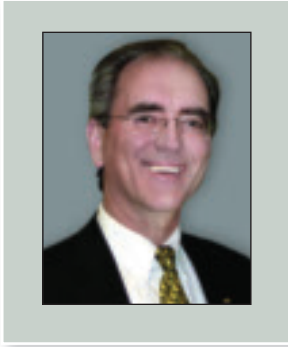


▶ MANAGING EDITOR'S DESK



Nelson Fabian, MS

I don't think that a day goes by that we aren't in some way thinking about you, the NEHA member, and trying to make your membership more valuable. Just as we constantly search for new ways to be of service to this wonderful profession, we also routinely look at our existing products and services with an eye toward how we can make them even more meaningful for our constituencies.

Of late, we have been taking a particularly close look at our *Journal*. We have a staff committee of about eight professionals involved in this task. Among other things, we've been studying how trends in the newspaper and magazine business are spilling over into the world of trade and professional *journals*. We are also deepening our understanding of how different generations prefer to learn and how technology is luring all of us into a variety of different methods for obtaining continuing education.

We are a long way from having the perfect answer in terms of what changes we might want to make to our *Journal* so that it can be the perfect product for you. We are, however, making progress. With this issue, we are taking our first truly big step to provide you with a more meaningful and valuable product. (Our first smaller step, which I have written about previously, involved moving some of our *Journal* material into our NEHA E-News so that we could be more timely in reporting important issues to you.)

After immersing ourselves in a disciplined and rigorous content review of the *Journal*, it became apparent to us that the education that our *Journal* offered was actually not that easy to find! In our quest over the years to

The *Journal's* New Look and the Reasoning Behind the Changes

NEHA uses the idea of advancement in three fundamental ways: we seek to advance the science of environmental health, the practice of environmental health, and the practitioner in environmental health.

bring you more and more useful material, we've added numerous new departments and categories. As a result, we now believe that we've succeeded in burying the actual content of the *Journal* behind the disarray of all of these divisions.

This realization caused us to step back and reconsider the unintended consequences of the *Journal's* existing organizational framework. Our fear was that we were making it too difficult to find the particular material that was of interest to the individual reader. And even though we had been good at obeying many of the rules of publishing, we began

asking ourselves, what good is it to follow these rules if we obscure the material that could be helpful to you in the process?

These thoughts caused us to reconsider the fundamental organization of the *Journal*. As we began to look at the *Journal's* organizational structure, we also tried to infuse in our discussions a heavy appreciation for our mission statement, which emphasizes the concept of advancement. As we pursued this line of thinking, we also clarified that NEHA uses the idea of advancement in three fundamental ways: we seek to advance the science of environmental health, the practice of environmental health, and the practitioner in environmental health.

These three advancement thrusts have long driven virtually everything that your association does. As we acknowledged this, we asked, why not organize the material in our *Journal* around these very ideas? That way, we achieve consistency across our work. We also make exactly what this association is all about more visible. Furthermore, adopting such an organizational framework clearly simplifies to a large degree how we present the *Journal's* content. This new framework also enables you to zero in far more quickly on the area of advancement that interests you the most. With this reasoning as our guide, we've done exactly that. The *Journal* is now defined within the simple framework of advancement on all three of these fronts (with only one additional section, which will be devoted to happenings and news about the association itself).

We've made a host of other changes to further help your reading experience. You will

continued on page 70

EH CALENDAR

DEADLINES

February 1: NEHA/AAS Scholarship Program application deadline. Contact Cindy Dimmit with a request for an application at (303) 756-9090, ext. 343.

March 1: Sabbatical Exchange Program application deadline. To access the online application, visit www.neha.org/about/awardinfo.html.

March 15: Walter S. Mangold Award nomination deadline. Members can obtain nomination forms by contacting Genny Hommyack at ghomyack@neha.org.

April 9: 2010 AEHAP/NCEH Student Research Competition entries deadline. For research submission guidelines, visit www.aehap.org.

UPCOMING NEHA CONFERENCES

June 6-9, 2010: Albuquerque, New Mexico
2011: Columbus, Ohio (date to be determined)

NEHA AFFILIATE AND REGIONAL LISTINGS

Kentucky

February 16-18, 2010: "KY Association of Milk, Food, and Environmental Sanitarians," sponsored by KEYA, Louisville, KY. For more information, contact Heath Stone, email: davidh.stone@ky.gov

Michigan

March 23-25, 2010: "2010 Annual Educational Conference," sponsored by MEHA, Bay City, MI. For more information, contact Nancy Atwood, email: natwood@hline.org

Missouri

April 2010: "Annual Educational Conference," sponsored by MMFEHA, Columbia, MO. For more information, contact Steve Sikes, email: sikess@lpha.mopublic.org

Ohio

April 2010: "Annual Conference," sponsored by OEHA, greater Columbus area. For more information, contact Chris Cook, email: ccook@miamicountyhealth.net

TOPICAL LISTINGS

General EH

March 23-26, 2010: "2010 Food Safety Education Conference," hosted by USDA and NSF, Hyatt Regency Atlanta, Atlanta, GA. For more information, visit www.fsis.usda.gov/atlanta2010

INTERNATIONAL LISTINGS

Canada

September 10, 2010: "IFEH 11th World Congress on Environmental Health and CIPHI 76th Annual Educational Conference," sponsored by IFEH and CIPHI, Westin Bayshore Hotel, Vancouver, BC. For information, visit www.ifeh2010.org

Managing Editor's Desk

continued from page 82

notice that the entire *Journal* is now in color. We've also spruced up some of the ways in which we present pictures, abstracts, and even our table of contents.

More than anything else, we've strived through these changes to give you a product that makes it easier for you to improve your knowledge of the science and practice of environmental health as well as your own potential development in this field.

In addition to the structural change that we made, we've made a second major change as well. You probably noticed this change even before taking note of the *Journal's* new organization. This issue of the *Journal* is unusually large!

To expedite getting education out, we now feature a number of unpublished *Journal* articles on our Members Only Web site. If we held these articles until an available print publication date, we would delay getting useful information out to you for what could be months and months—such is the backlog of our approved manuscripts.

We don't want these articles to be available only through our Web site, however. Accordingly, our new plan is to publish, once a year, all of the articles that were on our Web site as well as whatever articles are slated for publication in our January/February issue of the *Journal*. You will therefore be receiving a very large and special edition of the *Journal* every January.

Again—we hope that you like these changes. I will go back to what I said when

I started. This is not an organization that stands still or stands riveted to some long-term goal, never to change on its way to that goal. On the contrary, almost every day, we're tinkering here and tinkering there, always trying to keep our association relevant and contemporary. Yes, the *Journal* has served us well for decades. However, 2010 (and for that matter, any year) is a very different year from any that preceded it. As time marches on, we're determined to keep NEHA (and all that we offer) marching on in step. In that way, we keep our association up with the times and presumably with what you need from us, which is the real bottom line to these changes. 🐛

Jefferson E. Finkbeiner