibles
Air Pollution	Home Restaurants
Water Resources	Ground Water
Agriculture	Organics Management (Waste food)
Climate	Climate
Waste Water Infrastructure	Septic Systems

Source: David Dyjack, Tom Burke, Joshua Dugas & Steve Van Stockum

Environmental Health Professionals: Axis Community Asset

- Regulated Community
- Data
- U.S.: 2nd most common PH Profession



Source: NEHA



Environmental Health Professionals: **Access** Community Asset

- 20% LHD Directors
- Superior knowledge of local customs
- Superior familiarity with local risks

October 5, 2016 FEMA Hurricane Matthew Call

- Academic Institutions
- Communications
- Energy
- Finance/Insurance
- Grocers and Convenience Stores
- Hospital/Medical/Pharmacy
- Lodging and Restaurants
- Logistics/Transportation
- Manufacturing
- Retail
- Tourism
- Umbrella organizations

Ethos: Character - **Affect**

- 7% Content
- 38% Tone of Voice
- 55% Body Language



EH as Meta Leaders

- Describe & Prescribe
- Compress Morbidity
- Hotbeds of Innovation



Concluding thought on EH:

- Playbook
- Consistency
- Access, Axis & Affect
- Leadership

