

NEHA'S STRATEGIC DIRECTIONS

PRIORITY ONE TIER

NEHA'S ORGANIZATIONAL CAPACITY

- a. NEHA needs to sustain its fiscal well-being.
- b. NEHA needs to evolve its AEC, journal, community building methods, IT Infrastructure, educational programs and even its membership diversity to reflect considerations important to the future of associations.
- c. NEHA needs to continue its transformation as *the* leader for the Environmental Health profession.

PRIORITY TWO TIER

TRAINING AND EDUCATION

- a. The association has declared that it will emphasize in its training and educational offerings, the three topics of:
 - i. Preparedness
 - ii. Food Protection
 - iii. Global climate change/Built Environment (and especially the health implications thereto)
- b. NEHA's educational offerings need to be built within the educational technologies now available.

ACCREDITATION AND PROGRAM EVALUATION

- a. NEHA needs to be deeply involved in the accreditation of programs and/or standards guidance developed for local Environmental Health units.
- b. NEHA needs to play the prominent role in any effort to accredit environmental health programs and not let some other entity do that instead.

CREDENTIALING

- a. NEHA needs to strengthen the stature of the REHS/RS credential. This includes moving in the direction of making the REHS/RS credential NEHA's premier credential and getting more states to use the NEHA national test. This direction also includes movement on NEHA's part to establish a more national, uniform standard for competence in environmental health, which would be the essence of the REHS/RS.

Adopted by NEHA Board of Directors – 2012

PRIORITY THREE TIER:

ADVOCACY

- a. NEHA needs to be particularly visible in its advocacy efforts on the issues of preparedness; food protection, global climate change, and built environments.
- b. NEHA needs to continue to be more responsive to opportunities that contribute the association's viewpoints to emerging trends, policy statements, and actions.
- c. More needs to be done to increase the awareness and appreciation of environmental health and the environmental health profession. This direction would get NEHA more heavily into enhancing the image of the profession and even into issues such as where it is best to institutionally locate environmental health programs.
- d. NEHA needs to continue in its efforts to green the association and to let our community know what we've done.

A STRATEGIC DIRECTION FOR GLOBAL ENGAGEMENT

STRATEGIES:

- A. Recreate the NEHA International Section
 1. Focus on EH Practice in the developing world
 2. Involve NGOs working in the developing world
- B. Provide Learning Opportunities for NEHA Members that Prepare Them to Work in the Developing World
- C. Engage Global Environmental Health Community in Ways that Increase the Capacity of Environmental Health Organizations in Other Nations (top down development) (Note: The goal here is to develop organizational capacity, not to fund projects.)
 1. NEHA International Partner Organizations (IPOs)
 2. Non-Governmental Organizations (NGOs)
 - a. International Federation of Environmental Health (IFEH)
 - b. World Health Organization (WHO)
 - c. Pan American Health Organization (PAHO)
 - d. United Nations (UN)
 - e. Others

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3. Governments of Other Nations
- D. Connect Environmental Health Practitioners in the Developing World with Resources, Information, Mentors and Partners in Ways That Increase the Effectiveness of Their Professional Practice (bottom up development) (Note: The goal here is to develop people, not to fund projects.)
- E. Increase NEHA's International Membership
 1. Create a new membership class – International Member
- F. With Donations, Create a Global Environmental Health Fund to:
 1. Subsidize the membership dues of International Members from countries in the developing world,
 2. Subsidize registration for NEHA's AEC (virtual or in-person) by EH professionals from countries in the developing world,
 3. Provide training or educational materials from the NEHA Bookstore to EH professionals in the developing world, and
 4. Fund an annual EH sabbatical in the developing world for a NEHA member.
- G. Market NEHA Products Globally
 1. International memberships
 2. Training materials
 3. Virtual conferences
 4. E-learning
 5. Credentials
 6. Contractual services
- H. Seek Grants and Contracts from Governmental and Non-Governmental Organizations to Support the Above Efforts (CDC, USAID, WHO, PAHO, UN)

LONG-TERM (10-YEAR) ASPIRATIONS:

- A. 10% of NEHA's members are International Members (500)
- B. 5% of NEHA's in-person AEC attendees are from outside the U.S. (50-70)
- C. 30% of NEHA's virtual AEC attendees are from outside the U.S. (30-90)
- D. 20 International Partner Organizations (IPOs)
- E. \$500,000/yr. to NEHA in grants/contracts to NEHA for international work