



AMERICAN PUBLIC HEALTH ASSOCIATION

For science. For action. For health.

2024 Campaign Guidelines

For Candidates for President-Elect and Executive Board

- The candidates will be officially announced in August issue of “*The Nation’s Health.*” However, campaigning of any kind, is not permitted to begin until Sept. 1st.
 - Campaigning includes:
 - Discussion of qualifications and/or reasons for seeking office
 - Sharing ideas/positions on issues related to the office being sought
 - Hosting events with potential voters (Governing Councilors)
 - Directly asking for votes/reminding voters of the date of the elections
- Campaign material should be limited to flyers, pamphlets, stickers, buttons, and ribbons (physical or digital)
 - No physical materials should be mailed by candidates to members.
 - Candidates are permitted to spend no more than \$200 on their campaign. The value of services provided in-kind should be counted towards this cap. (Candidates will be asked to certify this).
 - No campaign material will be permitted or displayed on the Governing Council floor (this includes stickers and ribbons).
- Candidates will be provided with a list of Governing Councilors and their contact information.

This list is not to be shared!

 - Candidates are limited to 10 (approx. 1/week) campaign email messages to any member of the Governing Council
 - This 10-message limit applies to candidate-initiated messages only; candidates are not limited in their responses to emails or phone calls received from members.
 - Email messages must allow the recipient to opt out of the messages
 - Campaign phone calls or mass email messages are prohibited following the Opening Session (Oct. 27) of Annual Meeting

- Candidates are permitted to host virtual and in-person gatherings meant to familiarize others with their opinions and positions, but are limited to a total of 3 such events.
 - All events must occur between Sept. 1 and the Opening Session of the Annual Meeting (Nov. 12).
 - In-person events should aim to allow virtual participation (ex. the ability to send questions via email, voice note, or video OR Zoom setup to live-stream the event)
- Outside of candidate hosted events, and in addition to the large-scale candidate forum(s), Member Units are welcome to EITHER invite candidates to 1 business meeting/event and pose oral questions to candidates (time requested of candidates must be limited to 15 minutes per candidate) OR ask 1 written question per candidate. Member units must notify governance@apha.org as to whether they wish to invite candidates to an event or submit a written question by September 16th. Event invitations and written questions must be submitted to governance@apha.org no later than October 1st. APHA staff will forward the questions and invites to candidates. Questions and answers will be posted to APHA LEAD to avoid duplication. Member units who do not indicate the preference for a meeting or written question to candidates and who do not submit an invitation or written questions by the above noted deadlines forfeit their privilege to engage with candidates in this manner.
- The use of social media is permitted and candidates are also allowed campaign websites (any costs associated with setting up/maintaining said websites count towards the \$200 campaign limit). All candidates' CVs, bios, candidate statements and written answers to Governing Council candidate questions will also be posted to APHA's website. APHA LEAD is not to be used for campaigning.
- APHA promotes a culture of respect, responsibility, fairness and honesty. Candidates must adhere to the [APHA Code of Conduct](#). Harassment, discrimination and disrespect will not be tolerated. Additionally, negative (smear) campaign tactics are unacceptable.

Any questions regarding these guidelines or reports of perceived violations, by candidates or member units, can be submitted online (anonymous reports are permitted) at

<https://ampublichealth.wufoo.com/forms/q1aof9ze1qbh194/> <mailto:governance@apha.org>

Violation of the guidelines by candidates and or member units will be handled accordingly:

- *Strike 1- Private warning explaining the violation*
- *Strike 2- Public notification of violations*

- *Strike 3*
 - *Candidate- Potential removal from consideration as a candidate (at the discretion of the Nomination Committee)*
 - *Member Unit- Potential prohibition from submitting written questions to candidates in next year's election*