Creating the Healthiest Nation:
PROTECTING
OUR FUTURE

ANNUAL REPORT 2017
Dear friends, members and supporters,

Exercising leadership during good times is easy. Stepping up when times are tough? That’s a hallmark of a great organization.

As I reflect on the past year — and on the remarkable 145-year history of APHA, a truly great organization — I am immensely proud of our record of leadership in speaking out and standing tall, especially during difficult times. Remember, the path to better health has never been easy. Public health’s greatest achievements, from declines in tobacco use to record-high immunization rates, were often fraught with formidable challenges and sometimes decades in the making. Still — for the most part — we always kept moving forward. At times we moved more rapidly than at others, but in the end we always made progress.

Our operating environment is no less challenging today. On funding, public health has faced declining budgets for a while. But recent legislative efforts — both federal budget proposals and elimination of the Prevention and Public Health Fund — would devastate the field’s capacity at nearly every level. At several points, combined legislative measures would have cut the Centers for Disease Control and Prevention’s budget by nearly one-third. It would be surprising (and shameful) if such cuts actually made it into law, but the very suggestion is deeply troubling and reflects a profound lack of understanding of what public health is and does.

On a separate front, we face a wholesale rejection of the regulatory and enforcement system that sustains vital health protections. An ongoing flurry of deregulatory actions is targeting a swath of public health priorities, from dismantling climate mitigation efforts to weakening school lunch nutrition standards. Our leaders have made plans to pull out of the nonbinding Paris climate accord, singled out transgender service members for discrimination, let funds expire for the Children’s Health Insurance Program, limited access to birth control for women and backed immigration policies that rip families apart. And despite the rhetoric, little has been done about the worsening opioid epidemic.

But few actions have been as troubling as watching some of our leaders push legislation and other efforts that would take health insurance away from millions of their fellow Americans. Instead of working to improve the Affordable Care Act and build on its many positive gains, our most powerful policymakers spent much of 2017 trying to gut the ACA’s protections, eliminate its Prevention and Public Health Fund, and turn Medicaid into a block grant. Even insurers took to publicly panning the proposals. Sadly, this legislative fight will continue, and we must remain extremely vigilant.

Needless to say, we have stepped up to lead this year. At each turn — with hard-fought public health gains on the line — APHA has spoken out and taken aggressive action. Our leadership has helped to stave off threats, galvanize opposition and lessen the impact of otherwise harmful decisions. For example, after federal officials stepped back from hosting a Climate and Health Summit at CDC earlier this year, APHA partnered with former Vice President Al Gore to fill the gap, organizing a Climate & Health Meeting that convened in Atlanta in February. After the White House delayed enforcement of ozone standards, APHA worked with others to file legal action, forcing the U.S. Environmental Protection Agency to withdraw its plans. We’ve publicly weighed in to protect access
to Planned Parenthood; repeatedly called out climate science denials; and doggedly opposed ACA repeals, calling the efforts “legislative malpractice.”

Throughout it all, we’ve remained committed to supporting APHA members in their everyday work. Our American Journal of Public Health continues to publish ground-breaking research. APHA’s Public Health Policy Center produced innovative new resources on health reform and active transportation. The Nation’s Health, our award-winning newspaper, covered the latest in public health policy, science and practice. APHA’s 2016 Annual Meeting and Expo welcomed nearly 12,000 attendees to Denver. Public Health CareerMart continues as the No. 1 job source for public health professionals. APHA also designated 2017 as the Year of Climate Change and Health, providing the national leadership to bring awareness to the importance of climate change as a current health threat.

We can be sure more challenges are headed our way. Achieving our goal of creating the healthiest nation will not be easy. But this Annual Report reminds us of our success and issues an urgent call to action to the members, friends and supporters of this great organization — our Generation Public Health — that we must continue to lead and speak out. Together — and with unwavering dedication to science, truth and equity — we can and we will continue that legacy.

In good health,

Georges C. Benjamin, MD
Executive Director
In the previous year, APHA’s advocacy work has been going non-stop, from weighing in on court cases and legislative efforts to keeping APHA’s 25,000 members informed on the latest policy proposals and supporting their individual advocacy efforts. **This year, more than 32,000 messages were sent to members of Congress on behalf of APHA policy priorities.**

Regarding the Affordable Care Act and its Prevention and Public Health Fund, APHA spoke out repeatedly to oppose repeal-and-replace legislation in both the House and Senate. Among those advocacy efforts:

- In an Oct. 3 letter to members of the House, APHA urged lawmakers to oppose a bill to raid the PPHF of more than $6 billion to fund the Children’s Health Insurance Program, National Health Service Corps and the Maternal, Infant and Early Childhood Home Visiting Program. According to the letter: “Funding these programs at the expense of other public health programs is counterproductive and shortsighted. Funding for public health is essential for preventing illness and injury, and for keeping children and families healthy.”

- On May 4, Dr. Benjamin urged members of the House of Representatives to reject the American Health Care Act — that bill also eliminated the PPHF, added millions to the uninsured rolls and cut Medicaid. The letter stated: “The ACA has made progress in shifting our health system from one that focuses on treating the sick to one that focuses on keeping people healthy. ...We urge you to work on a bipartisan basis to improve and build upon the successes of the ACA and to work to provide health insurance coverage to the more than 28 million who still lack coverage.”

Beyond the ACA and PPHF, APHA opposed efforts at the U.S. Environmental Protection Agency to halt a rule limiting methane emissions — emissions that contribute to climate change — in the oil and gas industry. The Association also opposed legislation, which was eventually blocked in the Senate, which would have rolled back methane emission rules on federal lands. APHA also called on lawmakers to protect science-driven nutrition policy within the Women, Infants and Children program; fully fund HIV/AIDS prevention and treatment programs; maintain updated nutrition labeling...
rules; sustain public health preparedness support; and oppose legislation that weakens the Food and Drug Administration’s tobacco control authority.

APHA spoke out in the courts, too. In July, the Association joined other health and environmental groups in suing EPA for delaying implementation of a 2015 ozone standard, calling the delay “illegal and irrational.” The following month, EPA reversed course and dropped the delay.

APHA also joined amicus briefs opposing the White House travel ban, opposing new abortion restrictions in Texas, and supporting Gavin Grimm, a transgender student in Virginia who sued over his school’s discriminatory bathroom policy. In addition, the Association submitted regulatory comments opposing the repeal of clean water rules, supporting a proposed rule on smokeless tobacco, and supporting a 2016 rule that implemented smoke-free policies in public housing.

Defending public health means mobilizing action at the community level too. For example, during National Public Health Week 2017, APHA helped launch the Joint Call to Action to Promote Healthy Communities, which draws together organizations representing 450,000 professionals who recognize the built environment as a key determinant of health. Among the many organizations that signed on are the American Society of Civil Engineers, the National Recreation and Park Association, and the Urban Land Institute. The Joint Call initiative aims to foster new partnerships, establish health objectives for plans and projects, and advance policies that promote health and equity.

To get a full picture of APHA's advocacy work, visit www.apha.org/policies-and-advocacy/advocacy-for-public-health.
We not only stand with public health, we believe in the power of public health to save lives and improve the quality of life for all people and all communities. Public health systems maintain the foundations of good health and longevity, empower people to chase opportunity and prosperity, and keep us safe from deadly disease and injury. And the evidence is clear: public health and prevention work. At APHA, we’re committed to promoting public health and helping our members build a movement toward better health in their own communities.

National Public Health Week organizers celebrated another successful year, with events hosted in communities across the nation. During NPHW 2017, which ran April 3-9 and had a theme of “Healthiest Nation 2030,” 333 local, state, national and federal organizations signed on as official NPHW partners. Local organizers hosted more than 300 NPHW events nationwide, and more than 600 people signed up to receive updates and information. On the first day of NPHW, more than 650 people tuned in to watch a kickoff event, “Working Across Sectors to Create the Healthiest Nation,” which welcomed panelists from public health, philanthropy, law enforcement, faith-based groups and the economic sector. On April 6, members in both houses of Congress introduced resolutions in support of NPHW.

The APHA-led NPHW Twitter chat welcomed more than 800 participants and generated 4,300 tweets. In fact, during the chat, #NPHW was trending nationally. Also during the week, APHA partnered with George Washington University to host a panel discussion on climate change and hosted a webinar on “Advancing Physical Activity Through Innovative Approaches” to share creative approaches to promoting active living and preventing chronic disease.

APHA’s annual 1 Billion Steps Challenge kicked off in January and culminated on April 9, the last day of NPHW. This year’s challenge drew more than 8,000 participants and nearly 700 teams, all of whom took “steps” to be healthier and active each day. The event was a resounding success, with participants far surpassing APHA’s goal and reaching more than 2 billion collective steps!

The Association became a founding member of the Lead Service Line Replacement Collaborative, a joint effort of 24 national public health, water utility, environmental, labor, consumer, housing and governmental organizations working to accelerate the full removal of lead pipes that provide drinking water to millions of Americans. In January, the collaborative released an online toolkit to help communities develop and implement lead service line removal programs — the toolkit includes a roadmap for getting started, recommended practices for safe removal, and suggested policies for supporting local efforts.

The Healthiest Cities & Counties Challenge is making great progress as well. The challenge, a partnership between APHA, the Aetna Foundation and the National Association of Counties, will award $1.5 million in prizes to cities, counties and tribes that improve health indicators and the social determinants of health. In late 2016, organizers announced the challenge’s 50 finalists — known as HealthyCommunity50 — which ranged from the Municipality of Anchorage Wayfinding in Alaska to Franklin County Public Health in Ohio to the city of Miami, Florida. Each finalist identified a public health problem in their community and is working on solutions. For example, in Jefferson County, Kentucky, the West Louisville Outdoor Recreation Initiative is working to connect low-income residents to
PROMOTING CLIMATE & HEALTH

Each month during APHA’s Year of Climate Change and Health, we organized activities and created new materials to help public health workers and policymakers stay informed and take proactive steps in their own communities. For example:

- APHA staff delivered 21 presentations on climate change and health; APHA’s Public Health Newswire posted 13 climate-related articles authored by staff and 10 articles from guest authors and experts in the field; and The Nation’s Health newspaper published nearly two-dozen articles on the topic, from the extreme weather changes happening in the southeastern U.S. to the activities making California a global leader in the fight against climate change.

- APHA joined forces with the George Washington University Milken Institute School of Public Health to organize a panel of experts to discuss the intersections between climate change and public health. “#ClimateChangesHealth: The Roles We Play,” which took place in April during National Public Health Week, covered the gamut, from the mental health effects of climate change to the threat it poses to community air quality. During the event’s opening remarks, APHA member Lynn Goldman, MD, MPH, MS, dean of the Milken Institute School of Public Health, said: “Now more than ever, we need students, faculty and others devoted to mitigating the negative health impacts of climate change. We must not go backwards.”

- APHA teamed up with the American Lung Association, Children’s Environmental Health Network and the Alliance of Nurses for Healthy Environments to host a congressional briefing on climate change, air quality and people’s health. Eighty people, including staffers working for members of the House and Senate, attended the briefing.

With a grant from the W.K. Kellogg Foundation, APHA is conducting the Environmental Public Health Systems: Protecting the Health of Our Children project to identify ways environmental health services and providers respond to the needs of young children. Its goal is to determine the current state and accessibility of state environmental public health systems. After consulting with experts, APHA’s Center for Public Health Policy identified essential environmental health services for children and conducted a national scan to determine their accessibility. In 2018, APHA will build on this work by creating community profiles.

APHA continued its partnership with the American Planning Association in support of the Plan4Health initiative, an effort to facilitate partnerships between public health and planning professionals. During the initiative’s third year, APA created Planners4Health and selected APA chapters created cross-disciplinary task forces to connect health and planning in states and regions. Additionally, APA and APHA have been disseminating findings and best practices from Plan4Health coalitions and leveraging their social media followings to highlight successful projects.

Speaking of social media, between all of APHA’s social media platforms, we’re reaching hundreds of thousands of people every day with the latest public health news, research, resources and advocacy opportunities. Our Twitter feed has nearly 500,000 followers, our Facebook page has nearly 90,000 followers, and our LinkedIn group connects nearly 90,000 professionals interested in public health.

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The strength and diversity of public health was on full display during last year’s **APHA Annual Meeting and Expo**, Oct. 29-Nov. 2 at the Colorado Convention Center in Denver. The meeting welcomed more than 11,000 public health researchers, practitioners, leaders, students and advocates from around the world. During the five-day meeting, which had a theme of “Creating the Healthiest Nation: Ensuring the Right to Health,” attendees could choose from hundreds of scientific sessions, social events and networking opportunities. The meeting’s Public Health Expo showcased the latest products and services from nearly 500 exhibitors.

Among the meeting’s most popular events was the Opening General Session, which featured keynote speaker Cecile Richards, president of Planned Parenthood Federation of America, who spoke to an enthusiastic audience on the importance of protecting access to care. Other notable events during the Denver gathering included the APHA Global Public Health Film Festival, which featured more than 115 films over four days, from short clips to full-length features and documentaries. For the second year in a row, attendees were encouraged to take a break and join the APHA Annual Meeting Dance. Participants could learn the steps before traveling to Denver via an online tutorial or on-site at APHA’s Wellness Center, where attendees could take advantage of daily wellness classes.

With so much happening at the Annual Meeting, **APHA TV** returned to keep attendees up to date and informed with daily episodes broadcast inside the convention center, in select hotels and online. APHA’s **Annual Meeting Blog** and other APHA social media were in full force as well — during the five-day meeting, APHA and others posted more than 25,000 tweets using the hashtag #APHA2016. We also provided technical assistance for attendees in using social media to advance public health goals through our Social Media Lab hosted in collaboration with HIV.gov.


APHA’s **American Journal of Public Health** published groundbreaking research on pressing public health topics, including the opioid epidemic, firearms surveillance and transgender health. Of particular note, a new study on the most influential health research journals in the last 25 years tapped **AJPH** as the top journal in the public health field. The Association’s award-winning newspaper, **The Nation’s Health**, published an in-depth series on the social determinants of health, which ran July through October and included infographics, a Q&A, podcasts, Storify reports and...
a Twitter chat. The newspaper was also honored with more awards, winning a silver award for general excellence and a bronze for editorial excellence from AM&P’s Excel Awards.

The last year welcomed new policy and practice products as well that were often shared as education offerings via APHA webinars. The Association, along with the League of American Bicyclists and the Institute of Transportation Engineers, launched an interactive website based on the “Bicycling and Walking in the United States: 2016 Benchmarking Report.” The new site, www.bikingandwalkingbenchmarks.org, highlights biking and walking data from all 50 states, the 50 most populous cities and nearly 20 additional cities of various sizes.

The Tribal Public and Environmental Health Think Tank, which APHA convenes with support from the Centers for Disease Control and Prevention, released a new video that highlights successful tobacco prevention initiatives. The National Environmental Health Partnership Council, convened by APHA, released the “Environmental Health Playbook: Investing in a Robust Environmental Health System,” which explores safe water, clean air, healthy housing, climate change and environmental equity. And APHA’s Center for School, Health and Education released “Federal Policies and Opportunities for School-Based Health Centers,” a set of resources that helps school health centers engage in health reform.

In the last year, APHA’s Executive Board approved new membership categories to help grow APHA’s ranks and ensure wider access to the Association’s resources and professional networks. New membership categories for schools and programs of public health as well as agencies and organizations come with significant discounts for individual students and practitioners as well. Finally, APHA’s Public Health CareerMart continued as the No. 1 job site for public health professionals. In fact, a new CareerMart partnership with the National Healthcare Career Network means job-seekers now have access to a community of 2.5 million health care professionals.

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**STRENGTHENING CLIMATE & HEALTH**

Climate change and its effects are already impacting the health of our communities. To help public health practitioners prepare and plan for a climate-ready future, APHA is reaching out with a variety of educational and informative offerings. For example:

- **During APHA’s Year of Climate Change and Health**, each month had a different theme, such as clean energy, water quality, and mental wellness and resiliency. In turn, APHA worked with partners to create resources and activities related to each month’s topic. Those activities included webinars, panels, workshops and blog posts. For example, in May, which focused on “Air Quality, Lung and Heart Health,” APHA partnered with the American Lung Association, the Global Climate and Health Alliance, the U.S. Climate and Health Alliance, the Planetary Health Alliance and the Medical Society Consortium on Climate and Health to offer a webinar on climate change and respiratory health. The month of May also included a round-up of relevant resources, a social media toolkit and advocacy opportunities.

- **In all, APHA organized five webinars on climate change in the last year** — the topics included climate justice, clean energy, transportation and healthy community design, and air quality. More than 1,100 people viewed the live events and more than 900 have viewed the archived recordings. A workshop on “Mental Wellness and Resilience,” which APHA hosted with the International Transformational Resilience Coalition, welcomed more than 200 in-person and online participants.

- **During our Year of Climate Change and Health, we partnered with more than 50 organizations to raise awareness and mobilize action.** Among our many partners are: the Association of Schools and Programs of Public Health; Climate for Health; Climate Reality Project; The Kresge Foundation; Health Care Without Harm; NAACP; and the Natural Resources Defense Council.
**ORGANIZATIONAL FUNDERS**

**GRANT SUPPORTERS**
- Aetna Foundation
- Centers for Disease Control and Prevention, U.S. Department of Health and Human Services
- de Beaumont Foundation
- District of Columbia Department of Health
- The Kaiser Permanente National Community Benefit Fund at the East Bay Community Foundation
- The Kresge Foundation
- Mathematica Policy Research
- Morehouse School of Medicine
- The Retirement Research Foundation
- Robert Wood Johnson Foundation
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- Society for Public Health Education
- Starfish Associates Limited
- Texas Public Health Association
- UnitedHealth Group
- University of Colorado
- University of Illinois
- University of Missouri-School of Social Work
- Utah Public Health Association
- Walden University

**FINANCIAL HIGHLIGHTS FOR FISCAL YEAR 2017**

- **REVENUES:** $16.5 MILLION
  - 2% Book sales
  - 17% Membership dues
  - 11% Subscription fees/royalties
  - 35% Conventions
  - 15% Government grants
  - 14% Private foundations

- **EXPENSES:** $16.2 MILLION
  - 6% Government relations
  - 8% Books
  - 20% Conventions
  - 3% Affiliates
  - 1% Kellogg
  - 12% AJPH
  - 4% The Nation’s Health
  - 1% NPHW
  - 9% Membership services
  - 25% Public health policy
  - 7% Public health practice and education
  - 2% Public Health CareerMart and advertising

*For the year ending June 30, 2016*
The Help Us Help Them Donors campaign allows APHA to give back to our Annual Meeting host city by selecting an organization that is making a real impact. The 2016 host city charity, Metropolitan Denver Homeless Initiative, provides leadership in the development and coordination of regional strategies to prevent and end homelessness. Through your generous contributions, APHA was able to donate $13,000 to this worthy organization. Thank you!
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Shaun Osterweil, MPH
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**HOW YOU CAN HELP**

**join**

Be part of APHA. Join us at [www.apha.org/become-a-member](http://www.apha.org/become-a-member).

**pledge**

Sign our Generation Public Health pledge and join the movement to create the healthiest nation in one generation at [www.apha.org/2030](http://www.apha.org/2030).

**participate**

Attend, present, exhibit or sponsor an activity at the APHA Annual Meeting and Expo. Learn more at [www.apha.org/annualmeeting](http://www.apha.org/annualmeeting).

Engage with us throughout the year through our webinars and the activities of our 34 member communities dedicated to everything from epidemiology and the environment to health administration and public health nursing. Learn more at [www.apha.org/apha-communities](http://www.apha.org/apha-communities).

**advocate**

Speak out for public health at [www.apha.org/advocacy](http://www.apha.org/advocacy).

**connect**

Follow our social networks at [www.apha.org/news-and-media/social-media](http://www.apha.org/news-and-media/social-media), subscribe to our e-newsletters at [www.apha.org/enewsletters](http://www.apha.org/enewsletters) and join the conversation on APHA Connect, our online member community, at [www.apha.org/apha-communities/apha-connect](http://www.apha.org/apha-communities/apha-connect).

**donate**

Join the thousands of dedicated individuals and organizations that invest in APHA’s mission every year with a tax-deductible contribution. Learn about donor options at [www.apha.org/donate](http://www.apha.org/donate), email [development@apha.org](mailto:development@apha.org) or send a check, payable to APHA, to:

American Public Health Association  
Development Department  
800 I St., NW  
Washington, DC 20001-3710
Vision
Create the healthiest nation in one generation.

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

APHA champions the health of all people and all communities. We strengthen the public health profession. We speak out for public health issues and policies backed by science. We are the only organization that influences federal policy, has a 145-plus year perspective and brings together members from all fields of public health. Learn more at www.apha.org.