



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

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**Chair: Rosemary M. Caron, PhD, MPH**

### **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**

The Board established a subcommittee to revise the Strategic Publishing Plan for 2022-2025. Highlights: Board revised the mission statement, the strategic pillars, and Board responsibility. The Board asked staff to investigate digital publishing technologies. Result: Staff will continue to stay abreast of technological upgrades related to composition, use of xml, printing, and digital asset management. During the period of the Plan, APHA Press will continue to grow its digital technologies presents.

### **Subcommittee Work:**

- COVID-19
- Climate Change and Public Health book
- Proposed book projects for each of the 5 strategic pillars (Communicable disease; Environment, Food, and water; Chronic Conditions; Policy, Advocacy, and Communication; Determinants of Health: Social, Behavioral, and Economic; and General Interest)

### **Titles released FY23:**

- The Picture of Health
- Public Health Then & Now: Landmark Papers from AJPH
- Vaccinating America:
- Stand Methods for the Examination of Water & Wastewater
- Strategic Skills for Public Health Practice: Community Engagement
- Emergency Health:

### **Titles under contract FY23:**

- Standard Methods for the Examination of Dairy Products 18<sup>th</sup> edition
- Health

- Health Equity, African Americans and Public Health
- Responding to the Opioid Epidemic: A Guide for Public Health Practitioners
- Race and Research: Perspectives on Minority Participation in Health Studies, 2<sup>nd</sup> edition
- Racism: Science and Tools for the Public Health Professional, 2<sup>nd</sup>
- Certified in Public Health, 2<sup>nd</sup> ed
- Strategic Skills for Public Health Practice Series (5 of 9):
  1. Systems and Strategic Thinking
  2. Policy Engagement (published recently)
  3. Resource Management and Finance
  4. Advancing Equity and Justice
  5. Data-Informed Decision Making

### **Marketing**

FY23 was a rebound year for APHA Press. The release of two signature titles, *Standard Methods for the Examination of Water and Wastewater*, 24<sup>th</sup> edition (SMWW), and the *Control of Communicable Diseases Manual*, 20<sup>th</sup> edition (CCDM). The release of SMWW produced huge international sales, exceeding overall projections by 89%. CCDM also performed very well overall. The digital product is starting to pick up in sales due to bundling of the other two CCDM products. Print exceeded its sales. Another success was the first title in the Strategic Skills for Public Health Practice Series. Community Engagement was released in December and exceeded expectations by almost 200%. FY23 was a good year for the Press.

The press exhibited at six conferences and can report that people are eager to get back to in-person meetings and interest in the publications are extremely high. Fiscal year 24 will see the release of two additional titles in the Strategic Skills series as well as other high-profile books such as Black Women's Reproductive Rights, Health Equity, and the official APHA book on COVID-19.