

NEHA E-Learning

Sponsorship Prospectus



NEHA e-Learning is a division of the National Environmental Health Association, Inc. in partnership with the Center for Environmental Research and Technology, Inc. (CERTI)

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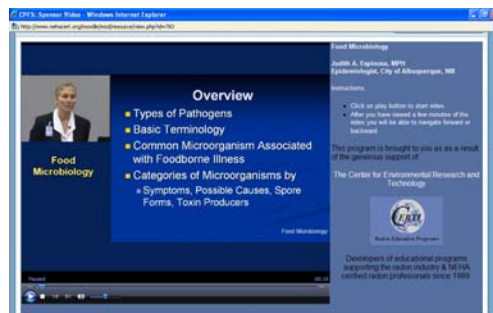
Partners in Education – Sponsorship Prospectus

Introduction

The National Environmental Health Association is accepting sponsorship applications from organizations associated with or wishing to promote the environmental health field by means of supporting distance-based education programs.

The National Environmental Health Association (NEHA) is a non-profit, 501 (c) (3) corporation that was founded in 1937, whose mission is to support the environmental health profession. Historically, NEHA has done so by offering educational opportunities to these professionals in the form of conferences and classroom sessions.

In 2006, NEHA expanded the availability of its educational offerings to distance-based, streaming videos accessible via the internet. This effort was initially supported by a combination of pay-per-view approaches and an initial grant from the Center for Disease Control. The reaction to this initial endeavor has been excellent. Consequently, NEHA has decided the best approach for expanding this program is to provide free access to the majority of the courses and to support them with sponsorships from organizations that desire to reach individuals in the environmental health field.



If your organization deals with one or more of the following aspects of environmental health, then this opportunity will provide you with a significant benefit while helping to advance the environmental health profession.

Table 1: Topic Areas

- Bio-Terrorism Response
- Hurricane and Disaster Response
- Sustainability
- Emerging Pathogens and their Control
- Pest Management
- Food Safety Protection
- Food Borne Illnesses Control
- General Environmental Health
- Brownfield Redevelopment
- Indoor Air Quality: Mold, Asbestos, Radon
- Swimming Pool Health (water quality)
- Integrated Pest Management
- Bedbugs, Rodents, Mosquitoes
- Drinking Water Quality
- Vector Control
- Workforce Development
- Environmental Health Tracking of Outbreaks
- Epidemiology

Current Programs

Format

The current available programs are edited recordings of live events. These may be programs taped at NEHA's Annual Educational Conference that enjoys the contributions from a variety of national and international experts, as well as formal programs sponsored by grants from the Center for Disease Control and Prevention, the United States Environmental Protection Agency and others.

There are currently 148 hours of programming on the site.

Rather than a simple automated PowerPoint presentation, the speaker video is edited and synchronized with PowerPoint slides, as well as integrated video of audience interactions. It is truly like having a front row seat at a conference, but without the hassles of travel.

The programs are hosted on an educational website, where users can access courses 24/7 as well as download additional resources or email speakers with specific questions.



The following key points describe how individuals access and utilize the site:

- The NEHA e-Learning site is linked from the NEHA website and from sponsoring agencies.
- All NEHA members have complete access to programs, as well as unlimited NEHA approved continuing education credits.
- Guests visiting the site may view the bulk of the courses at no charge, including instructional pages and streaming videos, all of which contain sponsor information, and for a small fee may also obtain NEHA approved continuing education credits after completing course work
- For special programs, like those sponsored by the CDC, guests as well as NEHA members can obtain continuing education credit at no cost.
- Credit hours obtained by an individual are provided electronically to the NEHA credentialing office for individual certification renewal purposes. Certificates may also be printed directly from a user's computer for use towards other credentials that recognize NEHA approved credits.
- An individual accessing the NEHA e-Learning site and registering for a course will see sponsor information at the following points:
 - Rotating banner on the home page
 - At the heading of each category sponsored by organization
 - At the heading of each course within the category
 - Adjacent to video throughout the viewing period (typically 50 minutes to an hour)

To see the programs and possible sponsorship opportunities we invite you to visit <http://www.neha.org/elearning>.

User Responses

The following is a sample of those users who have indicated to us the value of the programming and, in turn, the value provided to sponsors.

“One of the best lecturing course that I have taken, lecturers need to be highly commended. I’d recommend this course to everyone.”

“As a sociologist and a health worker with the public, I think having participated in this kind of a course just means a lot to me and the people that I work with and I will work for. This is powerful: The only change I would want to see is have as many people in the Sub-Saharan nations take this kind of a course. That will change a lot and save millions of lives now and in the time to come.”

“I found this course particularly useful and effective and presenting and summarizing the importance of environmental health in any recovery situation. ...I’m so thankful this course is shining some light on environmental health’s importance in healthy communities.”

“I like how I could take my time with each section. I liked how I could do one section at a time. With a busy work load it’s nice to know that I don’t have to take an entire day for training.”

“I really enjoyed the specific examples of how these tips have been implemented in disasters and emergency responses. The supplementary materials and powerpoints are really wonderful tools too.”

“Taking on line courses is a huge advantage for someone rural -- AK.”

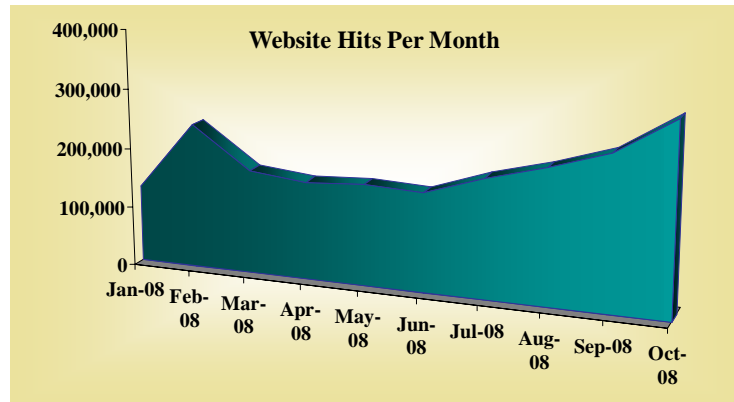
“The simple but effective way complicated information is put forward the use of visual aid and very excellent way to learn from events.”

Web Site Statistics as of November 1, 2008

Website Traffic

Site is now averaging in excess of 300,000 hits per month!

Since its initiation, there have been a steadily increasing number of hits on the educational website. This growth significantly increased in the 3rd quarter of 2008 when the bulk of the courses were provided for viewing at no cost. This, combined with previous momentum, has led to website hits of over 300,000 per month. There is every indication that this upward trend will increase, adding exposure value to sponsors.



As a sponsor, your logo will be displayed on the portal page of the educational website where this phenomenal number of hits has been measured. Each sponsor, regardless of which or how many tracks are sponsored, will have its logo displayed within one of two rotating banner areas located on the portal page, complete with a link to your organization's web page.

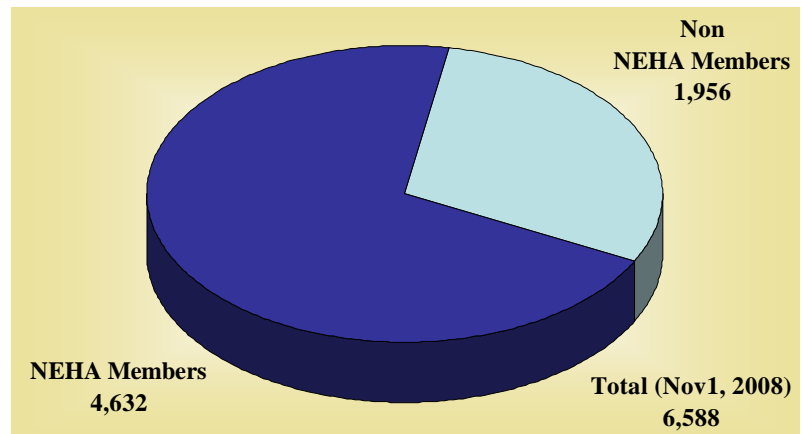
Demographics

Enrollees

As of November 1, 2008 there are 6,588 individuals registered on the site!

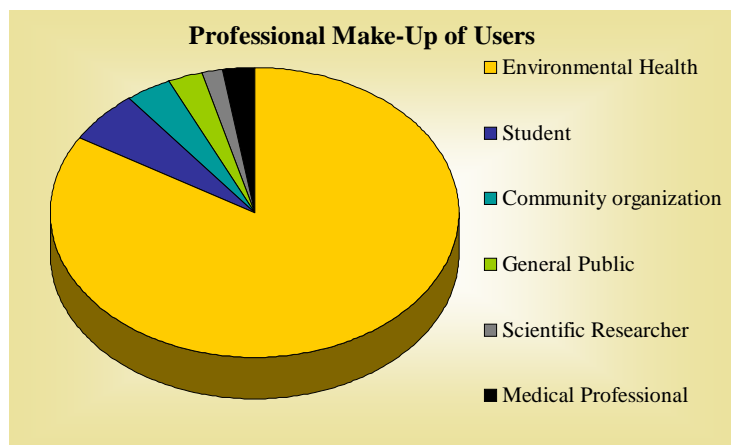
Although the educational site was originally designed to support NEHA members, its scope has been increased to allow access for non-members as well.

This more open approach not only has provided valuable information for the larger community, it also has allowed for an explosive growth in the number of individuals visiting and taking advantage of the site.



The significance of this aspect for a sponsor that your message be reaching traditional NEHA members as well as other professionals engaged in the environmental health field.

Professional Make-up



The majority of the registered users are environmental health professionals at local, state and federal levels. These are professionals who not only utilize the information themselves, but are also department heads with budgetary responsibilities.

There are also other university based researchers and educators who utilize these programs in their work which further leverages the exposure a sponsor would have.

Locations of Visitors

The current users are not solely residents of the United States. Although U.S. residents make up the majority of visits, there are an increasing number of users from other parts of the world as indicated in the table below¹:

Countries	Hits	Countries	Hits	Countries	Hits
United States	272,615	Puerto Rico	64	Spain	14
Canada	3,752	New Zealand	55	Lebanon	13
Ethiopia	1,334	Germany	52	Austria	13
Australia	985	Ukraine	50	Thailand	12
Great Britain	663	Belgium	46	Jamaica	11
European country	584	Sweden	43	Indonesia	9
South Korea	520	France	42	Japan	8
Kuwait	457	Singapore	41	Ireland	8
Switzerland	287	Finland	36	Myanmar	8
South Africa	203	Egypt	31	Iran	5
Lithuania	202	Turkey	31	Fiji	5
Brazil	173	Taiwan	28	Bahrain	4
China	152	Kenya	26	Syria	3
Netherlands	94	Italy	25	Kazakhstan	3
India	92	Yugoslavia	23	Ecuador	3
Malaysia	77	Sri Lanka	23	Macau	3
Hong Kong	77	Denmark	21	Greece	3
Argentina	72	Pakistan	20	Slovak Republic	3
Saudi Arabia	67	Iceland	16	Philippines	2
Qatar	66	Israel	15	Jordan	1
United Arab Emirates	64	Mexico	15	Unknown	35,329

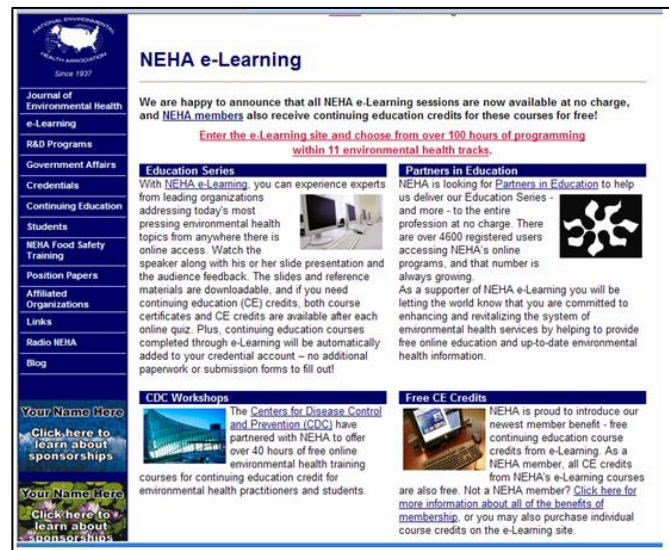
¹ Based upon countries of origination for IP addresses of hits on home page of educational site.

Sponsorship Program Details

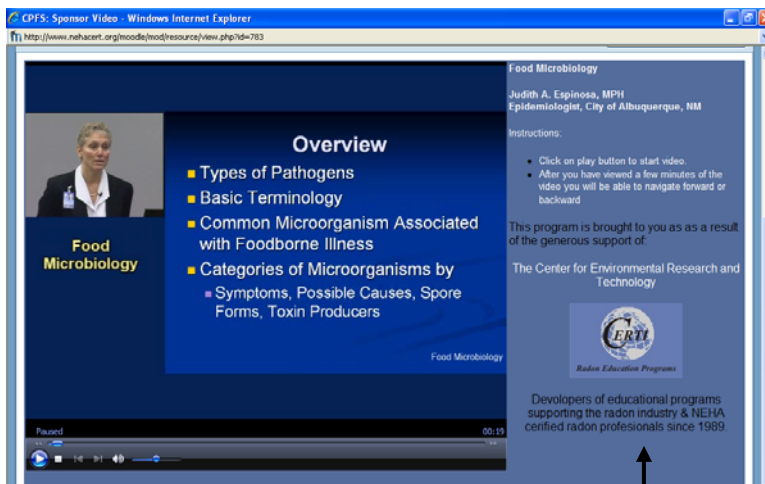
In addition to being acknowledged in the *NEHA Journal of Environmental Health*, the professionals you are interested in reaching will see your organization's information in **four** different locations –each with a clickable link to your site! When a person enters the NEHA e-Learning site, they will see rotating images of the sponsors. These are located in two separate banner locations to reduce the time needed to cycle through sponsor images. Each image has a hyperlink to the URL of your choice.

NEHA e-Learning Portal Page

However, before a person even gets to a course, users will see sponsor information on the NEHA e-Learning page of the NEHA website. They will see rotating images of the sponsors. These are located in two separate banner locations to reduce the time needed to cycle through sponsor images. Each image has a hyperlink to the URL of your choice.



Video Programs



logo that links to the sponsor's home page.

All of the current programs on the NEHA e-Learning site contain streaming videos from which the professional student obtains the bulk of the course instruction. These videos typically range from 50 to 90 minutes-all during which sponsor information is visible.

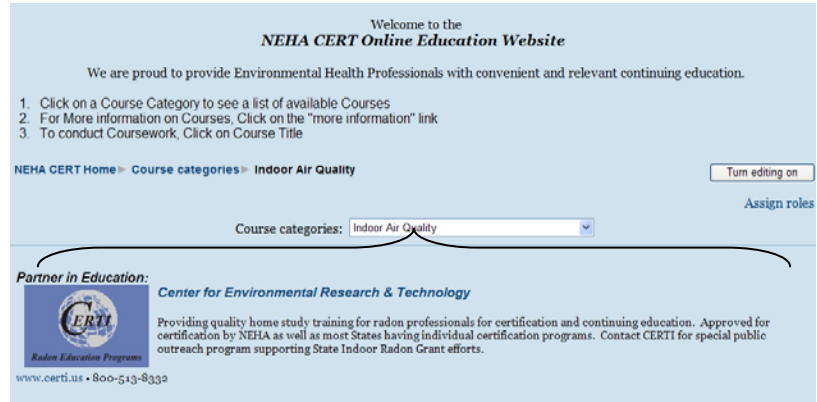
Adjacent to each video is a title block, which, in addition to program information, also contains sponsor acknowledgement with a

This sponsorship acknowledgement will be on all videos of all courses within a given category that an organization sponsors. For each of the free e-Learning offerings, this will be an exclusive listing and not shared with any other sponsor.

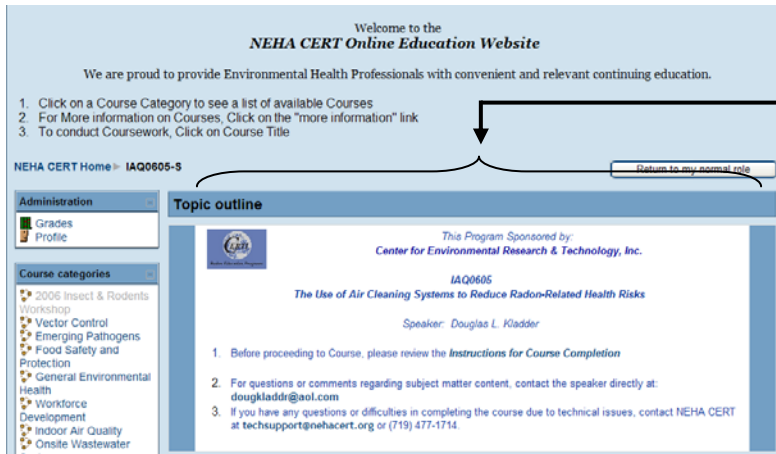
Category Track Heading

Individual programs are organized under categories. To scan available courses within a category, users first go to a category page, which will prominently display information about your organization, such as:

- Organization name
- Sponsor Logo with hyperlink to your home page
- Phone number
- Descriptive text: 400 characters including spaces



Sponsorship Listing with Courses



Within each course of a sponsored category, the sponsor name and logo (with hyperlink to website) will appear.

This clearly recognizes your contribution in sustaining the delivery of these programs.

Summary of Sponsor Information Locations and Mechanical Requirements

Location	Description	Mechanical Requirements
<p>Course Video Logo Adjacent to Video</p>	<ul style="list-style-type: none"> • Image and Organization name hyperlinked to URL of your choice. <p><i>Videos are typically 1 hour in duration with your sponsorship acknowledged all while the video plays</i></p>	<ul style="list-style-type: none"> • Jpeg image: 150 pixels wide and 100 pixels high
<p>NEHA e-Learning Portal Page Within NEHA website</p>	<ul style="list-style-type: none"> • Rotating image • Image name hyperlinked to URL of your choice. 	<ul style="list-style-type: none"> • Jpeg image: 150 pixels wide and 100 pixels high
<p>Category Headings At the beginning of each educational Category</p>	<ul style="list-style-type: none"> • Image and Organization name hyperlinked to URL of your choice. 	<ul style="list-style-type: none"> • Jpeg image: 150 pixels wide and 100 pixels high • Words: Maximum 400 characters including spaces • Organization Name: Maximum 60 characters with spaces
<p>Individual Courses At top of each course within a sponsored category</p>	<ul style="list-style-type: none"> • Image and Organization name hyperlinked to URL of your choice. 	<ul style="list-style-type: none"> • Jpeg image: 75 pixels wide and 50 pixels high (Proportional size reduction of Category Heading image described above) • Words: Maximum 400 characters including spaces • Organization Name: Maximum 60 characters with spaces

Category Listings and Program Hours

There are currently 148 hours of programming available on the NEHA E-Learning website. These programs have been aligned into subject matter categories that can easily align to a sponsor's particular capability.

The table below lists the categories as well as the number of programming hours within each one. It also indicates where additional links from CDC sponsored programs will be directed.

	Hours as of 11/30/2008	Comments
Categories		
All Hazards Preparedness	11	Link from CDC Course
Emerging Pathogens	13	
Environmental Health Tracking	2	Link from CDC Course
Food Safety	18	
Gen Environmental Health	15	
Indoor Air Quality	6	
Onsite Wastewater	3	
Sustainability	4	
Swimming Pools	10	
Vector Control	6	Link from CDC Course
Water Quality	5	
Workforce Development	4.5	Link from CDC Course
Certification Review Courses		
Certified Professional – Food Safety	10	Two Sponsor Slots
CDC Sponsored Programs		
Emergency Response	14	Link to All Hazards Prep
Biology & Control of Insects & Rodents	18	Link to Vector Control
Tracking 101	4	Link to E.H. Tracking
Performance Standards	4	Link to Workforce Dev.
Total Hours	147.5	

Notes to Table:

1. Sponsorship of CDC funded programs is not being sought. However, links from these popular programs will be created to similar subject matter categories that are sponsored as a means of acknowledging sponsors and suggesting users to review other programs in the same subject matter category.
2. All category sponsorship will be exclusive for a single sponsor, with the exception of the CP-FS Certification Review Course, which due to the complexity of its development and the scope of its coverage will have two sponsor slots.
3. Sponsors will be acknowledged in new programs added to the site within their category during the sponsorship agreement period at no additional cost. New content may however impact sponsorship fees at the time of renewal.

Links to Programs and Contact Information

National Environmental Health Association	http://www.neha.org/
NEHA E-Learning Portal Page (where banner ads are displayed):	http://www.neha.org/elearning
To view a category advertisement:	http://www.nehacert.org/moodle/course/category.php?id=8
To view a sample program with sample sponsor message:	http://www.nehacert.org/moodle/course/view.php?id=119
To view all currently available courses:	http://www.nehacert.org/moodle/course/index.php

Questions about this Sponsorship Program

Christine Hollenbeck
Program Administrator
NEHA Entrepreneurial Zone
720 S Colorado Blvd, Ste 1000N
Denver, CO 80246

Phone: (303) 756-9090 ext. 306
Email: chollenbeck@neha.org
Fax: (303) 691-9490

or

Denise Brown
Director of Education
CERTI
1032 N Wahsatch Ave
Colorado Springs, CO 80903

Phone: (719) 177-1714
Email: dbrown@certi.us
Fax: (719) 632-9607



NEHA e-Learning Sponsorship Application

Organization Name: _____

Organization Address: _____

Contact Name: _____

Contact Title: _____

Email Address: _____

Telephone: () _____ Fax: () _____

URL to link ad: _____

1. Indicate category(s) to be sponsored by marking an "X" in the appropriate column and transcribing the cost in right hand column. Please sum total in lower right box.
2. Authorize this sponsorship agreement by signing below
3. Review and initial understanding of the terms on the next page.
4. Include payment information.
5. Send to contact information located on the next page.

	Program Hours as of 11/30/2008	12-Month Cost	Select X	Amount
Categories				
All Hazards Preparedness	11	\$10,350		
Emerging Pathogens	13	\$9,750		
Environmental Health Tracking	2	\$2,100		
Food Safety	18	\$13,500		
Gen Environmental Health	15	\$11,250		
Indoor Air Quality	6	\$4,500		
Onsite Wastewater	3	\$2,250		
Sustainability	4	\$3,000		
Swimming Pools	10	\$7,500		
Vector Control	6	\$7,200		
Water Quality	5	\$3,750		
Workforce Development	4.5	\$3,975		
Certification Review Courses				
CPFS Review Course Slot 1	10	\$7,500		
CPFS Review Course Slot 2	10	\$7,500		
			Total:	

Will you need assistance in developing images for website? Yes ____ No ____

SEE REVERSE SIDE

Notes:

1. Organizations may sponsor more than one track.
2. Sponsorship period is for 12 months which begins, when your sponsorship information is posted on the website.
3. As new programs are posted within a given category during your 12 month sponsorship period, your acknowledgement on these programs will be added at no additional cost.
4. Costs do not include development of artwork for ads. We can assist you with questions or can develop the artwork on your behalf at a nominal cost.
5. Sponsor will have first right of refusal to renew sponsor ship for another 12 months at the rate determined at that time as a function of the number of programming hours available, or forecasted for the coming 12 months.
6. Marketing pieces for sponsors who elect not to renew will be removed from category tracks.
7. Sponsorship costs are to be paid in full within 30 days after advertisements are posted.
8. Program content is at the sole discretion of NEHA and its educational partner, the Center for Environmental Research and Technology (CERTI).
9. Neither NEHA nor its partner, CERTI, is responsible for any lost value that may arise from Internet service interruptions.

Return this Application by fax, email, or mail as indicated below. You will be contacted upon receipt of the Application. You may also contact us by phone if you have questions.

Christine Hollenbeck
Program Administrator
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