



## APHA Press Publications Board Annual Report to the Governing Council

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**Chair: Linda Bosma, PhD**

### **Role of the Publications Board**

The Publications Board's role is to provide important information and insights about the science and practice of public health related to the business of publishing. Among the most important tasks are identifying outstanding individuals and/or institutions with significant expertise and influence in areas of strategic publishing concern; facilitating communication between APHA Press and editorial resources, and identifying developments that might yield strategically valuable publications. The Board will provide ongoing insights into the ways public health professionals access and use information so the Press can design information products that meet both current and emerging needs in public health practice and education.

### **Publishing Priority Areas**

In FY24, Board members met (or concluded meeting) as part of 2 Board Taskforces (which met 4–5 times for an hour over the course of a year) to develop 2 Board-commissioned APHA Press books: Addressing the Public Health Impacts of Climate Change and Public Health Response to the Mental Health Crisis. The Board Taskforce work was completed in FY24 and 2 lead editors were identified and recommended by the Board. Both scholars were approached, and both expressed interest in submitting book proposals. A strong proposal for the Climate Change book was submitted and is currently undergoing final revisions and review, and another proposal is expected this fall for the Mental Health book. Furthermore, in FY24, Board members, in pairs, were each tasked to develop a new, viable book concept for the Press, one aligned with an APHA Press Strategic Pillar (5 Pillars: Communicable Disease, Policy/Advocacy/Communication, Environment/Food/Water, Determinants of Health, Chronic Conditions). These pillar-aligned books concepts are currently being developed and researched by the Board and the Press: Vaccine-Preventable Diseases (Pillar: Communicable Disease), Social Determinants of Health (Pillar: Determinants of Health), Neighborhood Environment & Chronic Conditions (Pillar: Chronic Conditions), Designing Health Equity (Pillar: Policy/Advocacy/Communication). Another book concept, Water and Public Health: Challenges & Opportunities (Pillar: Environment/Food/Water), was fully developed and researched but, after careful consideration and review, was determined not to be a viable fit for the Press and was set aside. Two new Board members are currently at work generating another book concept aligned with this Strategic Pillar (Environment/Food/Water). During FY24, other book concepts were also generated informally by either Press authors or Board members: Health Communications (Pillar: Policy/Advocacy/Communication), Racism Sankofa Digital Collection (Pillar: Determinants of Health), Civic Engagement (Pillar: Determinants of Health), and Rural Health (Pillar: Determinants of Health) and will undergo further research and development.

### **Titles released FY24:**

- Strategic Skills for Public Health Series: Policy Engagement
- Black Women's Reproductive Rights and Sexuality: A Holistic Public Health Approach
- Health Equity: African Americans and Public Health

- Standard Methods for the Examination of Dairy Products, 18<sup>th</sup> Edition
- Responding to the Opioid Epidemic: A Guide for Public Health Practitioners
- Race & Research: Perspectives on Minority Participation in Health Studies, 2<sup>nd</sup> Edition

**Titles under contract FY25:**

- Racism: Science and Tools for the Public Health Professional, 2<sup>nd</sup> Edition
- COVID-19 Pandemic: Lessons for Public Health Pandemic Management, Practice, and Policy
- Strategic Skills for Public Health Series:
  1. Systems and Strategic Thinking
  2. Resource Management and Finance
  3. Advancing Equity and Justice
  4. Data-Informed Decision Making

**Marketing**

FY24 was a mixed year for APHA Press. *Standard Methods for the Examination of Water and Wastewater, 24<sup>th</sup> edition* (SMWW), went well above projected print sales due to a large deal with our Indian distributor, meanwhile the Control of Communicable Diseases Manual, 21st edition (CCDM) saw lagging sales. Another bright spot was the release of *Standard Methods for the Examination of Dairy Products, 18<sup>th</sup> edition*. This book sold 90% of its 12-month revenue projection in only 4 months and is continuing to show strong sales to start FY25. Policy Engagement from Shelley Hearne and company was the second book released as part of the Strategic Skills Series for the Public Health Professional and saw sales of almost 1,500 units, which makes this a best-selling title for APHA Press.

The Press exhibited at six conferences, and while some are going strong, others have seen a decline in attendance and we will not exhibit there again in the near future. FY25 will see the release of two more best-selling titles now in their second editions. *Racism: Science and Tools for the Public Health Professional and Certified in Public Health Exam Review Guide*, as well as two more titles in the Strategic Skills series.

As the Press is transitioning to a digital-first model, we expect to see increased activity in institutional sales and access as we begin to emphasize this sales channel more in our promotional materials.