American Public Health Association
2014 Council of Affiliates Annual Report

The Council of Affiliates serves, to study, recommend, monitor, and coordinate the ways in which APHA can strengthen the relationship between itself and the Affiliates and the Affiliates with each other. The goal is to build a stronger, more cohesive APHA and while also improving the infrastructure and services Affiliates provide to their States and the public health workforce. Over the past several years, the CoA collaborated with the APHA Affiliate staff to develop and implement multi-year work plans, this year developing a strategic plan that is closely linked to the new APHA Strategic Map.

This annual report is intended to update the Governing Council of APHA on the progress of the CoA toward attaining its goals.

Highlights from the past year include:

Election of Officers was held at the annual meeting in Boston with Nancy Shapiro being selected as Chair, Pat Parker elected as Chair Elect and Hope Rollins as Secretary. Jim Dale assumed the immediate Past Chair position. New Regional Representatives included: Sarah Kelly, Cassandra Chess, Hope Rollins, Eldonna Chesnut and Charlene Cariou. Additionally, Paul Wightman was appointed to fill the remaining year of the Affiliate Staff member’s term and John Packman as the new CoA At Large member. Shalilesh Advani was appointed as the new Student Assembly Representative. Former CoA Secretary and Region V Representative, Peggy Hintzman provided special guest appearances with the CoA to finalize and refine the Affiliate Self Assessment tool.

A major initiative of 2014, was the development of a new Strategic Plan, closely related to the goals set forth by the APHA Executive Board’s newly developed Strategic Map. Council of Affiliate objectives were organized with three major goals designed to:

• Strengthen public health practice;
• Build a public health movement; and
• Align organizational capacity and infrastructure

Objectives include both continuing and new CoA initiatives: 1) increasing Affiliate participation in the use of APHA sponsored initiatives including use of the Affiliate On-Line Community, 2) National Public Health Week activities and 3) participation in webinars and advocacy efforts.

It is a major goal of the CoA, that in upcoming year’s; all of our nations Affiliate’s will incorporate, into their own strategic plans, at least one objective designed to: strengthen public health practice, build a public health movement and align their organizational capacity and infrastructure more closely to APHA.

The CoA worked with APHA Affiliate Affairs staff, to test and measure the newly developed Affiliate Self Assessment tool. Eleven Affiliates utilized the on-line tool to measure their strengths and weaknesses in nine domains:

• Legal Practices and Requirements
• Governance and Organizational Structure
• Operational Management
• Financial Management and Resource Development
• Advocacy and Public Health Policy Development
• Member Recruitment and Engagement
• Member Professional Development
• Communications and Technology
• Strategic Partnerships

Completion of the tool leads to an Affiliate Improvement Work Plan, assisting all participating Affiliates with the ability to develop and refine their own Strategic Plans. The tool is now available for utilization, by all Affiliates, through the Affiliate On-Line Community.
During 2013 and 2014, the CoA continued to conduct Affiliate Tag during Affiliate Day. This exercise assists in identifying Affiliate best practices related to each of the self-assessment domains. Over the next several years, a library of resources, related to each Domain will be available to all Affiliates continuing to promote our culture of continuous quality improvement.

The CoA continued the evaluation of the Affiliate/APHA dues structure, following the APHA Governing Council’s 2013 approval of the new individual dues rates. Affiliates, in 2014, were billed $1.50/affiliate member and provided a $0.75 rebate for each joint member, compared to previous rates. Due to concerns about equity and having the 10-year goal of 25% of APHA Affiliate non-grant related costs paid by Affiliate dues, the CoA continued discussions about instituting a new organizational dues category. Affiliates participated in a number of surveys, were provided information at in person meetings and the CoA is recommending a 1% dues rate of revenue generated by Affiliate Organizational members. An informational webinar was held on October 24, 2014 to provide another opportunity for Affiliates to ask questions and voice concerns regarding instituting this new dues category. The organizational dues category and dues rate was introduced to the APHA Executive Board at their September meeting and will be voted on by both the Executive Board and Governing Council at the 2014 annual meeting.

During the last half of 2014, the CoA began discussing an Affiliate delegation trip to Cuba. Thanks to CoA member Jeanie Holt for coordinating our planning for this exciting venture which will occur March, 2015.

Mentors for the new CoA members were designated, continuing a practice developed in 2012. Orientation of new CoA members was held in January of 2014, with refresher courses offered during the year as additional new members were added to the CoA due to election of new ARGs during the course of the year.

Continual use of the Regional Representative monthly reporting form during the year assisted the ARGs in assuring contact was made with most Affiliates during the month leading to increased regional sharing and the potential to create regional relationships.

The CoA chair participated as a member of APHA Executive Board serving on the membership and strategic planning committees.

The CoA representative on ISC Steering Committee was designated by the CoA Chair to be Pat Parker, CoA Chair-elect. The Chair-elect works extensively with the ISC Chair-elect in setting up the annual CoA/ISC candidate’s forum.

National Public Health Week – Public Health Starts Here - was again a strong focus of the CoA with superior support and advocacy by APHA Affiliate staff and participation by Affiliates across the nation. Many activities were conducted as detailed in The Nations Health.

CoA Executive Leaders participated in the review of new Health Equity and Accreditation grant review processes and provided feedback to APHA Affiliate Affairs staff in recommending a joint application with the American Planning Association to secure funding for APHA Affiliates and APA Chapter coalition development designed to develop local and state wide strategies to reduce chronic diseases through policy and system changes designed to reduce tobacco use, improve nutrition and increase physical activity resulting in decreases in the incidence of obesity.

Advocacy continued to be a strongly supported effort of the CoA with the public health priorities identified by APHA as:

- Appropriations and funding (Centers for Disease Control and Prevention, Health Resources and Services Administration, funding for mental health programs)
- Protecting the Affordable Care Act (including the Prevention and Public Health Fund)
- Violence prevention/reducing gun violence
- Transportation reauthorization
Additionally, Affiliates participating in Hill Visits also had the opportunity to notify their legislator’s of significant public health issues of concern in their state.

We were pleased to recognize the newly revitalized Delaware Affiliate at the APHA Annual Meeting and following the 2013 approval of the new Affiliate during the APHA Governing Council, the Delaware Affiliate participated in a number of APHA events including attending the 2014 President’s Elect training and concurrent Technical Assistance training organized by APHA Affiliate Affairs staff.

The CoA student liaison position continues to be a significant leadership and growth opportunity. CoA members worked with liaison Shailish Advani to reach out to build newly envisioned regional student liaisons who will work with the 10 CoA Regional Representatives to build closer alliances between the Affiliates and future public health leaders.

Service by CoA members included Gerald Ohta and Pat Parker on the APHA nomination committee. Gerald Ohta also served on the APHA accessibility Work Group. Furthermore, the Action Board members of CoA, Gerald Ohta, Marc Hiller and Debbie Swanson, continued their valuable work. Marc Hiller was re-appointed to serve on the Committee for Social Responsibility.

The Affiliate Presidents-Elects and Technical Assistance meeting was held in Washington in May. As in 2013, APHA Staff was able to invite two members of each Affiliate to this important event. The President’s Elect training provides vital information to newly elected Affiliate leaders, while the technical assistance training focused attention to Health Equity and information related to Affiliate non profit legal practices and requirements. Attendees continue to note that one of the best parts of the event is the chance to meet and learn from their peers across the nation. This extremely well attended event indicated the level of engagement of Affiliates by the APHA. APHA staff prepared these local leaders to reach out to their state’s elected officials—many for the first time. Key skills in advocacy and new contacts established will have long lasting impact on the public health of our nation. The continued support of this event by APHA is deeply appreciated by the CoA and all of our Affiliates! The work and coordination of the APHA Affiliate staff was key, as usual, to making this event successful.

The CoA Mid-Year meeting was held in Washington, DC and allowed the CoA members to address key issues within each of the 10 APHA regions and discuss strategies to aid affiliates in their efforts. Components of our work plan thought most relevant to CoA members were discussed. The CoA and the ISC met together to identify common aims and needs and discuss strategies to work together. Additionally, APHA Director of Membership conducted a member engagement/communication exercise designed to assist both APHA and Affiliates identify key member engagement strategies. This activity will be shared with all Affiliates during the 2014 Affiliate Day activities in New Orleans. Once again, CoA members made Hill visits.

Affiliate Day held on Saturday, November 15, 2014, featuring updates on organizational dues; the new CoA Strategic Plan; the new APHA/APA grant opportunity; membership engagement; and a panel of Affiliate best practices related to communication, fundraising and advocacy. During the day, individual Affiliates participated in the “Affiliate Tag” game of sharing additional best and better practices which will be incorporate into the new evaluation tool. Models for organization dues for affiliates were reviewed and discussed. As in past years, Affiliates were provided APHA Leadership updates by both APHA President Joyce Gaufin and APHA Executive Director, Georges Benjamin.

The annual CoA Awards Reception and “meet and greet”, was held following the opening Governing Council session. The reception not only provides a venue to honor and celebrate affiliate and student achievements with awards and scholarships, but also has become the “place to be” for networking, meeting candidates and visiting with friends and colleagues. As in the past, the reception and awards event was paid for with funds raised by the CoA during the year and the kind donations of friends and colleagues. Those contributing are primarily the Affiliates and their members themselves. Thanks go to all CoA members who worked together to make this a successful event and a very special thank you to all who donated.

Three CoA Scientific Sessions were organized for the Annual Meeting for the purpose of further engaging
Affiliates and students (the future of our profession). Sessions were coordinated and arranged by CoA Past Chair, Jim Dale; colleagues from our Louisiana host Affiliate and APHA Affiliate staff. These scientific sessions included:

1. Best Student Activities at Affiliates Across the Nation
2. Rural Health 2020 perceptions and Progress on Health Improvement & Accreditation at the State & Local Level
3. Lessons Learned in Disaster Preparedness from Louisiana

CoA Poster Sessions for graduate students, undergraduate students and Affiliates, were organized and coordinated by the APHA Student Assembly representative to the CoA and APHA Affiliate staff. This year CoA was again fortunate to provide scholarships for the two outstanding student authors. CoA members and Affiliate volunteers judged the posters.

The CoA/ISC joint meeting focused on improving member engagement with a special focus on student and early career/transitional members.

The APHA candidate forum was again coordinated and conducted through the joint efforts of CoA and the ISC. Pat Parker CoA Chair-elect, and Malcolm Bryant, ISC Chair-elect, coordinated the event. Alan Hinman, once again, serving as the moderator.

The 2014 CoA continued its efforts to be the voice of both the members and public health friends of Affiliates. Obviously, it is the work of many dedicated individuals that makes this happen. I was honored to work with a very special 2013 - 2014 CoA team who made our success possible. They included: Jeanie Holt, Sarah Kelly, Cassandra Chess, Amy Radican-Wald, Hope Rollins, Lora Weir, Eldonna Chestnut, Jamie Roques, Bernie Weintraub, and Charlene Cariou - the representatives from each of the APHA 10 regions. They brought common sense, local perspectives and innovative thoughts to our work. Debbie Swanson, Gerald Ohta, and Marc Hiller served thoughtfully as our representatives to the APHA Action Board. Pat Parker and John Packham served admirably as CoA members at-large. Marc Hiller also served conscientiously on the Committee for Social Responsibility. Shailesh Advani served as our Student Liaison and helped us focus on the future. My colleagues, the 2013 - 2014 Officers on the CoA, are an exceptional, thoughtful and dedicated Affiliate and APHA members. Their hard work and superior efforts was key to any accomplishments we attained. The CoA Leadership team was composed of Jim Dale, Pat Parker and Hope Rollins. Their support and leadership as much appreciated by all serving on the CoA. However, the good work of the CoA simply would not happen if it were not for the support of the dedicated APHA Affiliate Affairs staff, Kimberly Moore Smith, Mekia Barclift and Ebunola "Ebby" Aniyikaiye. Additionally, Caitlin Carlo, the Affiliate Affairs Intern/NPHW Fellow assisted the CoA in many activities, including coordinating the national NPHW activities.

The CoA greatly appreciates the support of the APHA Executive Board and Dr. Georges Benjamin for their support of all Affiliates and the work accomplished across our nation.

Respectfully submitted,
Nancy Shapiro, MA, RN
APHA Council of Affiliates Chair, 2013-2014