

Governing Council 2021 Mid-Year Meeting

June 14, 2021
2 – 4 p.m. EDT

If you experience technical difficulties, please contact
the Help Desk at gchelpdesk@apha.org or
202-777-2417



Governing Council Mid-Year Meeting

Monday, June 14, 2021

Convening of the Council

José Ramón Fernández-Peña, MD, MPA

President



Governing Council Mid-Year Meeting

Monday, June 14, 2021

I. Call to Order

M. Aaron Guest, PhD, MPH, MSW

Speaker of the Council



Governing Council Mid-Year Meeting

Monday, June 14, 2021

II. Quorum Call

Georges C. Benjamin, MD

Secretary of the Council



Governing Council Mid-Year Meeting

Monday, June 14, 2021

III. Review of voting and speaking in the LUMI platform

Aaron Guest

Speaker of the Council



Governing Council Mid-Year Meeting

Monday, June 14, 2021

SPEAKING

- To speak click the Chat Bubble on the left hand panel of your screen (top middle)
- Type one of the following into the chat along with your name and member unit
 - **Motion**- To make a motion
 - **Second**- To second a motion.
 - **Discussion**- Question or item for discussion
 - **Point of Order**- Point of order (you can't hear, you disagree with the Speakers ruling, etc.)

DO NOT TYPE YOUR FULL QUESTION/STATEMENT INTO THE
TEXT BOX



Governing Council Mid-Year Meeting

Monday, June 14, 2021

SPEAKING (cont)

- When you are called on, raise your hand in Zoom
- The “raise hand” button can be found at the bottom of the Zoom screen in the right panel, you can also use shortcuts [alt Y on a PC or option Y on a Mac]. The LUMI tech will then unmute your microphone and you can begin to speak
- Once your turn to speak is over, the production team will mute your mic again
- We will not require you to speak if you second a motion, I will simply read out that the motion has been seconded noting the Councilors name and member unit

Governing Council Mid-Year Meeting

Monday, June 14, 2021

VOTING- SAMPLE QUESTION 1

MOTION: AFFIRM THAT CHOCOLATE ICE CREAM IS THE BEST FLAVOR

- Select yay, nay or abstain
- To change your vote, simply click on another selection. You may change your vote at any time while the voting period is open
- Once the voting period is closed, your last vote will be submitted

Governing Council Mid-Year Meeting

Monday, June 14, 2021

IV. Approve the Meeting Agenda

(VOTE)



Governing Council Mid-Year Meeting

Monday, June 14, 2021

V. Approve the October 2020 Meeting Minutes
(VOTE)



Governing Council Mid-Year Meeting

Monday, June 14, 2021

VI. Governing Council Rules Vote (VOTE)



Governing Council Mid-Year Meeting

Monday, June 14, 2021

- When voting for candidates for Executive Board and the Nominations Committee, Councilor are required to **select the same number of candidates as open positions.**
- **“Bullet voting”**, the process of selecting only one candidate as a tactic to reduce the vote total for other candidates thus maximizing the chance your favored candidate will be elected, **has not been allowed.**

Governing Council Mid-Year Meeting

Monday, June 14, 2021

Motion: Affirm by majority vote the practice of requiring Councilors to select the same number of candidates as open position when voting in Association wide elections

- A “Yea” vote on this question maintains the ban on bullet voting.
- A “Nay” vote would eliminate the requirement to select the same number of candidates as open position when voting in Association wide elections, thus allowing bullet voting.

BENJAMIN HERNANDEZ

TREASURER'S REPORT

AGENDA

- ▶ Fiscal Year 2021 Current State
 - ▶ Finances as of April 2021
- ▶ Fiscal Year 2022 Budget
 - ▶ Overview
 - ▶ Discussion of bottom line

FY 2021 THROUGH APRIL 2021

FISCAL YEAR 2021 (THROUGH APRIL 2021)

TOTAL *REVENUES* (ACTUAL):

\$14,044,092

FISCAL YEAR 2021 (THROUGH APRIL 2021)

TOTAL *REVENUES* (ACTUAL):

\$14,044,092



\$14,590,192

TOTAL REVENUES (BUDGET):

FISCAL YEAR 2021 (THROUGH APRIL 2021)

TOTAL *REVENUES* (ACTUAL):



\$15,367,166

TOTAL REVENUES (PROJECTED):

FISCAL YEAR 2021 (THROUGH APRIL 2021)

TOTAL *EXPENDITURES* (ACTUAL):

\$14,098,230

FISCAL YEAR 2021 (THROUGH APRIL 2021)

TOTAL *EXPENDITURES* (ACTUAL):

\$14,098,230



\$16,974,860

TOTAL EXPENDITURES (BUDGET):

FISCAL YEAR 2021 (THROUGH APRIL 2021)

TOTAL *EXPENDITURES* (ACTUAL):

\$14,098,230



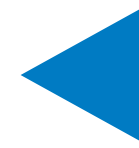
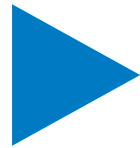
\$16,557,056

TOTAL EXPENDITURES (PROJECTED):

FISCAL YEAR 2021 (THROUGH APRIL 2021)

TOTAL *REVENUES* (ACTUAL):

\$14,044,092



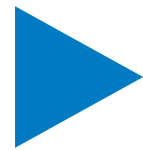
\$14,098,230

TOTAL EXPENDITURES (ACTUAL):

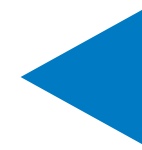
FISCAL YEAR 2021 (THROUGH APRIL 2021)

TOTAL *REVENUES* (ACTUAL):

\$14,044,092



(\$54,138)



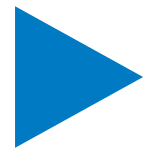
\$14,098,230

TOTAL EXPENDITURES (ACTUAL):

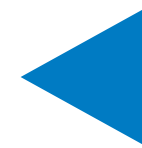
FISCAL YEAR 2021 (END OF YEAR PROJECTION)

TOTAL *REVENUES* (PROJECTED):

\$15,367,166



(\$1,189,889)

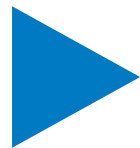


\$16,557,056

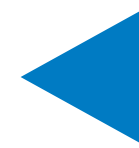
TOTAL EXPENDITURES (PROJECTED):

FISCAL YEAR 2021 (END OF YEAR PROJECTION)

WHEN WE ADD BACK NON-OPERATIONAL FUNDS:

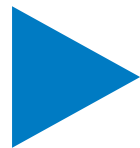


\$269,950

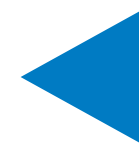


FISCAL YEAR 2021 (END OF YEAR PROJECTION)

PROJECTION WHEN WE APPROVED THE BUDGET
LAST YEAR...



(\$2,278,668.13)



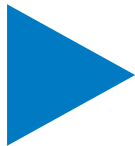
FISCAL YEAR 2021 (THROUGH APRIL 2021)

**THIS IS OKAY,
ALL THINGS
CONSIDERED.**

FISCAL YEAR 2022 BUDGET

TOTAL *REVENUES* (FY22 BUDGET):

\$15,734,349



\$18,310,097

TOTAL *EXPENDITURES* (FY22 BUDGET):

Governing Council Mid-Year Meeting

Monday, June 14, 2021

VII. Report of the Nominations Committee

Jen Collins, PhD, RN

Chair



Governing Council Mid-Year Meeting

Monday, June 14, 2021

2021 Open Positions

1 President Elect

(3 year term, President Elect, President, and Immediate Past President)

3 Executive Board Members

(4 year term)

Governing Council Mid-Year Meeting

Monday, June 14, 2021

2021 Candidates

President Elect

The individual receiving the most votes will be elected to a three year term as President-Elect, President and Past-President on the Executive Board

Chris Chanyasulkit, PhD, MPH- MCH/SRH (Massachusetts)

**Ron Manderscheid, PhD, MA- MH/ATOD/PHEHP
(Maryland)**



Governing Council Mid-Year Meeting

Monday, June 14, 2021

2021 Candidates Continued

Executive Board Member

The 3 individuals receiving the most votes will be elected to a four year term on the Executive Board.

Melissa (Moose) Alperin- *PHEHP* (Georgia)

Bryan Buckley- *CHPPD/HA* (Maryland)

Amy Lee- *PHEHP/MC* (Ohio)

Emmanuel Peprah- *IH/HIV/AIDS* (New York)

Gopal Sankaran- *IH/MCH* (Pennsylvania)

Jungling Wang- *APH* (Tennessee)



Governing Council Mid-Year Meeting

Monday, June 14, 2021

2021 Candidates Continued **Honorary VPs** ***1 year honorary term***

Canada- Benita Cohen, RN, MSc, PhD, Chair of the Board of Directors,
Canadian Public Health Association

Latin America and the Caribbean- Ramon Anulfo Lopez, MD, Executive
Director, Alliance of Public Health Associations of the Americas (AASPA)
and founding member of the Dominican Society of Public Health
(SODOSAP)

United States- Gail Christopher, PhD, DN, ND, Executive Director of the
National Collaboration for Health Equity (NCHE)



Governing Council Mid-Year Meeting

Monday, June 14, 2021

Thank you to the members of the 2020-2021 Nominations Committee for all your hard work!

Mary Armstrong, PhD

Zamir Brown, MPH

Kevin T. Borrup, DrPH, JD, MPA

Allison Casola, PhD, MPH, CHES

Jen Collins, PhD, RN

Shenita Freeman, MSHIA, MPH, RHIA, CPHIMS, HCISPP, CPH

Jessie Hood, ScD, MPH

Ashley Love, DrPH, MPH, MS, CPH

Elizabeth Sommers, PhD, MPH, Lac

José Ramón Fernández-Peña, MD, MPA- Ex Officio

Georges C. Benjamin, MD- Ex Officio

James Carbo - Staff Liaison

Courtney Taylor - Staff Liaison



Governing Council Mid-Year Meeting

Monday, June 14, 2021

IX. Development Committee Presents:

[APHA Giving](#)



Governing Council Mid-Year Meeting

Monday, June 14, 2021

- **Challenge 100% of Governing Councilors to participate in leadership giving by Oct. 27, 2021**
- **Leadership Giving YTD** (July 1, 2020 – June 1, 2021)

27.4% (82/299) of GCs contributed \$30,448

- 26.5% (57/215) of *voting* members contributed \$24,891
 - 30,9% (26/84) of *non-voting* members contributed \$6,607
- **Give by *June 30* and be recognized in the APHA FY21** (July 1, 2020-June 30, 2021) **Donor List in the Annual Report distributed at APHA 2021**

Support the APHA General Fund

Help support APHA's broad reaching efforts to create the healthiest nation!

Donations of any amount are accepted and appreciated. Your gift today may go towards supporting a priority public health topic including but not limited to:

\$25 to support APHA's effort to help achieve health equity and give everyone the opportunity to attain their highest level of health

\$50 to promote immunizations of children and adults because vaccine's work

\$100 to advocate for a comprehensive public health approach to address gun violence prevention

\$250 to work with partners and members to make sure all communities have access to healthy environments and emphasize the importance of environmental justice and equity

\$500 to battle misinformation on COVID-19 by sharing science-based information with the public and speaking out for outbreak response funding and support

\$1,000 to address racial equity and health equity in our collective fight for racial justice

\$5,000 to inspire action on climate and health

This list is illustrative of the APHA-wide activities your gift will support.

Give today at apha.org/donate or [APHA Paypal](#).



Governing Council Mid-Year Meeting

Monday, June 14, 2021

Ways to Give	
APHA Online	http://www.apha.org/donate (preferred method)
PayPal	https://bit.ly/3qvoUI3
Phone	202-777-2486
Donation Form	Complete and mail with payment to: APHA 800 I Street, NW Washington, DC 20001-3710 <i>Note: when writing a check include cost center in the memo line</i>
Planned Gift	http://apha.plannedgiving.org/
Donate a Vehicle	https://fs10.formsite.com/ccdc2/form6/index.html
Amazon Smile	Use https://smile.amazon.com , sign into your account and select APHA to receive donations from your eligible purchases

*Thank you, Governing Councilors,
For all you do on behalf of public health and APHA*

From the
2021 Development Committee

Donna Beal (Chair)

Sarah Gareau (Chair, CSR)

David Reyes

Hope Rollins

Sami Xu

Georges Benjamin (Executive Director) *(ex-officio)*

Benjamin Hernandez (Treasurer) *(ex-officio)*



X. JPC Report to Governing Council

June 14, 2021

Shontelle Dixon, MPH, CHES
Anne Dressel, PhD, CFPH
Jeff Hall, PhD, MSPH, MA
JPC Co-Chairs, 2021



2021 Proposed Policy Statements

- 20 proposed policy statements received and reviewed in the 2021 cycle, including 6 resubmitted late-breakers from 2020.
 - 4 overarching areas; Prevention, Access to Care and Equity, Environment and the Built Space, and Human Rights and Education

Spring Reviews and Next Steps

- Science Board conducted their first review of the proposed policy statements April 28-29 and JPC held their review April 29-30.
- 19 proposed policy statements received conditional assessments and 1 received negative assessments
- Assessments and comments were provided to authors on May 21 and resubmissions are due Aug.13
- Latebreaker submissions are due to policy@apha.org by Oct. 14
- Public Hearings will be virtual as a part of pre- Annual Meeting programming on Monday, Oct. 18 and Tuesday, Oct. 19 from 2-5 p.m. MT.
- GC will discuss and vote on proposed policy statements during Tuesday, Oct. 26 session at AM

2021 Spring JPC Assessments

Group A: Prevention

Proposed Policy Statement	JPC Assessment
A1: Supporting physical education for all youth	Conditional
A2: Prevention of lower extremity amputations	Conditional
A3: Comprehensive Approach to Suicide Prevention	Conditional
A4: Advancing PH and Equity Through Prevention and Reengagement of Opportunity Youth	Conditional
A5: Interprofessional Approach to Prevention and Management of Diabetes	Conditional
A6: Reduced exposure to excessive household debt	Conditional

2021 Spring JPC Assessments

Group B: Access to Care and Equity

Proposed Policy Statement	JPC Assessment
B1: Ensuring Support and Access to Self-Managed Abortion	Conditional
B2: Urgent Action to Address Health Inequities in US COVID-19 Response	Conditional
B3: Adopting a Single Payer Health System	Conditional
B4: Addressing Coercion in Contraceptive Access to Promote Reproductive Health Equity	Conditional
B5: Sexual and Gender Minority Demographic Data: Med Records, Surveys and PH Research	Conditional

2021 Spring JPC Assessments

Group B: Access to Care and Equity

Proposed Policy Statement	JPC Assessment
B6: The Importance of Universal Health Care in Pandemic Response	Conditional
B7: Equitable Response to Ongoing Opioid Crisis	Conditional
B8: Structural Racism in a PH Crisis: Impact on Black Community	Conditional
B9: Role of Health Departments in Activities Related to Abortion	Conditional

2021 Spring JPC Assessments

Group C: Environment and the Built Space

Group D: Human Rights and Education

Proposed Policy Statement	JPC Assessment
C1: Environmental Noise Pollution	Conditional
C2: Ensuring Equity in Transportation and Land Use Decisions	Conditional
D1: PH Interventions to Address the Harms of the Carceral System	Negative
D2: Preparing US Schools for the Next PH Emergency: Lessons Learned from COVID-19	Conditional
D3: Call to Investigate and Prevent Further Violations of SRH Rights in Immigration Detention	Conditional

Archiving

- 26 policy statements adopted in 2001 are up for archiving this year. The list of statements is available on the website under policy statements/archiving
- The deadline for requests to keep statements active has been extended to June 30. A rationale for keeping the policy statement active and removing it from the consent agenda for archiving must accompany the request and should be sent to policy@apha.org
- Science Board will review these requests and make recommendations to the JPC

XI. Member Unit Effectiveness & Engagement Project

Summary of Brighter Strategies Recommendation Report & Executive Board Approved Priorities

Kaye Bender, PhD, RN, FAAN
President Elect and Co-Chair, Member Unit
Effectiveness Feasibility and Priority Committee



Brighter Strategies Report Summary

Provided overview of Brighter Strategies **key findings** and **recommendations** in 6 areas:

- Communications and Information Technology
- Volunteer Leadership
- Measurement and Rewards
- Member Growth and Development
- Member Engagement
- Member Unit Structure

Recommendations were classified as **quick wins**, **high impact early investment**, or **long-term projects** depending on the estimated time, cost, staff resources and member support they have/require.

Communications and Information Technology

Goals:

Provide easily accessible member lists

Improve on-boarding of new members

Reduce burden and reliance on Section chairs to communicate information

Recommendations:

Improve availability of information re: unit goals and activities

Communication guidelines and new member on-board process

Replace APHA Connect

Create communications specialist/increase use of liaisons to aid in cross-unit collaboration

Better integrate communication tools with social media

Volunteer Leadership

Goals:

Better support leaders

Provide more uniform APHA experience regardless of member unit affiliation

Recommendations:

Transfer of knowledge system between outgoing and incoming leaders and create leaders handbook

Ensure section leaders are known and educate members on leaders responsibilities

More events to engage with leaders

Targeted leadership training

Measures and Rewards

Goals:

Stop rewarding on member unit size alone

Expand recognition of members

Recommendations:

Diversify "rewards"

- Base on community action, strategic alignment, member engagement

Growth and Development

Goals:

Continue to promote networking and skill sharing among members

Increase APHA advocacy capacity

Increase mentoring opportunities

Recommendations:

Build state and local advocacy strength and build on federal advocacy

- Create a network able to “act fast” on key issue

Develop comprehensive mentoring program

Increase peer learning opportunities

Promote both qualitative and quantitative research at AM

Member Engagement

Goals:

Provide additional opportunities for members to connect

Enable new members to better engage

Recommendations:

Conduct more interactive meetings and revisit regional meetings

Improve outreach to new members

- Provide leaders with new member roster
- Collect info on new member areas of interest to target outreach

Member Unit Structure

Goals:

Continue to enable “place for all”

Ease cross-sectional collaboration

Better enable ability to address key and emerging PH issues

Recommendations:

Realign units to reflect unit choice- as strategic unit, cross disciplinary units, community units

- All equal, but with different objectives

Implement system to sunset issues that represent topic that is no longer relevant or have continues low levels of engagement

Member Unit Effectiveness Feasibility and Priority Committee (MEFPC)

Composed of members from Executive Board and MUEEP Advisory Committee + Staff

Asked by Executive Board to:

- 1) Review report and recommendations considering **feasibility, timing, finance, staffing** and **governance** implications
- 2) Develop a plan of **which measures to adopt** that includes **sequencing, timing** and **rationale**, as well as assist with **communications plan**
 - Seeking “biggest bang for buck”

Process

- Members were divided into 5 subcommittees to address one of the organizational areas outlined in the MUEEP final report
 - Communications and IT
 - Measurement and Rewards
 - Member Engagement
 - Member Growth and Development
 - Volunteer Leadership
- Subcommittee meetings were held outside of the full Committee meetings



Process Continued

Please Note

The Committee did not address the recommendation related to member Unit Structure. It was agreed that would-be put-on hold until the Association addressed the other organizational areas.



Process Continued

Subcommittee Assignments:

- Review and analyze the recommendations under each of the 5 organizational areas.
- Consolidate recommendations where appropriate.
- Prioritize the recommendations for full Committee review and discussion.
- Final Subcommittee reports can be found in Appendices A – E of the MEFPC report to the EB



Recommendations and Prioritization

- The Committee began by reviewing 35 recommendations across all organizational areas.
- Through consolidation the list was trimmed to 28 recommendations.
- The Committee was asked to select **what they felt** were the top ten priorities across all organizational areas.



Top Priorities

- Replace APHA Connect with a more user-friendly tool and create an easily accessible landing page for APHA members. ***(Organizational Area - Communications and IT)***
- Create a transfer of institutional knowledge process between outgoing and incoming leaders. Create a clear and transparent process to help elected leaders who are unable to deliver to step down, and for a new leader to be elected. Provide current and potential leaders more guidance through a member unit-level leader handbook. Provide more targeted leadership training. ***(Organizational Area - Volunteer Leadership)***

Top Priorities

- Integration of the several data systems which hold a variety of information about members and their engagement. ***(Organizational Area - Member Engagement)***
- Create a structured process to onboard new members focusing on navigating APHA and getting value out of their membership and ensure the information on each unit, subunit, strategic goals, and activities, and how to get involved is readily available to both current and new members. ***(Organizational Area - Communications and IT)***

Top Priorities

- Develop a comprehensive approach to connecting members with mentors. (***Organizational Area - Growth and Development***)
- APHA should diversify “rewards.” (***Organizational Area - Measurement and Rewards***)
- Educate members about who their leaders are and what they do. Provide more information about potential leaders on election day. Hold more regular opportunities to engage with leaders. (***Organizational Area - Volunteer Leadership***)

Top Priorities

- Units should be rewarded for promoting the vision and mission of APHA. (***Organizational Area - Measurement and Rewards***)
- Offer more speed mentoring programs throughout the year. (***Organizational Area - Growth and Development***)
- Have a specific staff position established to direct and guide new members. (***Organizational Area - Member Engagement***)

Remaining Recommendations

The following are the recommendations the Committee did not rank in the top ten, but very strongly believe they should be given every consideration and included in the mapping of the implementation plan:

- Build on APHA's strength with federal advocacy so that APHA can elevate its voice at the national level. (***Organizational Area - Growth and Development***)
- Provide leaders with a monthly list of new members to support outreach within the units and announce new members on a monthly or quarterly basis. (***Organizational Area - Member Engagement***)

Remaining Recommendations

- Hold regular (monthly/quarterly) orientations for new members. ***(Organizational Area - Member Engagement)***
- Hold more leader-to-leader events. ***(Organizational Area - Volunteer Leadership)***
- Conduct more interactive meetings. ***(Organizational Area - Member Engagement)***
- Create and communicate guidance for internal communication and refine communication specialist volunteer positions in each unit. ***(Organizational Area - Communications and IT)***

Remaining Recommendations

- Create more unit liaison roles to help with cross-cutting goals and priorities. (*Organizational Area - Communications and IT*)
- Educate members about APHA leaders. (*Organizational Area - Volunteer Leadership*)
- Ensure the APHA Annual meeting encourages qualitative research presentations equally. (*Organizational Area - Growth and Development*)
- Create a rapid response system. (*Organizational Area - Growth and Development*)

Remaining Recommendations

- Integrate communications with social media tools people already use, with an emphasis on LinkedIn.
(Organizational Area - Communications and IT)
- Units should be rewarded for community action.
(Organizational Area - Measurement and Reward)
- Units should be rewarded primarily for member engagement and development. ***(Organizational Area - Measurement and Rewards)***

Remaining Recommendations

- Facilitate more peer learning opportunities with experts.
(Organizational Area - Growth and Development)
- Offer more Continuing Education Units (CEUs).
(Organizational Area - Growth and Development)
- Build additional state/local advocacy strength and provide guidance on a coordinated strategy with local advocates. ***(Organizational Area - Growth and Development)***

Remaining Recommendations

- Collect data at the time of registration to understand new members' interests and follow-up with connections to the appropriate APHA member unit/leaders. ***(Organizational Area - Member Engagement)***
- Conduct regional meetings that are more cost accessible to members. ***(Organizational Area - Member Engagement)***

Next Steps

- Executive Board approved the MEFPC recommendations on May 3, 2021
- Executive Director has directed staff to develop a comprehensive and realistic mapping and integration plan of all the recommendations outlined in the report of MEFPC based on the availability of resources (both staff and monetary).
- A group of members outside of the Executive Board will be convened to monitor the implementation process and serve as a conduit to the membership.
- Continued engagement/opportunities for members to provide feedback and help fill in the details will be planned for early fall, at 2021 Annual Meeting, and beyond
 - Listening/planning session
 - Focus groups
 - Surveys

Key Takeaways

This will be a long-term process (multi-year)

Members will be engaged throughout and we want your feedback!

- Details will be provided and decisions made by members

XII. Strategic Planning Committee Report June 2021

Cathy Troisi, Chair
Oscar Alleyne
Charlene Cariou
Shontelle Dixon
Anne Dressel

Jeanie Holt
Georges Benjamin, *ex officio*
Regina Davis Moss,
Staff liaison

We will achieve our mission if we:



Priorities for this year

- Begin planning for new strategic plan process based on MUEEP
 - Analyze MUEEP plan and how does it fit into strategic portfolios we have – will tweaking or starting over completely be required?
- Develop communication plan for strategic goals to EB, GC, Components, APHA staff
- Developed action items for EB
 - Reply to action alerts
- Finalized advocacy activities that can be incorporated into courses/trainings
- Developing advocacy activities for all members and allies

Shareable Infographic

5 Ways to Use APHA Action Alerts

*Action alerts are sample messages
on public health issues.*

1 Professional networks

Forward APHA action alerts to colleagues and others in your professional networks. Include a personal note so they know why you care about the issue and why they should respond.



2 Friends and family

Share APHA action alerts with friends and family, including community or social groups, such as your book club or neighborhood organization.



The next time you host a BBQ, picnic or potluck, spend 5 minutes talking about an advocacy issue that's important to you. Ask everyone to speak out through an APHA action alert.

3 Students

Tell your students or anyone you mentor about APHA action alerts and why it's important to speak for health. Use the alerts for student assignments or extra credit.



4 Policymakers

Contact your policymakers and legislators, use APHA action alerts as talking points. Offer to be a resource as they work on an issue.

5 You

Read the APHA action alerts yourself and make sure you respond!



apha.org/action-alerts



Stay tuned



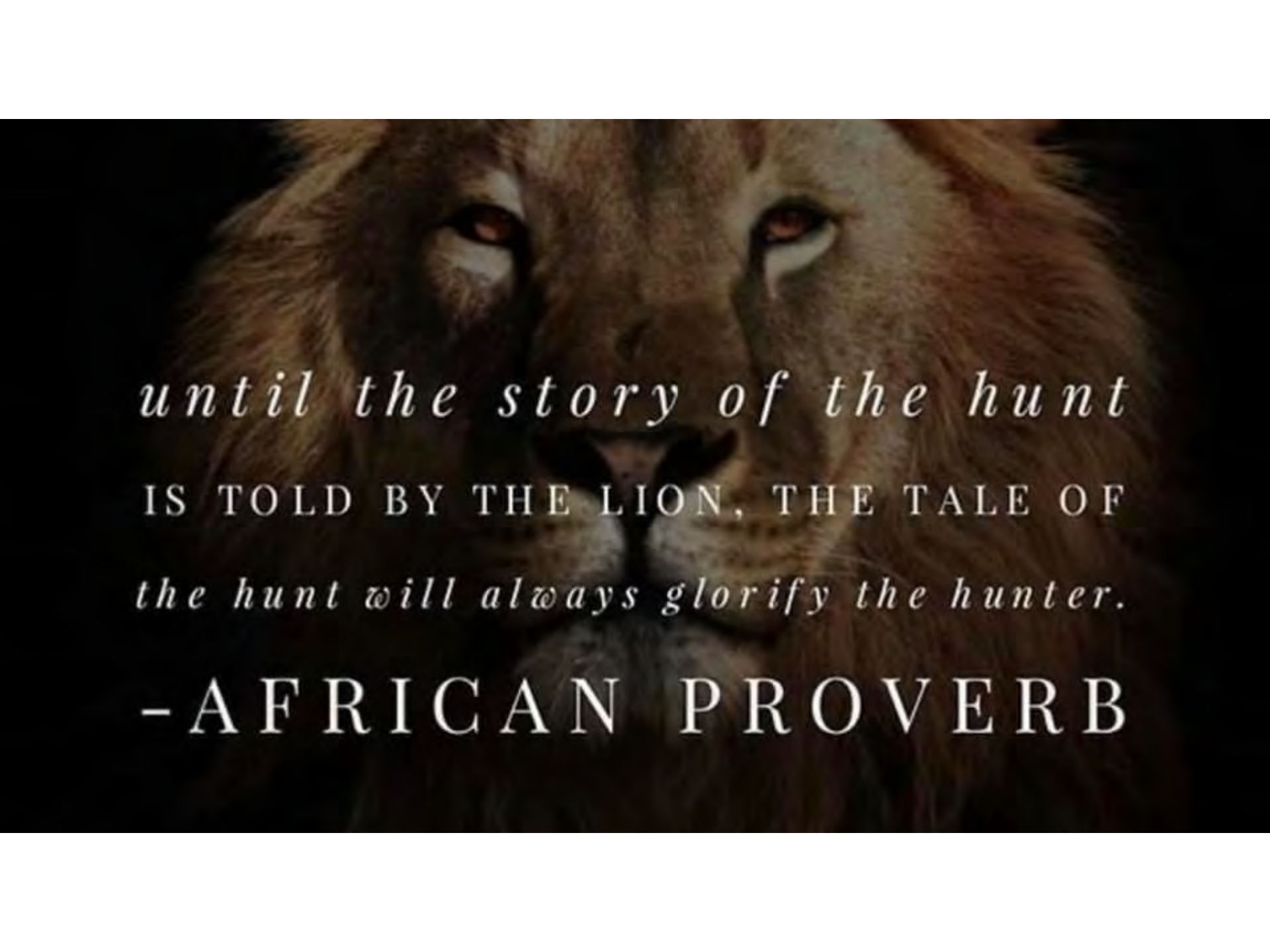
- New strategic plan to be developed next year incorporating MUEEP results
- Will be updating GC regularly on our activities

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



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



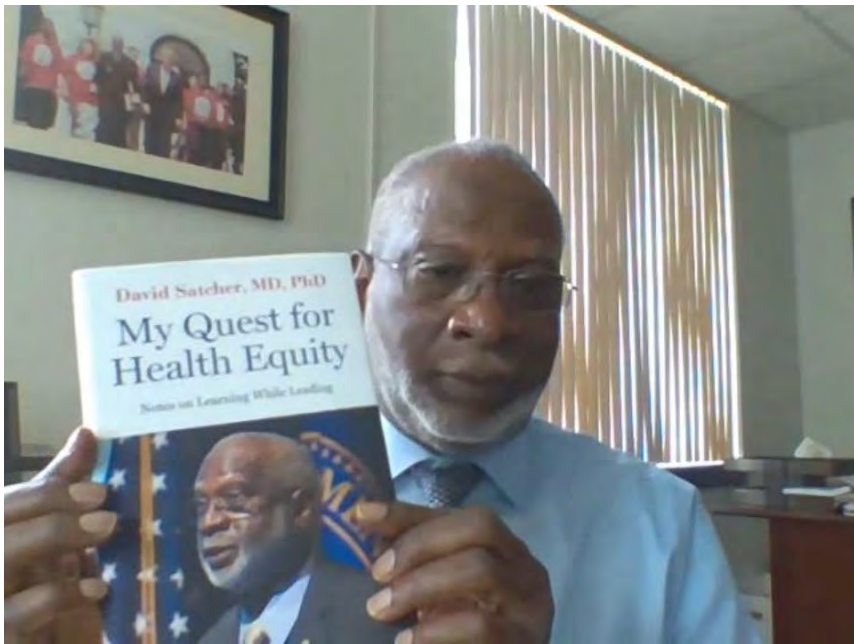
Heather McGee, JD

150th Anniversary Kick Off



150th Anniversary Year

Kick Off Speaker

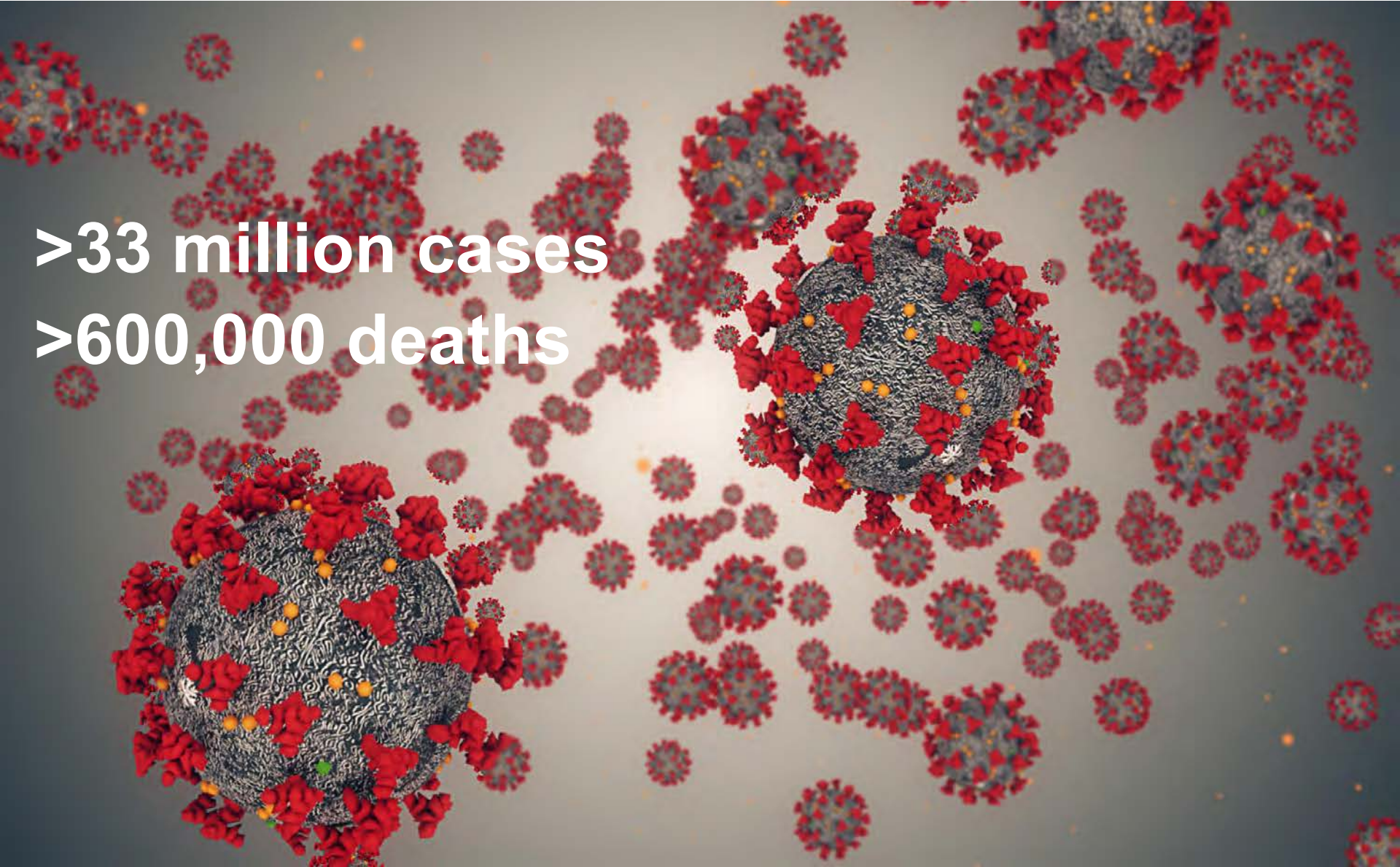


2022 Annual Meeting Theme:
Leading the Path Towards Equity

- 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
for Disease Prevention and Response

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*

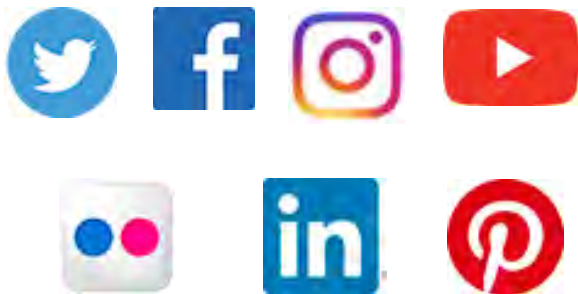
Jan-Apr 2021 APHA & AJPH Website Traffic

Total Users

1,924,696

Total Page Views

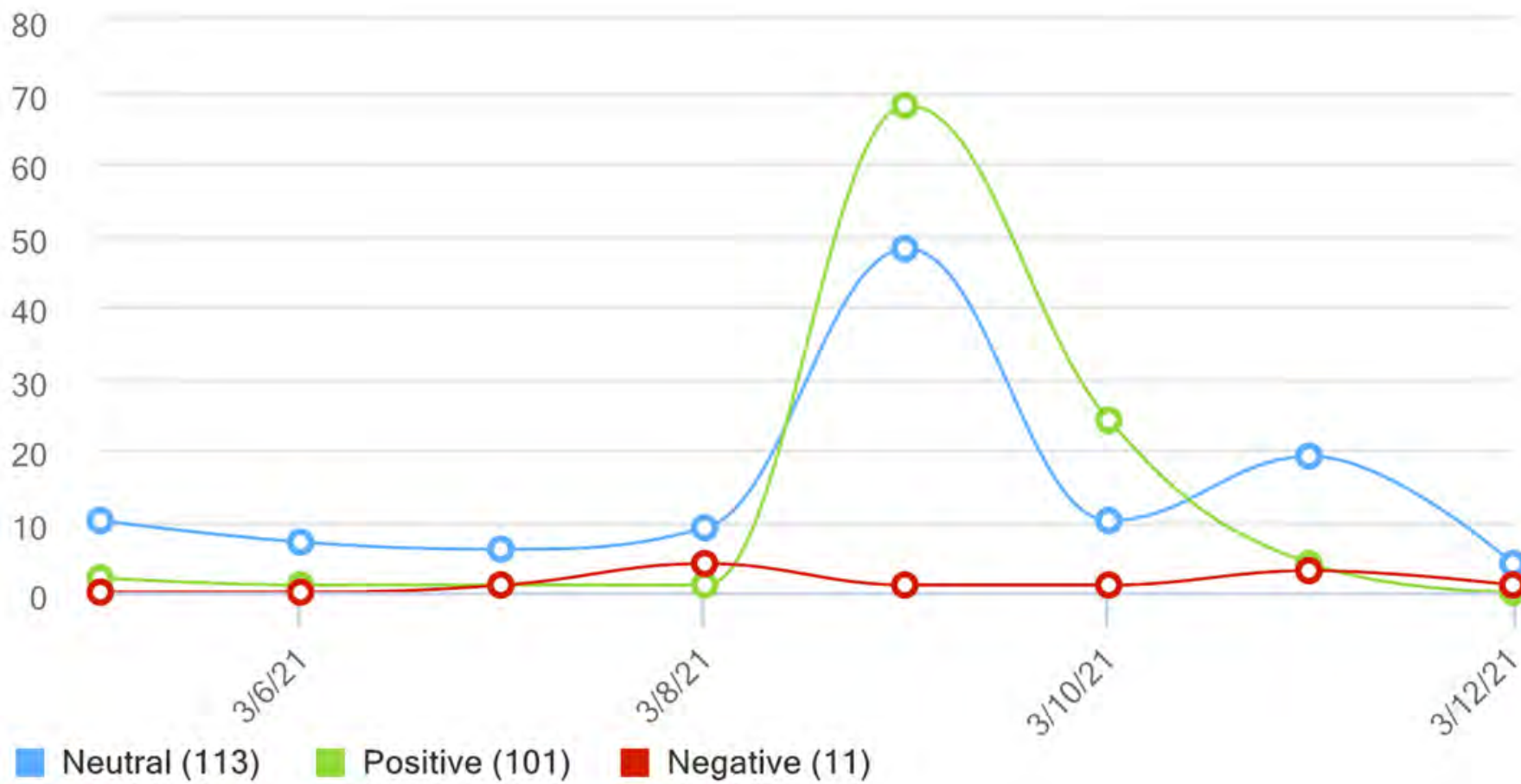
5,121,362



*** 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

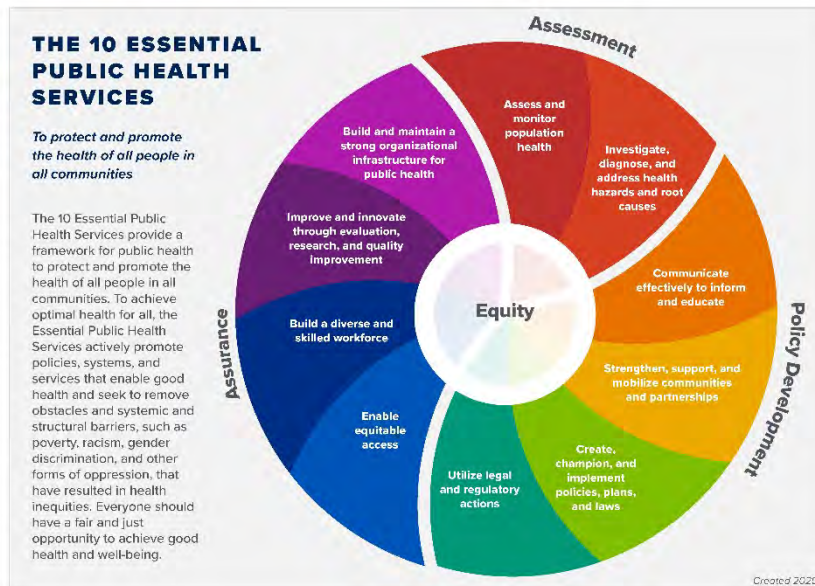
The American Public Health Association (APHA) has sent [a letter](#) to the Senate urging the body to pass President Biden's American Rescue Plan, saying the bill "will provide a more robust federal response to the pandemic including urgent resources to our nation's public health system and critical 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)

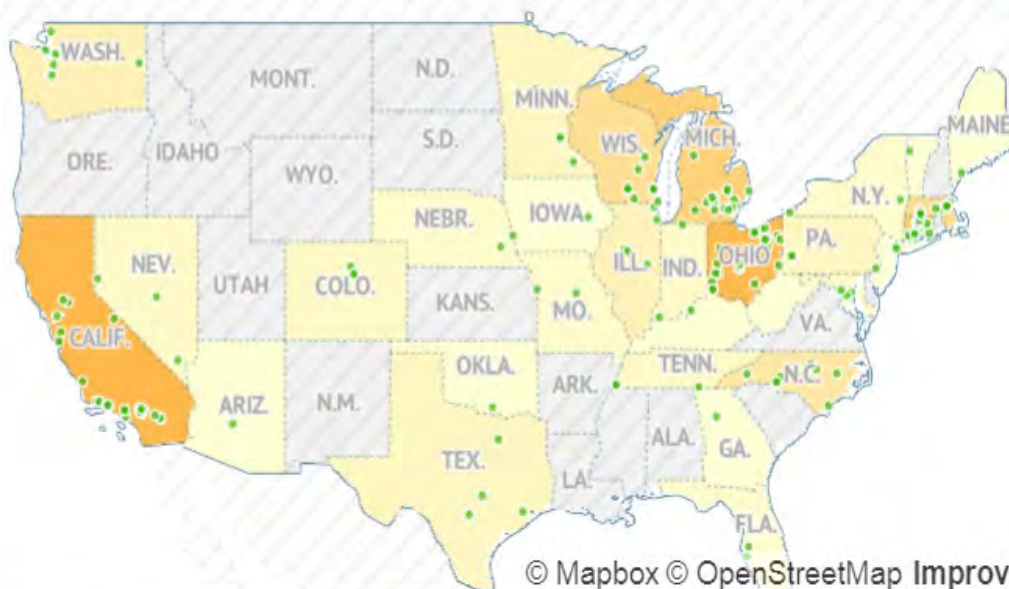
☒ Other (2)

☒ Education Entity (2)

☒ Governor/ Mayoral Statement (12)

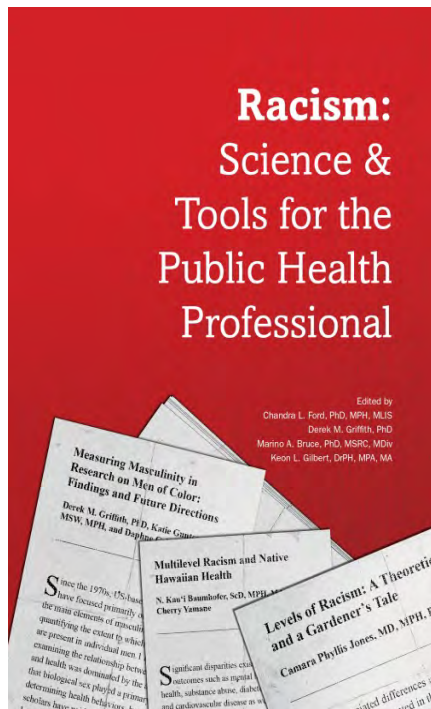
Select state

States colored by declaration count: 1  30+



© Mapbox © OpenStreetMap Improve this map

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.



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

APHA RESOURCE



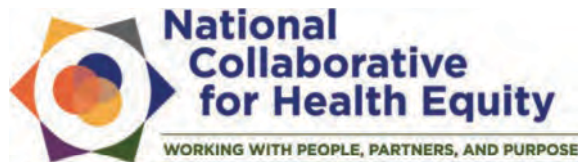
Advancing Racial Equity Series: Discussion Guide

- Reflection and discussion questions
- Activities/exercises
- Resources

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



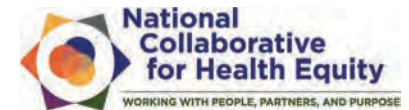
Healing Through Policy: Creating Pathways to Racial Justice



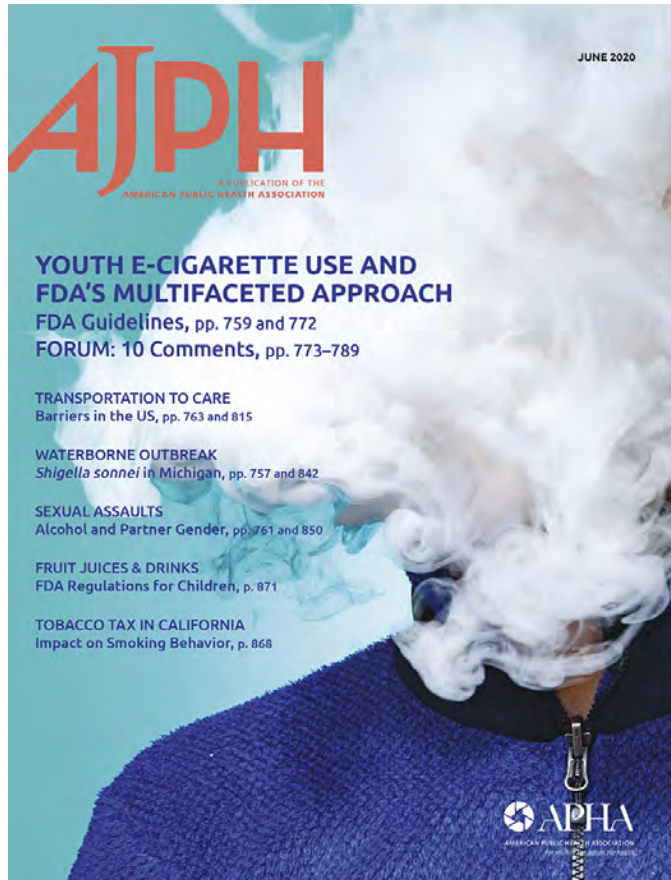
About *Healing Through Policy*



- 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 CHANGED 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 CHANGED 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



Governing Council Mid-Year Meeting

Monday, June 14, 2021

XIV. Announcements and Reminders

Aaron Guest

Speaker of the Council



Governing Council Mid-Year Meeting

Monday, June 14, 2021

- 1. GC Connect Group-** We've created a [group](#) in APHA Connect to allow Governing Councilors to share information with the GC or connect via direct message.
- 2. MUEEP Listening Session and Planning w/ GC-** Fall 2021; AM Session on Sunday, Oct. 24th from 3:30-6:00PM

Governing Council Mid-Year Meeting

Monday, June 14, 2021

3. Governing Council at Annual Meeting

Sat, 10/23- 3-6 p.m. and Tues, 10/26 from 8 a.m.-1 p.m.

- In-Person in Denver - We are committed to safety!
- The presence of leaders is critical to the success of the unique networking, discussion, career advancement, and camaraderie opportunities provided through in-person attendance.
- GCs will be able to access housing 1 day early then general membership for better access to low-cost hotels. Link to be provided.

Governing Council Mid-Year Meeting

Monday, June 14, 2021

XV. New Business

Aaron Guest

Speaker of the Governing Council



Governing Council Mid-Year Meeting

Monday, June 14, 2021

XVI. Adjourn

Questions?

Email governance@apha.org

Have a great summer!

