Presenter

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Environmental Health Playbook

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**It's what people hear, & they are confused**

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