

NEHA NEWS

NEHA Celebrates the 50th Anniversary of Earth Day

By Maddie Gustafson (mgustafson@neha.org) and Kaylan Celestin (kcelestin@neha.org)

The National Environmental Health Association (NEHA) is excited to participate in the celebration of the 50th anniversary of Earth Day. On April 22, 1970, 20 million Americans took to the streets to support a healthy and sustainable environment in massive coast-to-coast rallies. 1970 was a pivotal year in environmental health as the U.S. Environmental Protection Agency was established, as well as the Clean Air and Clean Water Acts.

To celebrate this monumental anniversary, NEHA has partnered with community-based organizations to provide resources, activities, and opportunities to actively participate in Earth Day! In honor of the 50th anniversary of Earth Day, NEHA will coordinate a volunteer event to benefit the local community for all staff to participate in. We will also offer an association-wide telework day in support of reducing carbon emissions and conduct a survey with all staff members to determine our reduction in carbon emissions on Earth Day (see our NEHA News piece about the universal telework day for the 2019 World Environmental Health Day in the March 2020 *Journal of Environmental Health* at www.neha.org/publications/journal-environmental-health/jeh-issue-march-2020).

In addition to our association efforts, we wanted to come together to provide interactive events, resources, and leadership for the environmental health community through a Twitter chat, Earth Day 2020 web page, and toolkit of our Earth Day partners and activities.

2020 Beacon for NEHA Membership Campaign

By Jonna Ashley (jashley@neha.org)



NEHA is pleased to announce the launch of our second annual membership recruitment campaign. The 2020 Be a Beacon for NEHA Membership campaign builds upon the momentum of the 2019 campaign, which brought over 100 new members to the association.

We are again asking members to reach into their professional networks to activate new members to join NEHA. In order to be the strongest voice on environmental health, we must have a robust and engaged membership base. By prioritizing individual membership, we prioritize the profession of environmental health.

The Beacon of NEHA lighthouse symbol is inspired by NEHA's original 1930s logo and represents that our members are a guiding light for the environmental health professional. NEHA will send every eligible person who successfully recruits a new mem-

ber a stylish tote bag with this meaningful symbol, as well as recognize them on NEHA's website. The campaign will end on June 15. The top three recruiters will receive a ticket for themselves and one guest to the UL Event at the NEHA 2020 Annual Educational Conference & Exhibition in New York City (www.neha.org/aec). You can learn more about the campaign, including full details on how it works and recruitment tips, at www.neha.org/nehabeacon.

NEHA 2020 Membership Survey

By Jonna Ashley (jashley@neha.org)

Over the past 2 years, NEHA has enjoyed tremendous membership growth. To better understand the motivations and needs of these new members, NEHA conducted a survey of 3,600 members who joined or rejoined after a lapse in their membership between 2018 and 2019.

Survey results indicate the primary reason that members joined in the past 2 years was to pursue or maintain their environmental health credentials at both the national and state level (Table 1). Overwhelmingly, members conveyed that they find value in NEHA's online learning courses but would like to see improvements in both content and ease of access to these resources. Of the respondents, 60% cited NEHA's E-Learning as the benefit they would most like to see improved and expanded upon moving forward.

TABLE 1

National Environmental Health Association (NEHA) Membership Survey Participant Answers to "Why Did You Join NEHA?" (N = 539)

Answer Choice	#	%
I need membership for discounts and resources related to my credential.	173	32.1
My employer or colleague recommended association membership to me.	91	16.9
For access to educational resources including E-Learning and the <i>Journal of Environmental Health</i> .	84	15.6
To stay up-to-date on news, events, and opportunities in the environmental health field.	63	11.7
To enhance my network and connect with other environmental health professionals around the country.	62	11.5
I attended a NEHA Annual Educational Conference & Exhibition and purchased membership along with my registration.	54	10.0
Other	12	2.2

NEHA NEWS

In response to the survey, NEHA Executive Director Dr. David Dyjack has charged a group of NEHA staff to “think radically about quality improvement around the NEHA customer experience and to construct e-learning that is simple and easy to access, simple and easy to understand, and arranged in a manner that makes sense to individual members.”

NEHA would like to thank the new members who thoughtfully responded to the 2020 membership survey. We take your feedback seriously and we strive to be an association that continues to understand and address your professional needs.

Sheila Davidson Pressley Passes Away

NEHA was saddened to learn of the passing of Sheila Davidson Pressley, DrPH, CPH, DAAS, REHS, HHS, on January 24, 2020. Dr. Pressley was the dean of the College of Health Sciences at Eastern Kentucky University in Richmond, Kentucky. She was also an active member of NEHA and the American Academy of Sanitarians. NEHA expresses its deepest sympathies to her family, friends, and colleagues. An In Memoriam for Dr. Pressley highlighting her career and impact on the environmental health profession will be published in the May 2020 *Journal of Environmental Health*. 🐾

Did You Know?

You can access NEHA’s policy statements at www.neha.org/publications/position-papers. NEHA’s latest policy statement addresses the adoption and implementation of the current Food and Drug Administration’s *Food Code*. Other recent policy statements cover cottage foods, clean energy, ear piercing guns and microblading, mosquito control, and cannabis-infused food products.

DirecTalk

continued from page 50

tosporidium outbreak at a water park in the Western U.S. The case was complicated, as it involved the accidental comingling of surface waters with traditional wading and swimming pools. Today, our professional network has resources that provide specific guidance on *Cryptosporidium* risk management and those resources are available at the CMAHC website.

CMAHC does a lot more than just manage updates to MAHC. They are involved in cutting-edge research on emerging public health issues related to public aquatic facilities and work to promote MAHC adoption nationwide. While there is insufficient space to cover all that in detail here, I would love to discuss it further with anyone who may be interested in learning more. Please reach out to me or the new CMAHC executive director, Kristie Riester (kristierierster@cmahc.org), and join us in our mission to ensure a healthier and safer swim experience for everyone.

This story started with a blurry-eyed, jet lagged David Dyjack, trying to make sense of a Friday morning appointment with the pool and spa industry. This saga ends with me accepting a MAHC board position, a role I have embraced since 2018. I envision nationwide adoption of the Food and Drug Administration’s *Food Code*—everyone eats. I also



The pool outside Taliesin West in Scottsdale, Arizona. Photo courtesy of David Dyjack.

envision nationwide adoption of MAHC—virtually everyone swims in pools, intermittently relaxes in a spa, or enjoys a salubrious moment in a float tank. The story ends with a steely-eyed David Dyjack who firmly believes MAHC can be the cornerstone of aquatic health and safety and an intellectual vehicle that drives us into the future. 🐾

Acknowledgement: Kristie Riester, executive director of CMAHC, was a contributor to this column.

Dave
ddyjack@neha.org
Twitter: @DTDyjack