



AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.

2020 Council of Affiliates Annual Report

The role of the Council of Affiliates (Council) is to promote efficient and effective communication and coordination of Affiliate activities with APHA efforts. The Council facilitates collaboration between APHA and each of the 53 affiliated associations to ensure a mutually supportive relationship. The Council's 2020 Strategic Work Plan continued to utilize APHA's core strategies as a framework. This annual report is intended to update the Governing Council on the Council of Affiliates' work. The following information highlights significant accomplishments made this year.

Strengthen Public Health Practice

- The Council made its sponsored sessions from the 2019 Annual Meeting available to Affiliate members.
- The Council presents three scientific sessions (2 oral, 1 poster) at the 2020 Annual Meeting. The sessions seek to strengthen public health practice at state and local levels by sharing best practices and success stories. The sessions this year include:
 - 3059.1: Affiliate Best Practices (poster)
 - Advocacy Success in a Small Public Health Association (Utah)
 - Utah Public Health Association's Community Grant Program 2018-2020
 - Networking and Knowledge – A Nontraditional Approach to Public Health Affiliate Engagement (Idaho)
 - Collaborative Efforts and Lessons Learned – Region 6
 - Affiliate Capacity to Effect Public Health Policy Change (Wyoming)
 - Non-Profit Compliance: How MWPHA has Reestablished Itself (Metro Washington)
 - 3178.0 – Diversity, Equity & Inclusion – Affiliate Success Stories
 - Affiliate Best Practices to Advance Health Equity (Minnesota)
 - An Affiliate Perspective: Racial Equity & Membership Engagement (Louisiana)
 - Racial Equity and Public Health In New Mexico: Jumping in for Justice
 - Equity, Diversity and Inclusion Toolkit for Small Organizations
 - 4188.0 - Public Health Systems – Transforming & Responding: Public Health 3.0
 - An Affiliate and CHW Partnership to Slow the Spread Of COVID-19 in Vulnerable Communities (Utah)
 - America Needs Public Health (Iowa)
 - Friday Morning COVID & Coffee Riff Sessions: Boosting Member Engagement in Arizona
 - Strengthening Regional Partnerships in the Midst of a Public Health Crisis (Mid-Atlantic Public Health Partnership)

- Reaching Diverse Audiences Through Online Evidence-Based Public Health Content: New Models from Delaware

Build a Public Health Movement

- Working with APHA, the Council encourages all Affiliates to participate in building-a-movement activities such as National Public Health Week and Speak For Health campaign. Throughout the year, APHA and the Council stress the importance of collaboration among Affiliate leaders and APHA members/leaders.
- During National Public Health Week, all 53 Affiliates were encouraged to sign up on the website and serve as NPHW partners. They were engaged by participating in the NPHW webinar meetings and implementing activities at the state and local level.
- As part of the Speak For Health campaign, Affiliates were encouraged to focus on the following three areas: coronavirus, racism, and voting. Affiliate leaders reported signing onto APHA action alerts, submitting letters to the editor, and virtually visiting their state and federal legislators to discuss public health issues affecting their communities.
- The Council continued to engage Affiliates in APHA's policy development and implementation process and utilized the "official" policy review tool. In 2020, the Council had 12 Affiliate volunteers review 12 out of 16 policies. The review occurred in the middle of the coronavirus pandemic which caused a major disruption of the process (twice delayed) and impacted the number of volunteers who participated. The policy review highlights the Affiliate perspective on policy implementation, specifically the impact and usability of APHA policy statements at state and local levels.

Align Organizational Capacity and Infrastructure

- The Council meets monthly. The calls moved from phone with audio only to Zoom as a way to enhance interaction among Council members. Follow-up communications were shared with Council members to facilitate Regional Representatives' communication with their regions' ARGCS.
- Council leaders participated in the annual Council of Affiliates Orientation webinar (December 9, 2019).
- Affiliate leaders participate in the Council's annual New Leaders Orientation webinar. This session introduces Affiliates to the Council and Affiliate resources within APHA and is October 24, 2020.
- The Affiliates' Presidents-Elect meeting and Sections' Chairs-Elect meeting was held virtually (July 13-14, 2020) due to the coronavirus pandemic. In addition to learning about the Council and the APHA structure, Affiliate and Section leaders had an opportunity to discuss social justice activities of their Affiliates/Sections. In addition, the Presidents-Elect and/or Presidents met at two other times throughout the year (January 13, 2020, May 28, 2020) organized by APHA Affiliate Affairs.
- A webinar by Dr. Georges Benjamin was presented on June 29, 2020 for Affiliate members. After Dr. Benjamin's presentation, the webinar focused on holding virtual meetings and included Anna Keller (APHA Director of Conventions), Roger Racine (Michigan Public Health Association), and Lina Tucker Reinders (Iowa Public Health Association). This webinar, kicked off a series of additional webinars (Summer of APHA for Affiliates), organized by APHA's Affiliate Affairs:

- Speak For Health (Advocacy at Home) and Affiliate Affairs Crash Course (July 20, 2020)
- Non-Profit Governance (August 3, 2020)
- APHA Communications and Fundraising Best Practices (August 17, 2020)
- The Staff of Affiliates group was re-energized and began meeting monthly starting in March 2020. Topics of conversation included: fighting the erosion of trust in public health, expanding revenue streams, engaging board members and COVID-19.
- The Council created two new awards (Affiliate Staff, Innovation) and now recognizes Affiliates and their members with the following awards:
 - CoA Award for Excellence
 - CoA Outstanding Student of the Year Award
 - CoA Outstanding Affiliate of the Year Award
 - **(New)** Outstanding Affiliate Staff Award
 - **(New)** CoA Innovation in Public Health Award
- Affiliate activities at the 2020 APHA Annual Meeting – including Affiliate Day, were reconceptualized to be offered in a virtual environment. These activities include:
 - CoA/ISC Candidates Forum
 - CoA Awards Reception
 - Affiliate Day – now held over three days:
 - Affiliate Day 1, October 25, 2020 [hear from APHA, CoA leadership and Affiliate Affairs; learn more about Affiliate capacity and policy activity; interact with regional colleagues]
 - Affiliate Day 2, November 16, 2020 [interact with Affiliate colleagues through a series of breakout sessions: a.) Engaging Your Membership in the Virtual World; b.) Diversification of Revenue Streams and Organizational Structure; c.) Engaging Student and Young Professionals; and d.) Addressing Racism, Health Equity and Social Justice]
 - Affiliate Day 3, December 9, 2020 [hear from current and emerging public health leaders about the challenges currently faced by public health, role of public health and public health champions like Affiliates and recommendations for the future]
 - CoA Business Meeting

Diversity, Equity and Inclusion

During the last year, the Council has been intention in its efforts to increase diversity, equity, inclusion activity and supporting Affiliates in this work.

- The Council’s *Align Organizational Capacity and Infrastructure* workgroup created a *Diversity, Inclusion, Equity, and Racism* subgroup. The purpose of the group is to examine ways of addressing issues of diversity, inclusion, equity, and racism within Affiliates and their communities. Leadership of this subgroup was instrumental in the development of *Equity Diversity Inclusion: Action Toolkit for Organizations*, authored by Tolulope Oyetunde, MS, MPH, Adrianna Boulin, MPH, and Jeanie Holt, MS, MPH. The goal of the interactive toolkit is to stimulate and guide smaller nonprofit organizations as they integrate E-D-I best practices into their governance and organizational structure. The toolkit is available on the APHA website: <https://apha.org/apha->

[communities/affiliates/the-leaders-corner](#). A webinar introducing the toolkit was held for Affiliates on October 2, 2020. Additional follow-up webinars are planned for the remainder of 2020 and 2021.

- One of the Council's sponsored session at the 2020 Annual Meeting is focusing on Affiliate success stories in the area of diversity, equity, and inclusion. Activity from the Minnesota, Louisiana, and New Mexico Affiliates will be highlighted. Additionally, a breakout session during the second Affiliate Day meeting will focus on how Affiliates have addressed racism, health equity and social justice.
- APHA Affiliate Affairs secured funding from the NIH All of Us Research Program to support Affiliates that are doing work on racial equity. Five Affiliates were funded: Florida, Louisiana, Mississippi, Colorado, and Wisconsin.

Governance Related

- The Council formalized CoA/Affiliate representation to serve on the Caucus Collaborative.
- The Council identified CoA/Affiliate representation to serve on the APHA Committee on Membership.
- The Council has current representation on the following APHA boards, committees, and councils: Executive Board, Action Board, Intersectional Council Steering Committee, Caucus Collaborative, APHA Committee on Membership, Bylaws Committee; and the following Executive Board committees: Committee on Social Responsibility, Membership Committee of the Executive Board, and Finance and Audit Committee.
- Following language was added to the APHA Executive Board handbook: "*All elected or appointed Executive Board members are required to have a current APHA membership. Executive Board members are also expected to be members of their local Affiliates. This expectation aligns with the requirement of APHA membership for all Affiliate leaders.*" (approved by Executive Board on May 4, 2020)

Annual Reporting

- The Affiliate Annual Report Survey for 2020 was completed by 49 of the 53 Affiliates (92%) covering the timeframe: July 1, 2019-June 30, 2020. Selected findings include:
 - The most commonly selected Affiliate top goals were *host an annual conference* (selected by 69% of respondents); and *increase membership/membership retention* (57%).
 - Forty-nine percent (49%) of responding Affiliates hosted an annual conference/meeting during the report's timeframe; and 45% planned a conference but then canceled/postponed it due to COVID-19.
 - Identified successes from the year were *submitted one or more grant proposals* (selected by 65% of respondents), *addressed emerging public health topics – e.g., COVID-19, health disparities, racism* (61%), *improved communications – e.g., website, newsletter* (57%), *received grant funding* (57%), and *developed/revised strategic plan* (45%).
 - Respondents reported that the work of the Council is helpful in promoting effective and efficient communications between APHA and Affiliates (84%), coordinating Affiliate and APHA activities (80%), strengthening Affiliates (73%), and facilitating collaboration so that APHA and Affiliates empower each other

(73%).

- An open-ended question provided ideas on how the Council can further serve Affiliates and APHA.
- The Affiliate Affairs Advocacy and Policy annual survey was also completed by 49 of the 53 Affiliates (92%). Selected findings include:
 - Eighty-eight percent (88%) of responding Affiliates participate in advocacy efforts.
 - Forty-nine percent (49%) of responding Affiliates monitor public health related legislation at the national level; 92% at the state level; and 49% at the local level.
 - Open-ended questions provide ideas for how APHA can assist Affiliates in advocacy activities.
- The response rates for both surveys were higher than in previous years. Data from both surveys provide a foundation for the Council to build on and measure progress being made.

Other

- APHA's Affiliate Affairs collaborated with the Council to combine and revise the student and overall MOU that each Affiliate signs with APHA.
- The CoA/ISC Midyear Meeting, typically held in person, was held virtually (June 7-8, 2020). As part of the meeting, the Council explored the impact of COVID-19 on Affiliates, focusing on financial implications, policy and advocacy, and communications. These discussions were then used to provide additional programming for Affiliates, through webinars and the 2020 APHA Annual Meeting.
- The Council drafted the following documents to assist Affiliates and their members:
 - APHA Benefits to the Affiliates / Affiliate Benefits to APHA
 - Navigating APHA at the Annual Meeting and During the Year: A Guide for Affiliate Representatives to the Governing Council (ARGCs)
- The Council's leadership drafted email communication highlighting membership and marketing resources for distribution to Affiliate leadership (after Annual Meeting).

The Council Chair extends deepest gratitude to our Council Leadership Team, Regional Representatives, our dedicated representatives to APHA Boards, Councils, Committees, and Work Groups, and the hard-working, dedicated Affiliate Affairs staff. On behalf of Council, thank you to the APHA Executive Board and Executive Director for their support of all Affiliates and the work accomplished across our nation on becoming the Healthiest Nation in One Generation!

Respectfully submitted, Melissa (Moose) Alperin, EdD, MPH, MCHES
2020 Chair, Council of Affiliates