American musician Bob Dylan once quipped that those institutions “not busy being born are busy dying.” Within the pages of our 2020 Annual Report, I trust you will observe abundant evidence of our organizational rebirth during what can best be summarized as an otherwise awful year framed by the COVID-19 pandemic.

We reinvented our workspaces in March 2020 by migrating to a 100% work-from-home environment, which as I craft these words, is a condition our employees remain in. While we may be working from home, our professional thoughts are with you. We delivered low- and no-cost continuing professional education throughout the year, bringing some of the most important and influential voices to your laptop. We felt you needed one less thing to worry about as many of our affiliates were unable to host their annual educational programs.

We commenced our strategic planning effort in earnest. Your elected Board of Directors and staff developed and came to consensus on a new mission and vision statement. The vision statement is found on the cover of this report. Our aim now is to build on that 2020 foundational effort and embark on the challenging business of branding and possibly a new logo.

We also labored on a new retail food safety grant, which we submitted to the Food and Drug Administration. I am delighted to report we were awarded those funds and have partnered with other national associations to begin the arduous process of telling our professional story in a manner that resonates with influencers, boards of health, and elected officials.

Any birthing scene is incomplete in the absence of doddering parents, who obsess on every nuance of their newborn. In that spirit, we are in a constant state of reinvention and are obsessed with customer service. How do we meet and exceed your expectations of us? Please share your ideas, because in the end, all of us are smarter than one of us.

Our profession has historically been largely underfunded and underappreciated. The events in 2020 have brought to light how important our roles are in our communities.

I would like to personally thank you for continuing to provide essential and lifesaving services in these exceptional times. Our friends, family, and communities are safer through the work you perform. I would like to encourage you to use this report as an opportunity to reflect on the continued resilience and tenacity of our membership, partners, leadership, and staff.

Although this past year has presented us with unique challenges, it has been my pleasure to work alongside you as we serve our communities through the pandemic. Our profession has historically been largely underfunded and underappreciated. The events in 2020 have brought to light how important our roles are in our communities.
1 Capacity Building

With the stress of COVID-19, offering no-cost continuing education to environmental health professionals was a top priority in 2020. Members and nonmembers alike were offered multiple avenues to receive continuing educational credits for free.

Here are some of the ways NEHA continued to offer quality education and training in 2020.

**Online Learning**

During the 90-day, no-cost access to NEHA E-Learning course offerings from April to June 2020, 2,911 people registered for a combined total of 66,191 courses.

**2020 Credentialing**

- 560 new credential applications.
- 450 new credentialed professionals.
- 2,250 credential renewals.

**Webinars**

NEHA hosted more than 25 webinars to over a total of 2,000 attendees.
Digital Defense

Digital Defense: Education for a Safer World Virtual Conference & Exhibition was held on August 18 and 19 in collaboration with FDA. The virtual conference environment included auditorium presentations, poster sessions, a networking lounge, and exhibit halls and resources. For those unable to attend in August, an on-demand recording was available until February 28, 2021. A total of 2,401 people registered for the conference.

Redeveloping Face-to-Face Trainings

Due to restrictions of the pandemic, all scheduled face-to-face trainings for FDA/NEHA courses were canceled through fiscal year 2021. As a result, the NEHA team rallied to redevelop these courses so they could be effectively delivered in a virtual learning environment. Input from the deployment team, instructional and graphic designers, the NEHA LMS team, and editorial team, the following courses were successfully transferred into an enhanced, virtual learning environment: Temporary Food Establishments, Special Processes at Retail, and Plan Review for Retail Establishments.

EH Land Reuse

Completion of the Environmental Health and Land Reuse (EHLR) Certificate Program took place in 2020. In cooperation with ATSDR and CDC, the EHLR for Brownfields Certificate Program was uploaded on NEHA’s learning management system (LMS) with CDC-cleared content, including six modules, quizzes, and evaluations. Going live on November 1, 2020, this work involved NEHA instructional and graphic designers, as well as the NEHA LMS team.

Development of Just in Time Trainings

In response to changing work priorities amidst the COVID-19 pandemic, NEHA created an original series of virtual trainings to cover issues facing the regulatory community. These short, topic-specific trainings were designed to convey or refresh information needed in response to specific, pandemic-related concerns. Featuring valuable information from several subject matter experts, the four trainings developed were: Farmers Market Safe Operations, Packaged Food Labeling Requirements During COVID, Communication Skills During COVID, and Workplace and Employee Health Suggested Practices.
Collaboration and communication, both internally and externally, were extremely challenging for everyone in 2020. NEHA went above and beyond to innovate and overcome these challenges.

Here are some of the ways NEHA continued to communicate the latest environmental health news and offer top-of-the-line resources to our members.

The Journal of Environmental Health

In 2020, the journal of Environmental Health (JEH) celebrated its 83rd year of publication.

Through its content, the JEH connects environmental health professionals to new scientific research, tools, and resources being produced around the globe from leading minds within the environmental health field. The content also connects environmental health professionals to agencies and organizations that are important to the environmental health field, such as CDC, ATSDR, and ecoAmerica.

While the JEH goes to approximately 6,500 people every issue, its reach goes beyond that number as people share the issue with their colleagues in the office, with the people they work to serve, and even with their friends and families.
2 Resources and Partnerships

Average Distribution of the Journal of Environmental Health per issue, 2017–2020

2020 Journal of Environmental Health Highlights
• The publication of 30 peer-reviewed articles, 23 columns from partner agencies and organizations, 20 columns from NEHA leadership, and 34 news stories from NEHA staff highlighting the programs, opportunities, and resources being developed by NEHA.
• In 2020 NEHA welcomed the addition of columns from ecoAmerica and NEHA affiliates.

2020 E-News Highlights
• Provides membership timely and relevant information regarding news, resources, events, educational offerings, and opportunities from across the entire association, as well as federal agencies, partners, and organizations.
• The E-News was especially important during the first months of the COVID-19 pandemic in providing members with vital information and resources from NEHA and other reputable sources.

Average Open and Click Rates for Different Industry Email Blasts Compared With NEHA’s E-News

21 ISSUES IN 2020
648 BLURBS/PROMOTIONS INCLUDED IN ALL ISSUES
Social Media Engagement

NEHA was increasingly active on social media and it paid off. We not only saw an impressive increase in social media engagement in 2020 but also gained followers on every platform we utilize.

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<th>Platform</th>
<th>Posts</th>
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Partnerships at a Glance

37 State and local health departments partnered with NEHA on various programs.

12 National, public, and environmental health organization partners, along with state and local health departments partnered with NEHA on various grants, cooperative agreements and projects.

22 National Environmental Public Health Internship Program (NEPHIP) internships offered in partnership with CDC to 19 undergraduate and 3 graduate students.

5 Retail Food Safety Association Collaborative partner organizations: CDC, FDA, and three national organizations.

10 COVID-19 Early Care and Education partner organizations.
Membership and Fundraising

At the beginning of 2020, our priority was membership growth. By March, we had reached an all-time high of 6,917 members. When the pandemic began to affect environmental health professionals, our priorities shifted to providing recognition and support for our member community. Through surveys conducted early in the year, we identified that the greatest need of our members was access to quality, affordable continuing education. We collaborated with other departments to support the provision of free continuing education to 2,986 environmental health professionals through NEHA E-Learning. We developed and implemented an informational campaign to make members and potential members aware of the virtual learning opportunities offered through NEHA.

We doubled down on member and donor appreciation and recognition through blog stories, social media posts, and email communication. Efforts around fundraising were rewarded with contributions from 252 people totaling $38,520, seeing a record-breaking high of donors, gifts, and dollars that attributed to this year’s fundraising successes. Despite extraordinarily difficult circumstances, NEHA welcomed 2,600 new members to the association in 2020.

In 2021, we intend to work with the entire NEHA team to shine a light on the many ways that the association supports and advances our members. Propelled by the success of efforts in 2020, we will continue to engage with our generous donors and offer new and existing fundraising campaigns and incentives. The priority of the year ahead is to partner with our members to tell the stories of their essential service and promote a deeper understanding of the environmental health profession.
NEHA Fiscal Year 2020 Revenue

- 73% Grants and Contracts
- 10% Credentialing and Continuing Education
- 7% Membership Dues
- 6% Online Courses and Book Sales
- 2% Journal of Environmental Health
- 2% Other

Total Revenue $7,676,954

Donations
- A record-breaking 252 donors for a total of $38,520 in donations.
  - NEHA/AAS Scholarship: 158 donors
  - NEHA Endowment Fund: 147 donors

NEHA Fiscal Year 2020 Expenses

- 88% Program Services
- 11% Management and General
- <1% Fundraising

Total Expenses $7,187,709