

## NEHA NEWS

## FY2017–18 Annual Report



The National Environmental Health Association (NEHA) recently released its FY2017–18 Annual Report, which highlights the successes and milestones of the association. The annual report demonstrates NEHA's commitment to becoming

an essential partner and the most influential voice in environmental health. The report details the growth of the organization including membership and credentialing, the Annual Educational Conference (AEC) & Exhibition, and advocacy efforts in Washington, DC. Readers will gain insight into the various aspects of NEHA such as our products, training courses, tools and resources, the *Journal of Environmental Health*, and financial data. Learn about what NEHA is doing to promote thought leadership and what the future holds as the organization continues to expand its outreach.

From the FY 2017–18 Annual Report:

- Membership grew from 4,800 in FY2017 to 5,300 in FY2018.
- NEHA offered 30 webinars to over 3,000 attendees.
- NEHA distributed almost 15,000 copies of its *Professional Food Manager* book.
- The 2017 AEC in Grand Rapids, Michigan, had over 800 attendees and the 2018 AEC in Anaheim, California, had over 1,500 attendees.
- In FY2017, the NEHA website had 400,693 visits. In FY2018, the NEHA website had 420,476 visits.
- NEHA had 6,092 credential holders in FY2018 with 52% holding the Registered Environmental Health Specialist/Registered Sanitarian (REHS/RS) credential and 35% holding the Certified Professional–Food Safety (CP-FS) credential.
- Of NEHA's FY2018 expenses, 91% was program related and 9% was administration related.
- NEHA membership fees make up 8% of its total revenue.
- For every dollar members spent on membership fees, they received roughly \$12.50 in benefits.

You can view the full report in an interactive format or as a PDF at [www.neha.org/node/60532](http://www.neha.org/node/60532).

## Be a Beacon for NEHA Membership



NEHA is excited to announce a new membership campaign—Be a Beacon for NEHA Membership. NEHA members know better than anyone the role NEHA has played in expanding their professional communities and advancing their careers. NEHA members now can use their experience and networks to help NEHA grow by recruiting new members. Membership growth means

greater prominence for environmental health professionals, more resources for members, and a larger community to tap into for support, collaboration, and friendship.

NEHA will send every eligible person who successfully recruits a new member a beautiful NEHA beacon pin as a symbol of appreciation for their commitment to the environmental health profession, as well as recognize them on NEHA's website. The lighthouse on the pin is inspired by NEHA's original 1930s logo and represents NEHA membership as a beacon of light for environmental health. The campaign will end on June 15. The top five recruiters will receive a ticket to the Grand Ole Opry House UL Event at the NEHA 2019 AEC in Nashville, Tennessee ([www.neha.org/aec](http://www.neha.org/aec)). The top five recruiters will also be announced via e-mail and social media at the end of June and will be honored during the UL Event.

You can learn more about the campaign, including full details on how it works and recruitment tips, at [www.neha.org/nehabeacon](http://www.neha.org/nehabeacon).

## NEHA Staff Profile

As part of tradition, NEHA features new staff members in the *Journal* around the time of their 1-year anniversary. These profiles give you an opportunity to get to know the NEHA staff better and to learn more about the great programs and activities going on in your association. This month we are pleased to introduce you to one NEHA staff members. Contact information for all NEHA staff can be found on page 49.



## Sarah Hoover

I joined NEHA in April 2018 as credentialing manager. Prior to NEHA, I lived and worked in Indiana as a program manager for a healthcare information organization rich in biomedical informatics and focused on big data and machine learning advancements to improve healthcare delivery. As someone passionate about learning, my professional interests at the time led me to pursue my Master of Public Health from Indiana University. I graduated in December 2016 and moved to Colorado approximately a year later. Today, I enjoy the intersection of public and environmental health that NEHA offers. There are many exciting, complex, and unique challenges in the aspiration to make the world safe for all and I see my position at NEHA as a capstone of my knowledge, interests, and abilities acquired thus far.

I look forward to approaching my 1-year anniversary at NEHA and subsequent years to come. As a project management professional (PMP) certified individual since 2012, I want to use my credential holder experience, combined with an appreciation of our

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credential holders and credential staff, to create an experience that is positive, transparent, straightforward, and powerful. I want our credential holders to be proud of their credentials and feel they have a team of caring experts to support them. Thankfully, I inherited a fantastic team with an enthusiastic attitude toward process

improvement and customer service. We are working on initiatives intended to create environmentally-friendly (i.e., paperless) processes in all credentialing aspects and growing our average 6,000 active credential holders by strengthening retention and creating new interest in all the credentials NEHA offers. 🐼

## DirectTalk

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What does that look like in practice? First consider yourself. If you need information on environmental health practice or emerging health issues, you may first go to the NEHA website. If you don't immediately find what you need, you ruthlessly move on to other websites from the National Association of County and City Health Officials, Association of State and Territorial Health Officials, American Public Health Association, Trust for America's Health, Association of Public Health Laboratories, Centers for Disease Control and Prevention, National Institute of Environmental Health Sciences, Office of the Assistant Secretary for Preparedness and Response, and U.S. Department of Health and Human Services, to name just a few. One of those organizations will certainly provide what you are looking for. Information is like water, it is continuous, asymmetrical, dynamic, and immediate. We need to wrap our minds around that in a very practical manner. Ask yourself, is that the NEHA you know today?

I foresee that the role of our state, uniformed, and private sector affiliates will become increasingly more important. In fact, our state affiliates, if they reach their potential, will find themselves as an essential hub of data and information critical to the health of their residents and the populations of adjacent states and territories. The hyper-local nature of environmental health issues means that those close to the action, someone like you, are as important or more important than a regional or territorial health official. Affiliates can play an essential role in brokering information, crafting reciprocity agreements, and maintaining an inventory of those willing to be deployed in strike teams. Information systems matter. That means local and



*A glimpse of the past: Row homes, Porto, Portugal. Photo courtesy of David Dyjack.*

regional relationships involving data and information will take on greater importance. State affiliates could increasingly benefit from NEHA's national capacity building of affiliate governance, peer-to-peer communication vehicles, and financial systems management, while affiliates focus on science, health, and regulatory issues in their spheres of influence. NEHA can also provide a force multiplier effect by communicating and advocating in the nation's capital what you have learned locally. I visualize a new role for NEHA in an assurance function that prioritizes affiliate performance and impact.

One thing for certain is that the lather-rinse-repeat cycle of recent association history will likely lead to a dead end. A new NEHA, one that meets the needs of the emerging workforce, a workforce dominated



*A glimpse of the future: Hologram of the Burj Khalifa, Dubai, United Arab Emirates. Photo courtesy of David Dyjack.*

by women in a highly digital society, will require nothing less than a radical departure from our current approaches and sensibilities. If we elect to embark on a new road, many will undoubtedly object as their favorite legacy programs become irrelevant. We should honor those humble stewards who gave birth and nurtured this noble organization as we pivot into a future characterized by supercharged Darwinian forces. Above all else, let us commit to remain true to our values, question the motivations of our loyalties, and minimize our real or perceived losses as we journey into the future together. 🐼

*Dave*

ddyjack@neha.org  
Twitter: @DTDyjack