

# Executive Director Update Governing Council June 10, 2024

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*Protecting, Connecting and Thriving*  
**We Are All Public Health**



**NATIONAL  
PUBLIC  
HEALTH  
WEEK**



APHA  
**Policy  
Action  
Institute**

**June 17-18, 2024**

**Washington, D.C. and online**



APHA 2024  
Policy  
Action  
Institute

# Meet the Speakers

June 17-18, 2024 | Washington, DC and Online





# APHA 2023

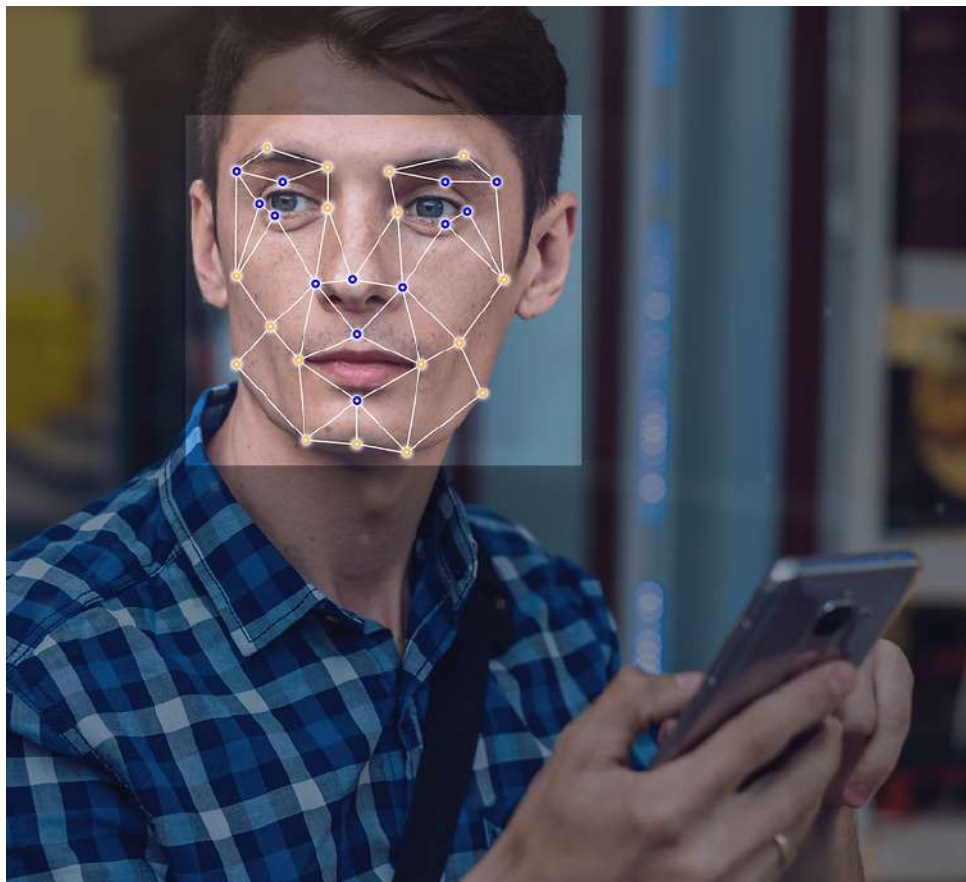
ANNUAL MEETING & EXPO  
ATLANTA | NOV. 12 – 15

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**CREATING THE HEALTHIEST NATION**  
OVERCOMING SOCIAL & ETHICAL CHALLENGES

# Smart Camera Technology

## Zenus Facial Analysis



## ZENUS: FACIAL ANALYSIS TECHNOLOGY

- Filming occurs that already capture faces throughout the meeting
- Smart camera passively analyzes hundreds of faces and produces metrics such as impressions, demographics (age/sex), and positive sentiment (happiness) over time. Gathers aggregate audience information in the general sessions and Expo Hall as data points to help in making future Annual Meeting decisions.
- This is Facial Analysis, **NOT Facial Recognition**. The system can only detect faces. It can't uniquely identify a person.
- This adheres to ethical AI standards ensuring the data is captured responsibly and respects the privacy of all event attendees.

# ZENUS: FACIAL ANALYSIS TECHNOLOGY

- No video of this is being recorded or stored.
- No personally identifiable information is being collected.
- All information gathered is anonymous.







# Methodology & Definitions

- **Impressions:** traffic at the point of interest (non-unique visitors)
- **Stop Rate:** how often people walking by the booth/activation stopped (min. 15 seconds)
- **Sentiment & Energy:** measures positive facial expressions (smiles, cheeks, forehead, etc.)
- **Demographics:**

Sex  
Male



Age  
Under 40



Female



40+



# Key Findings & Recommendations

# Key Takeaways

- APHA took advantage of **complimentary** use of this innovative technology at the 2023 Annual Meeting.
- Tool will help our Events team as well as other APHA departments improve the attendee experience at the annual meeting.
- APHA Central was effectively set up to create traffic flow, and interaction across each element by demographic depending on the activations that were most relevant to each segment.
- Three-quarters of the sessions had great and exceptional ratings (higher than 50% sentiment rating). ***This shows session organizers understand the needs of their audiences.***

# Key Findings

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- **Show Floor:**
  - ***The Wellness Lounge performed well***, ranking in the top 3 for highest energy among all sessions. Continuing to offer wellness opportunities will resonate with attendees and increase the energy of the event.
  - ***Leadership Lab sessions out-performed the Emerging Scholars Theatre sessions*** which would align with the younger audience demographics suggesting interest in professional development. Further investigation is needed into content, delivery/presentation style, etc. to determine other reasons for variance.
  - ***The Press Merchandise Area had the highest impressions***, high stop rate, and high positive sentiment, indicating that the products were popular and appealing.

# Energy Rank For All Sessions

## Session Rank By All Events

1. 62.1% - Zumba Wellness
2. 58.4% - Empower yourself. Defend and Heal with Personal Safety Skills
3. 57% - APHA Dance
4. 56.7% - Virtual Leadership: Maximizing Online Tools and Perfecting Your Skills
5. 55.9% Monday General Session

- Wellness Activities ranked in top 3 for highest energy among all sessions.
- Leadership Lab sessions also ranked highly overall.
- Only one of the three general sessions ranked in the top five. While the energy score is in the exceptional range, when considered alongside the show floor activations, we see other areas of greater engagement than the general sessions.

A score of 50 is set as the normalized average score relative to all events assessed in the Zenus platform. 75% of sessions had a positive sentiment rating of 50 or higher. Sessions above 52.5 rate as “great” and above 55 rate as “exceptional”.

# General Session Diagnostics

## Session energy

- 1. 53.0% - Opening General Session**  
Fries Prize & Assistant Secretary
- 2. 55.9% - Monday General Session**  
Affirmative Action
- 3. 50.1% - Closing General Session**  
Rebuilding Public Health

- The Monday General Session scored the highest, with a score above 55, which is considered exceptional. The timing and / or the content worked well for participants.
- We recommend comparing sentiment with badge scans or room count to determine value (participation vs. sentiment).

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# Smart Camera Technology

## Zenus Facial Analysis



- Few member expressed concerns
- Based on this positive experience we plan to incorporate the technology at the 2024 Annual Meeting so that we can understand trends and review if improvements based on these takeaways yield positive results



# APHA 2024

**ANNUAL MEETING & EXPO**

Minneapolis | Oct. 27-30







# APHA 2024

ANNUAL MEETING & EXPO

Minneapolis | Oct. 27-30

*Rebuilding Trust in Public Health and Science*

# Registration is Open!

\*Rates will increase after the July 15 early-bird deadline



billy



[www.apha.org/annualmeeting](http://www.apha.org/annualmeeting)

# Giorgio A. Piccagli Leadership Award

- Newly established Award recognizing an APHA student or early-career professional who demonstrates outstanding leadership and initiative.
- Will be given out for the first time at the 2024 Annual Meeting.
- Requesting your approval of the inaugural selection committee.



Longtime APHA Member  
Former HA Section Leader  
Former Affiliate Leader  
Former Executive Board Member  
Former Chair of the Executive Board

# Giorgio A. Piccagli Leadership Award

## Inaugural Selection Committee:

- Maia Piccagli - Piccagli Family Representative
- Vonna Henry, RN, BSN, MPH - Past Chair, Health Administration Section
- Kate Cartwright, PhD, MPH - Chair, Health Administration Awards Committee
- Denise Strehlow, MPH, MSW - Chair, Council of Affiliates and Executive Board Member
- Melvin Shipp, OD, MPH, DrPH - APHA Past President
- Walter Tsou, MD, MPH - APHA Past President
- Joyce Gaufin - APHA Past President, Health Administration Section Member and APHA Awards Committee Member
- Ella Green-Moton – APHA President, Ex-Officio
- Georges Benjamin, MD – APHA Executive Director, Ex-Officio

# Advocacy

- FDA regulation prohibiting menthol flavor in tobacco – Letters sent to support regulation to President Biden, Rev. Al Sharpton, Congressman Jim Clyburn
- Court amicus briefs
  - Braidwood vs Becerra (Preventive health services) – 5<sup>th</sup> Circuit
  - EMTALA – Supreme Court
- Signed FDA petition to enforce menu labeling requirements
- Launched Voting & Health initiative
- Supported budget efforts to fund key health priorities & opposed cuts to prevention funding

# Advocacy

- Opposed legislation to undermine the Clean Air Act
- Supported vaccine safety systems
- Initiated letter in support of public health workers to Congress
- Signed comments urging labeling requirements for alcohol
- Joined testimony to appropriations leaders urging Title X funding
- Supported Congressional action to resume funding for humanitarian aid to people of Gaza



# About APHA

**APHA is the collective voice for the health of the public. We serve as a convenor, catalyst and advocate to build capacity in the public health community based on science. We champion optimal, equitable health and well-being for all.**

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

