

Executive Directors Report

Governing Council
June 14, 2021

Georges C. Benjamin, MD, MACP, FACEP (E), FNAPA
Executive Director
American Public Health Association





until the story of the hunt
IS TOLD BY THE LION, THE TALE OF
the hunt will always glorify the hunter.

-AFRICAN PROVERB

Land Naming

- We will be working with the American Indian, Alaska Native, Native Hawaiian Caucus to include land naming when appropriate in APHA public activities. We did do so at this years policy action institute and I have made a commitment to work with them for this years annual meeting in Denver
- This is another step in our equity work



NATIONAL
**PUBLIC
HEALTH**
WEEK

NATIONAL PUBLIC HEALTH WEEK

Building Bridges to Better Health

April 5-11 2021





APHA Policy Action Institute

Building Bridges: Creating Health

April 8 & 9, 2021



>500 participants



The Hybrid Experience

Reimagining APHA: The Event of the Year



APHA 2021

ANNUAL MEETING & EXPO

DENVER | OCT. 23 – 27

.....
CREATING THE HEALTHIEST NATION:
STRENGTHENING SOCIAL CONNECTEDNESS

Three ways to participate

2021 Meeting Planning Assumptions

Safety remains our priority approach

- SARS-CoV-2 will be controlled enough for resumptions of large meetings
- Travel will be restored sufficient to support meeting
- Significant immunity accomplished (vaccination & infections)
- Masking and social distancing discretionary
- Ability to shift to all virtual **if conditions require**
- Schedule based on Mountain Time

2021 Hybrid Meeting

- Some networking planned for virtual participants
- Traditional networking planned for Denver participants
- **Governing Council in person only**

Potential new hybrid model

2021 Hybrid Meeting

- 50% in-person & 50% virtual (10% leeway)
- Each member group allocated 50% of their sessions virtually (on-line) and 50% in-person in Denver
- **All** sessions will be recorded and available for on-demand viewing for three months
- Exhibitors will have an in-person and virtual presence – there may be a small number of virtual only exhibitors with no presence on the show floor.

All Traditional Session Types

- **General and Featured Sessions** – Livestreamed from Denver
- **Oral Sessions**
 - In-Person: all presenters must be in-person in Denver
 - Virtual: all presenters are virtual—there will not be a meeting space for presenting virtual sessions
- **Virtual Poster Sessions** – Two formats available
 - Short live presentations followed by Q&A
 - Pre-recorded video presentations
- **Virtual Roundtables** – New format - Extended time

Option #1: In-person



The In-Person Experience

Best option for networking, comradery & education.

- 60 concurrent sessions (30 in-person and 30 virtual)
- Face-to-face with exhibitors, presenters and colleagues
- Virtual platform access for posters, roundtables, on-demand content and online networking tools
- Attend ticketed award ceremonies and social hours
- Best for networking & chance encounters with others
- Get away from home office & explore the Mile High City

Option #2: All - Virtual Experience



The All - Virtual Experience

Best option for access to educational content with the flexibility of a remote experience.

- 30 concurrent virtual sessions including livestreamed virtual sessions
 - Anywhere from any device
- Access to virtual platform for viewing posters, roundtables, on-demand content and online networking tools
- Access to exhibitors through the virtual expo
- Some planned networking through platform

Option #3: General & Featured Sessions Only Experience

Available For Sale Post Meeting

- Anywhere from any device
- Recordings of the general and high-level featured sessions (includes access to around 14-20 sessions out of 1,000)
- Earn continuing education credits
- Group option available for organizations and schools
- Most affordable experience



APHA 2021
ANNUAL MEETING & EXPO
DENVER | OCT. 23 – 27

CREATING THE HEALTHIEST NATION:
STRENGTHENING SOCIAL CONNECTEDNESS

Major Schedule Changes

- 1. Virtual Business Meetings** – Monday, Oct. 18 – Friday, Oct. 22
- 2. On-Demand Content** (Posters and Films) – Mon., Oct. 18
- 3. Live Virtual Poster Sessions** – Thur., Oct. 21 – Fri., Oct. 22
- 4. Opening General Session** – One hour earlier: 11 a.m. - 12:30 p.m.
- 5. Sunday Oral Session Slots** – New slots added: 2-3:30 p.m. and 4-5:30 p.m.
- 6. Monday General Session** – Now kicks off the day at 8:30 a.m.
- 7. Expo Hours** – 2 hours of unopposed expo / lunch time on Monday and Tuesday
- 8. APHA Awards Ceremony** – Moved to lunch hour on Tuesday

APHA 2021 – Opening Session Keynote



ANNUAL MEETING & EXPO
DENVER | OCT. 23 – 27



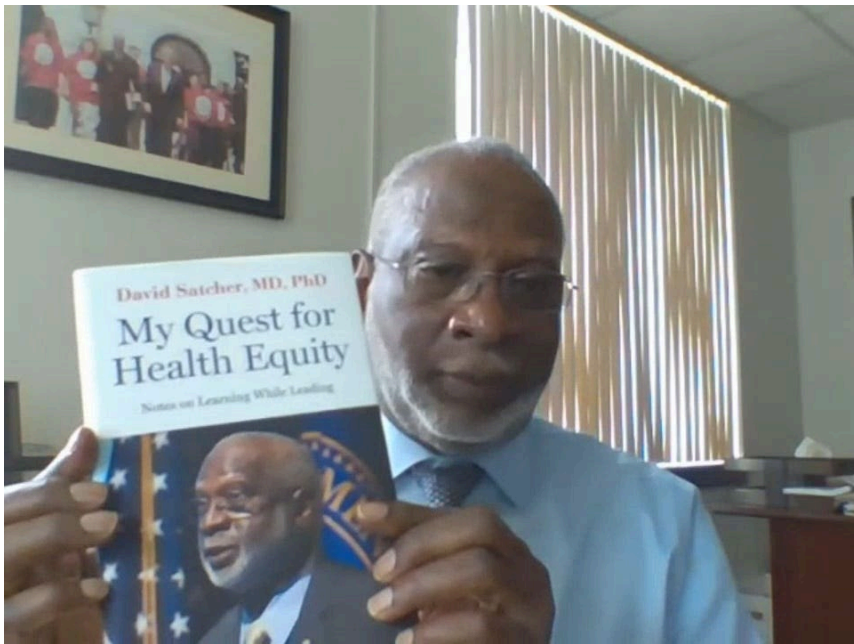
Heather McGee, JD

150th Anniversary Kick Off



150th Anniversary Year

Kick Off Speaker

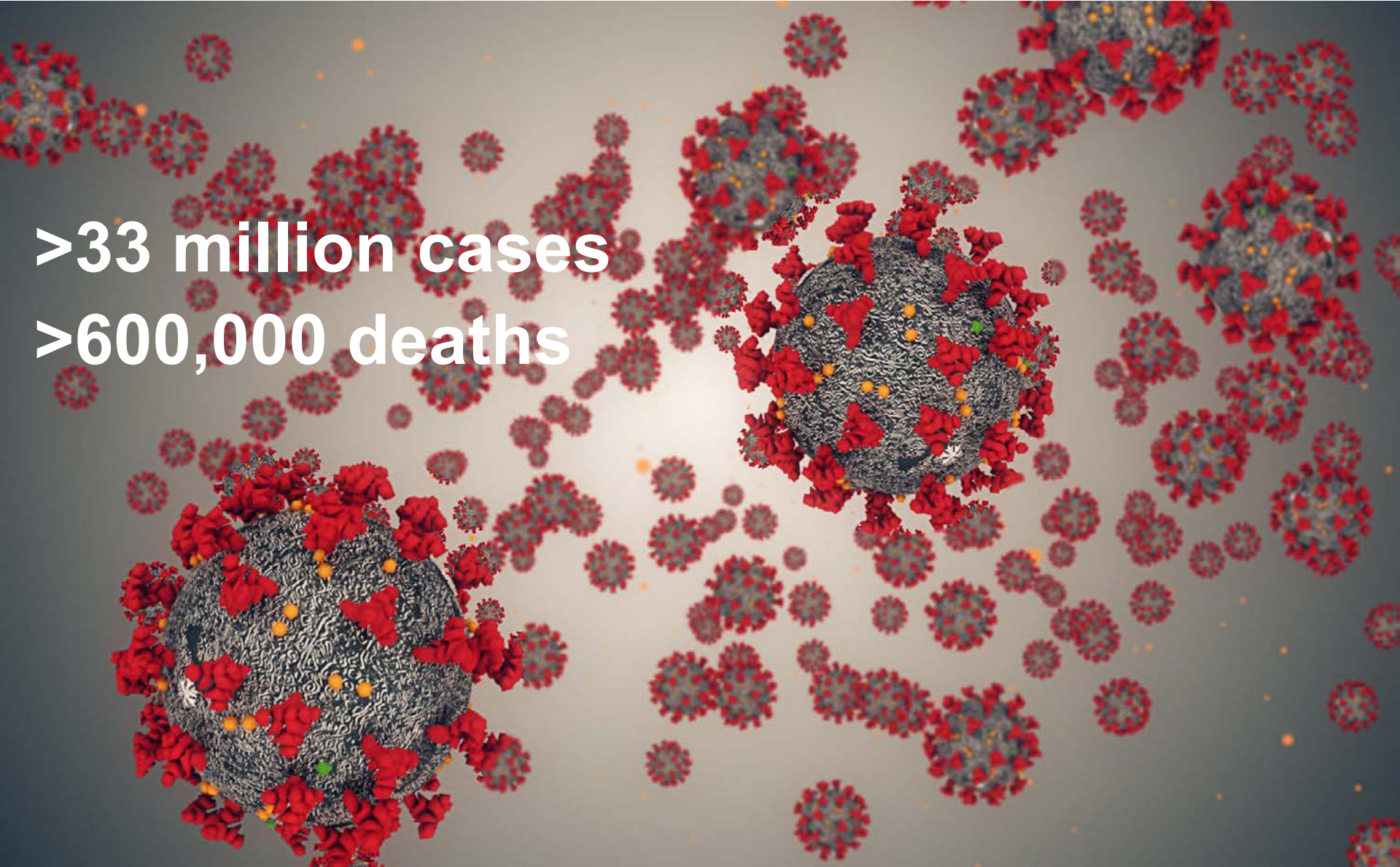


2022 Annual Meeting Theme:
Leading the Path Towards Equity

- David Satcher, MD, PhD
- 16th Surgeon General
 - Former Director, CDC
 - 10th Assistant Secretary for Health
 - Founder, Satcher Health Leadership Institute (SHLI) at Morehouse School of Medicine

COVID - 19

>33 million cases
>600,000 deaths



National COVID - 19 Status

- 308 Million vaccines given YTD
 - 61% 1 dose
 - 51% 2 doses (>100 million)
 - Mixed success by state
- Disease & deaths on decline
- More opening of society
- Most primary schools now open
- Most secondary schools planning to open in fall – some hybrid
- Travel opening up
- Global picture mixed



Alliance

for Disease Prevention and Response

Alliance for Disease Prevention and Response



Goals of the Alliance

To support the opportunity for everyone to be healthy and to ensure we have the necessary, comprehensive infrastructure to protect us from COVID-19 and all future diseases and health challenges.



Alliance Activities

- Coordination across responders
- Sharing information on initiatives working toward increasing vaccination rates - Specifically focusing on underserved communities disproportionately impacted by the pandemic.
- Discussing potential solutions, opportunities or needs that the Alliance can help to address
- Beginning to focus on how to measure and evaluate success – collectively and as the Alliance
 - Ending the pandemic
 - Advancing equity
 - Building a strong, resilient public health system

Selected Alliance Work

- National Townhall with Black Coalition Against COVID-19
- School health report on *Infection Prevention & Control K-12* with COVID Collaborative
- Ad Council partnership to increase vaccine confidence – APHA strategic advisor
- Workforce paper sent to White House

News Media Coverage

January 1 – April 30, 2021

	Hits	Audience Impressions	Media Value
APHA	7,295	14.1B	\$417.8M
AJPH	713	643.9M	\$181.3M
Totals	8,008	14.7B	\$599.1M

Social Media and Websites

Social Media Followers/Members

1,067,952*

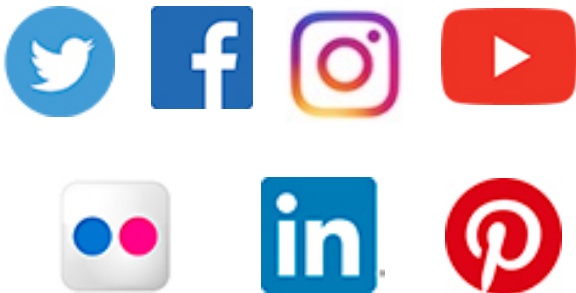
Jan-Apr 2021 APHA & AJPH Website Traffic

Total Users

1,924,696

Total Page Views

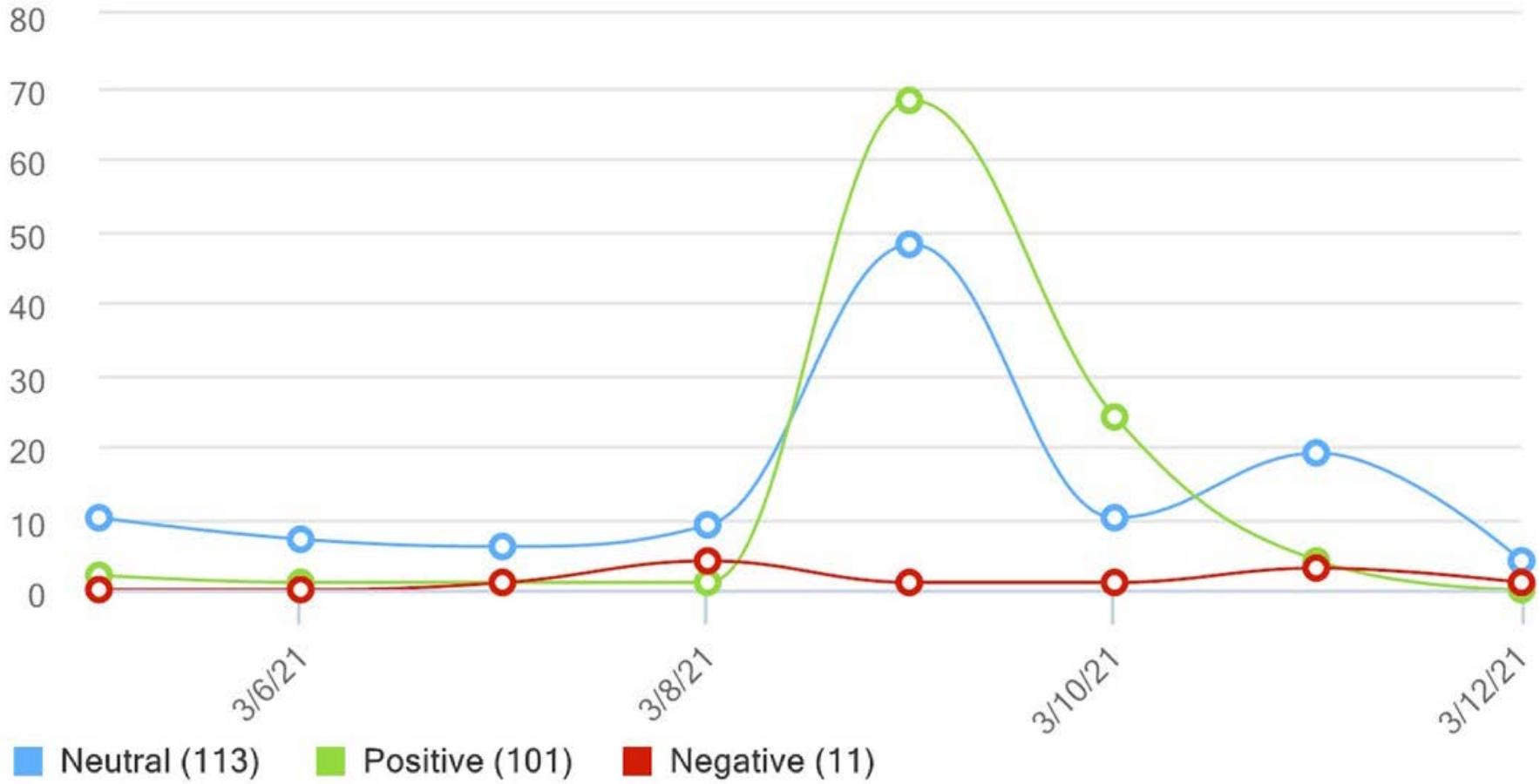
5,121,362



** As of May 1, 2021*

APHA Media Sentiment

March 6 - 12, 2021



Recognition for APHA



THE WHITE HOUSE
WASHINGTON

FOR IMMEDIATE RELEASE

March 5, 2021

ICYMI:

The American Public Health Association Urges the Senate to Pass President Biden's American Rescue Plan

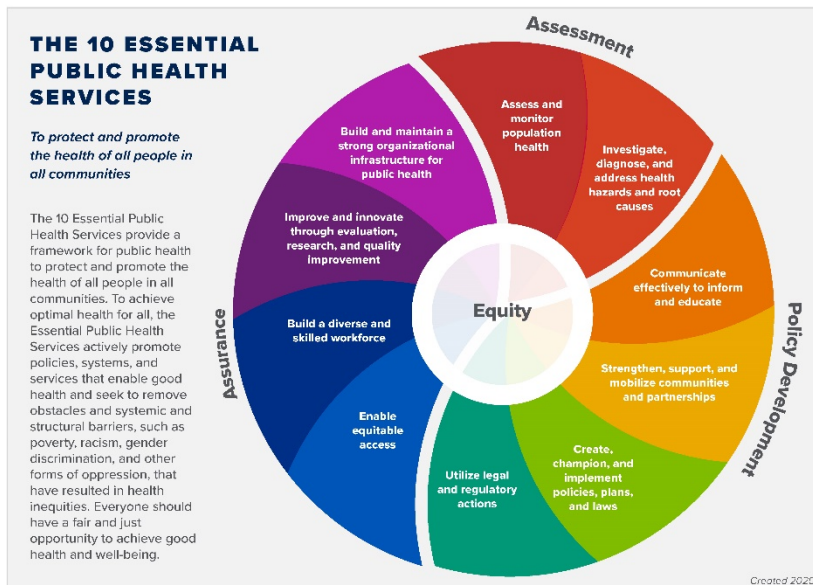
The American Public Health Association (APHA) has sent [a letter](#) to the Senate urging the body to pass President Biden's American Rescue Plan, saying the bill "will provide a more robust federal response to the pandemic including urgent resources to our nation's public health system and critical support for the millions of Americans whose health and economic well-being have been harmed by this ongoing public health emergency."

2021 Advocacy Priorities

- COVID-19 – Our top priority
- Expand insurance coverage & access (ACA Supreme Court Decision pending)
- Racism as a public health problem
- Health impacts of climate change & environmental health
- Violence prevention – (Guns, etc.)
- Access to reproductive health services
- Rebuilding public health system

Rebuilding Public Health

- Framework – 10 essential services
- Assault on legal authorities
- Rebuilding public health
- Workforce (people & skills development)
- Data & IT infrastructure
- Funding - \$4-5B increase



Emerging Issues

- Voting suppression
- Address persistent epidemics - opioid addiction, obesity, STIs, tobacco / e-cigarettes (Menthol)
- Impacted health conditions - Pandemic shutdowns
- Mental health
- This year's public health emergency - TBD

New Partnerships

- Alliance for Disease Prevention & Response
- COVID Collaborative – Workforce whitepaper, others
- Resolve to Save Lives – COVID Metrics Guidelines
- YouTube
 - Grow APHA YouTube channel
 - Provide expert consultation
- Sustainability Forum - Webinar series
- GW University: Frank Sesno – Podcast series
- Kaiser Permanente - Fellowship & Scholarship program
- deBeaumont – Healing Through Policy Initiative

KP/APHA Scholars Program

- **Scholarships for graduate students** with a demonstrated commitment to servant leadership in Community Health and advancing health equity **administered by American Public Health Association (APHA)**
- Year-long **Fellowships based at KP** and partners for MPH students
- Access to APHA's **robust networking and professional development** opportunities for students.
- **A virtual learning community** that provides a strong cohort experience among Scholars housed at different institutions; learning experience would be **focused on serving our most vulnerable communities**.
- Scholarship recipients can compete for positions as **post-graduate Administrative Fellows**.

Declarations of Racism as Public Health Crisis



- Over 170 declarations adopted since 2019
- Four states: MI, MN, NV, WI
- 97 Cities, 69 Counties
- Governors, Mayors, County Executives, City and Town Councils, Board of Health, School districts

NEW APHA RESOURCE

Map of declarations

Type of declaring entity: ☒ All levels (171) ☐ State (5) ☐ City (97) ☐ County (69)

☒ Health/Public Health Entity (32)


☒ City/Town Council (123)

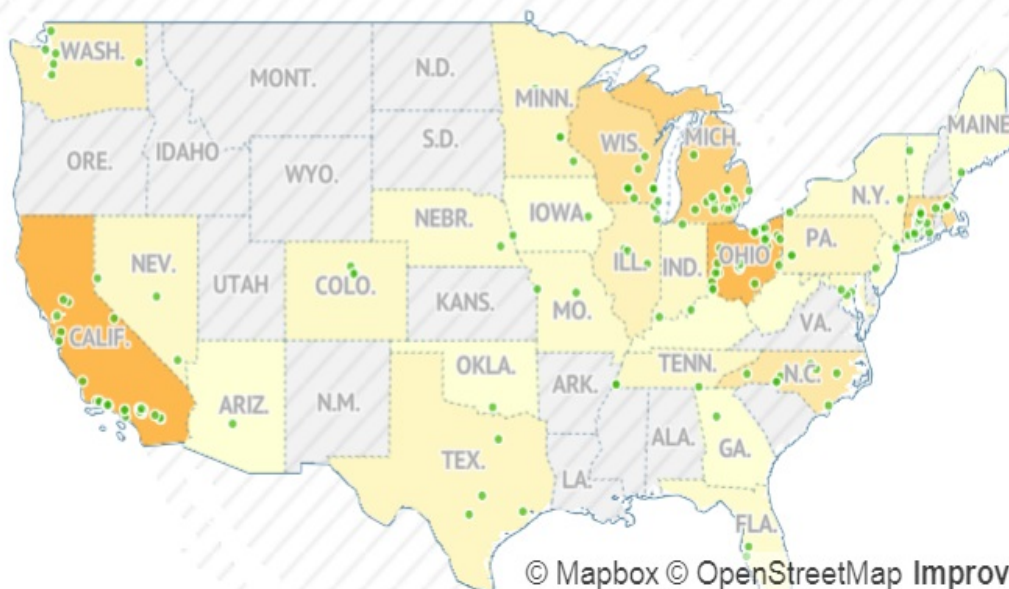
☒ Other (2)

☒ Education Entity (2)

☒ Governor/ Mayoral Statement (12)

Select state

States colored by declaration count: 1  30+

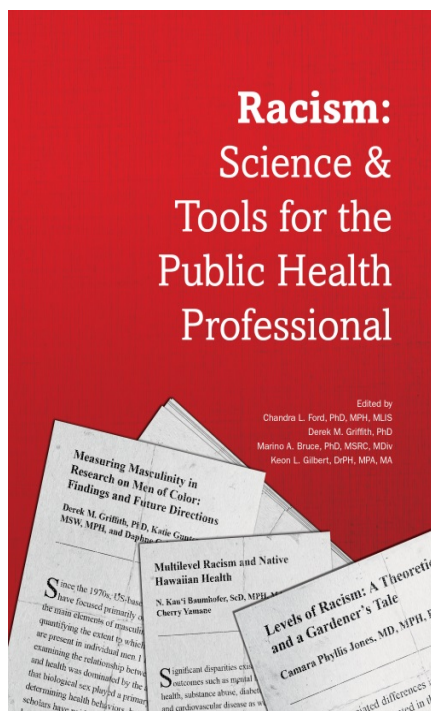


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APHA RESOURCE

Racism: Science & Tools for the Public Health Professional



- Eds: Chandra L. Ford, PhD, Derek M. Griffith, PhD, Marino A. Bruce, PhD, and Keon L. Gilbert, DrPH
- Health departments, schools, and in the private, public, and nonprofit sectors



ADVANCING RACIAL EQUITY

Six part webinar series on racism as a driving force of social determinants.

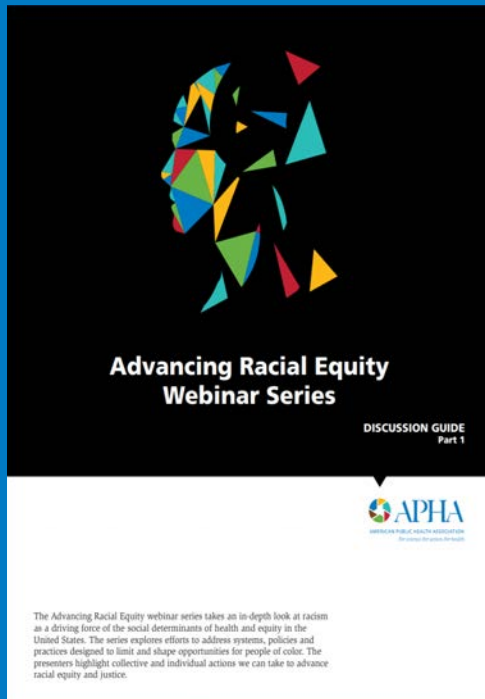
Topics include reproductive justice, policing, racial healing, housing, environmental justice.



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

<http://www.apha.org/racial-equity>

APHA RESOURCE



Advancing Racial Equity Series: Discussion Guide

- Reflection and discussion questions
- Activities/exercises
- Resources

<https://www.apha.org/racial-equity>



Healing Through Policy: Creating Pathways to Racial Justice

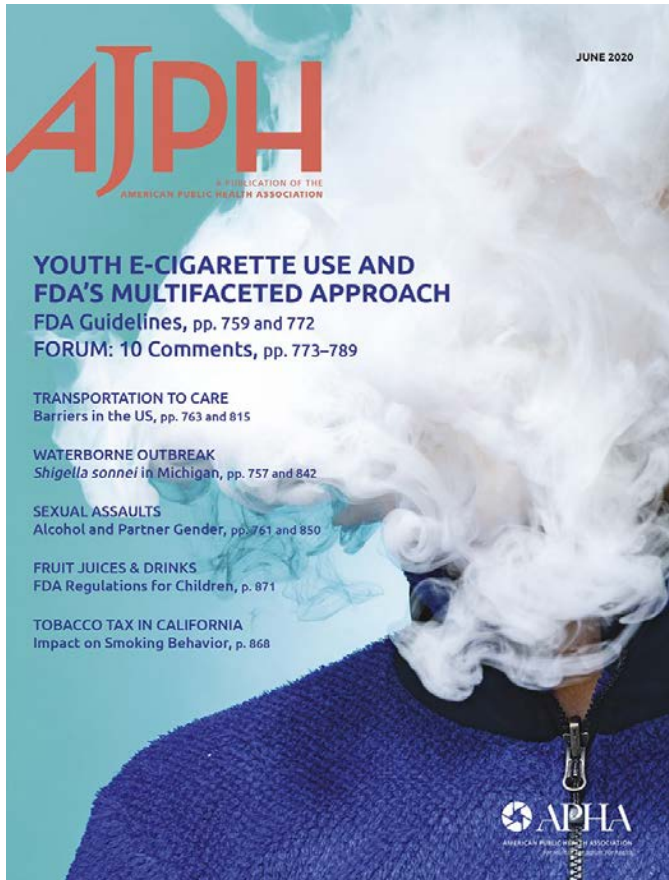


About *Healing Through Policy*

- A partnership of the de Beaumont Foundation, the American Public Health Association, and the National Collaborative for Health Equity
- Aims to identify a suite of policies and practices that can be implemented at the local level to promote health and racial equity
- Utilizes the **Truth, Racial Healing and Transformation** framework and its foundational components
- The TRHT framework offers an overarching comprehensive strategy for adaptation by local communities to support progress toward needed systemic transformation

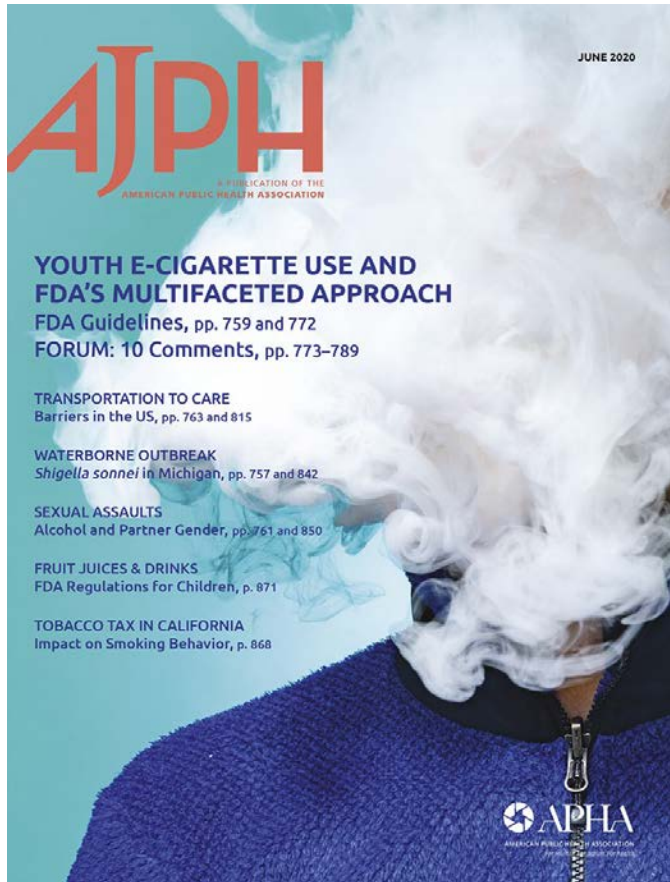


AJPH Tobacco Issue



- June 2020 Issue on E-Cigarette Use
 - 13 commentaries on the topic
 - 1 commentary on flavors by Erkkila, Kovacevic & Yach of concern by some advocates
 - 2 other authors with declarations
 - Question about APHA policy on tobacco industry engagement
 - Editorial freedom issue & ability to have evidenced based debate
 - **No tobacco industry funding**
- APHA HAS NOT CHANGE OUR POLICY**

AJPH Tobacco Issue



- Discussed with ATOD leadership
- Developed antitobacco statement with AASPA
- Signed onto a statement on menthol
- Signed onto the Campaign For Tobacco Free Kids pledge – Against accepting funding from the tobacco industry

APHA HAS NOT CHANGE OUR POLICY

We Must Reestablish Civil Norms



- 1 Be kind to each other**
- 2 Play nicely together**
- 3 Be polite to everyone**
- 4 Be careful with the equipment**
- 5 When the bell rings stand still in silence**

About APHA

APHA is a global community of public health professionals and the collective voice for the health of the public. APHA is the only organization that combines 140 years of perspective, a broad-based constituency and the ability to influence federal policy to advocate for and improve the public's health.

- Founded – April 18, 1872
- 501C(3) & Nonpartisan
- Over 50,000 individual & affiliate members

