



HEALTHY
ENVIRONMENTS
PROTECTED
COMMUNITIES
EMPOWERED
PROFESSIONALS

Annual Report
2020

Welcome to Our
2020 ANNUAL REPORT



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David Dyjack, DrPH, CIH



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.

Words From the Executive Director

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 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.



Sandra Long, REHS, RS



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.

Message From the Board President

It is my pleasure to welcome you to the 2020 NEHA Annual Report. Thank you for taking the time to join us in looking back at the year. As NEHA members, we all have an interest in the health and productivity of the association. This report shows the excellent work that was accomplished despite extraordinary obstacles. I am incredibly proud of what the NEHA leadership and staff were able to achieve.

Last year was challenging for environmental health professionals and it is an honor 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.

I would like to personally thank you for continuing to provide essential and lifesaving services in these exceptional times. Our friends, families, 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 lead NEHA as we came together in extraordinary ways. While it was disappointing to not have the opportunity to connect with many of you in person, I'm thankful for your continued support and engagement.



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 multiply avenues to receive continuing educational credits for free.

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



Webinars

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



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 **66,191 courses**.



2020 Credentialing

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

1 Capacity Building



Digital Defense

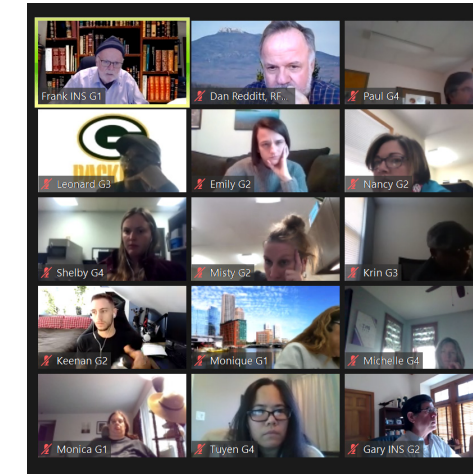
Digital Defense: Education for a Safer World Virtual Conference & Exhibition was held on August 18 and 19 in collaboration with FDA. The virtual conference environment included auditorium presentations, poster sessions, a networking lounge, and exhibit booths and resources. For those unable to attend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



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 (or Brownfields) Certificate Program was uploaded on NEHA's learning management system (LMS) with CDC-cleared content, including six modules, assessments, and evaluations. Going live on November 1, 2020, this work involved NEHA instructional and graphic designers, as well as the NEHA LMS team.

1 Capacity Building



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. Combining 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.



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.

2 Resources and Partnerships

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.

2 Resources and Partnerships

The Journal of Environmental Health

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

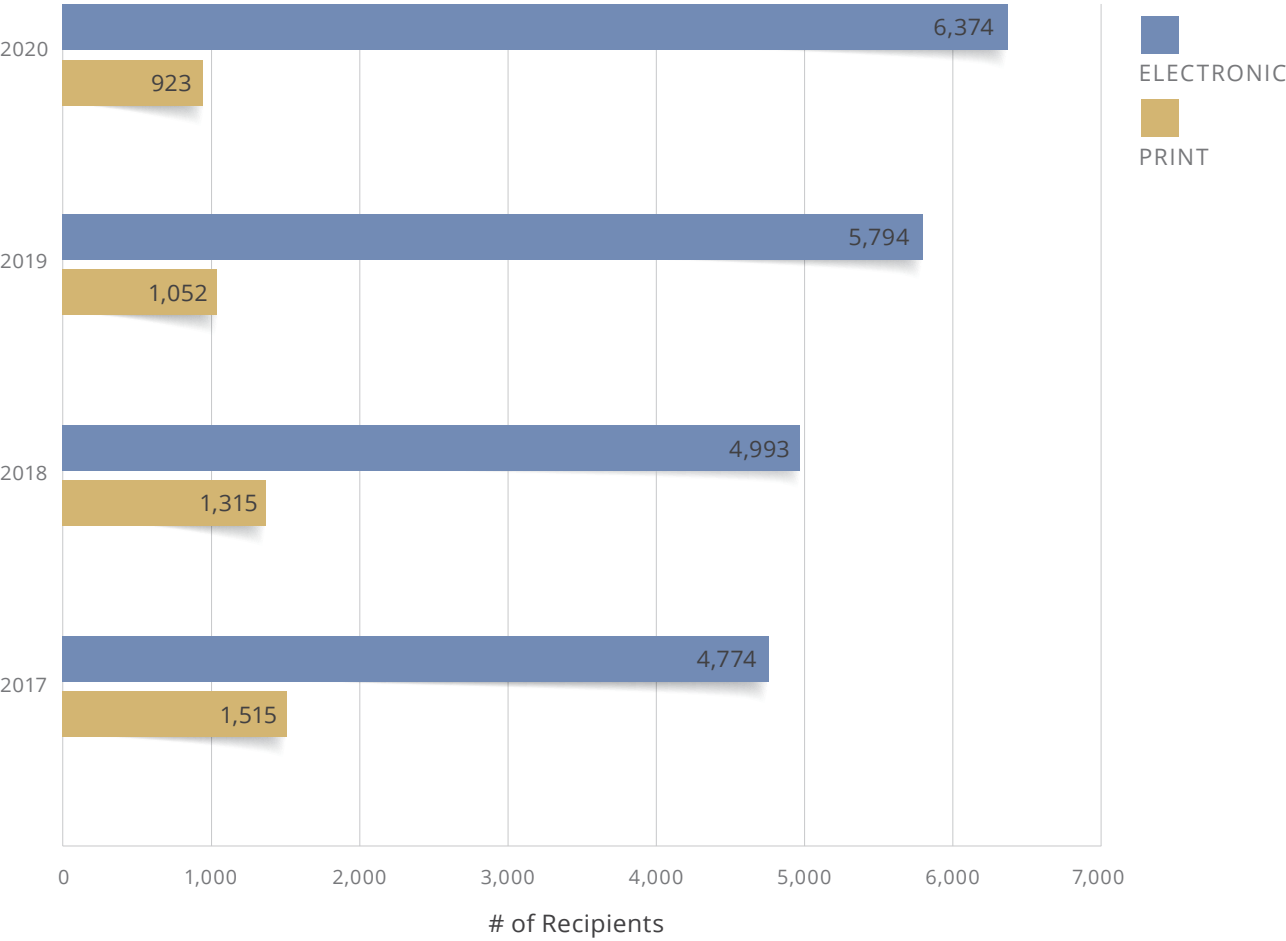
Through its content, the *JEH* connects environmental health professionals to new scientific research, tools, and resources being produced around the globe from leading minds within the environmental health field. The content also connects environmental health professionals to agencies and organizations 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.



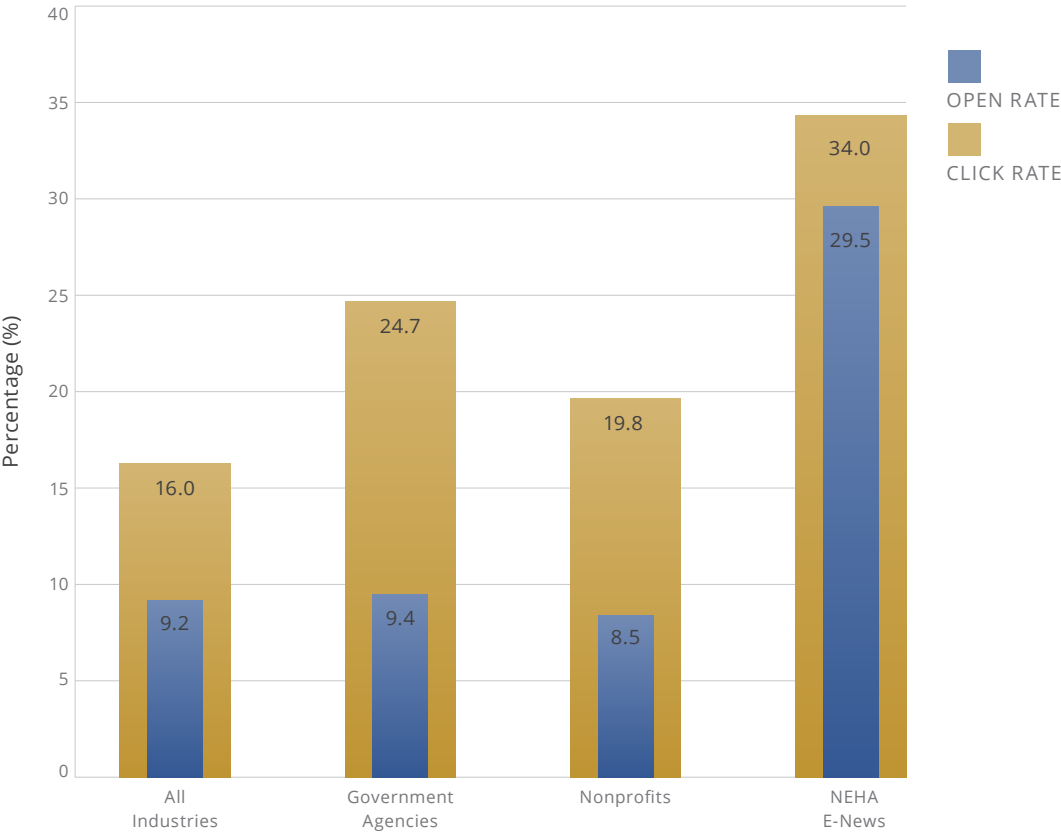
2 Resources and Partnerships

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



2 Resources and Partnerships

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



2020 *Journal of Environmental Health* Highlights

- The publication of 30 peer-reviewed articles, 23 columns from partner agencies and organization, 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.

21
ISSUES IN 2020

648
BLURBS/
PROMOTIONS
INCLUDED IN
ALL ISSUES

2 Resources and Partnerships

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.



Facebook

514
posts

77,014
reactions

2,191
shares

5,589
followers

801
new followers

5,420
page clicks



Instagram

281
posts

22,180
post impressions

1,560
reactions

487
followers

126
new followers

2 Resources and Partnerships



LinkedIn

514
posts

4,348
reactions

998
shares

10,902
followers

2,891
new followers

6,062
page clicks



Twitter

568
posts

1,541
likes

622
retweets

2,521
followers

428
new followers

2,054
page clicks

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 department partnered with NEHA on various grants, cooperative agreements and projects.

22

National Environmental Public Health Internship Program (NEHIP) 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.



3 Membership

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

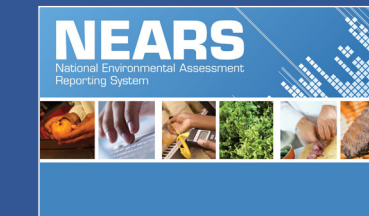
posts, and email communication. Efforts around fundraising were rewarded with **contributions from 252 people totaling \$38,520**, seeing a record-breaking high of donors, gifts, and dollars that attributed to this year's fundraising successes. Despite extraordinarily difficult circumstances, NEHA welcomed **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 exciting 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.

3 Membership

Online Communities

NEARS (117 members)



Private Water Network (140 members)



Programmatic Committees

- Body art
- Climate and health
- Food safety
- Preparedness
- Students and emerging professionals
- Vectors

Government Affairs



8

NEHA Presidential Declarations



6

Policy Statements



13

Sign-Ons to Policy Makers



12

Blog Posts

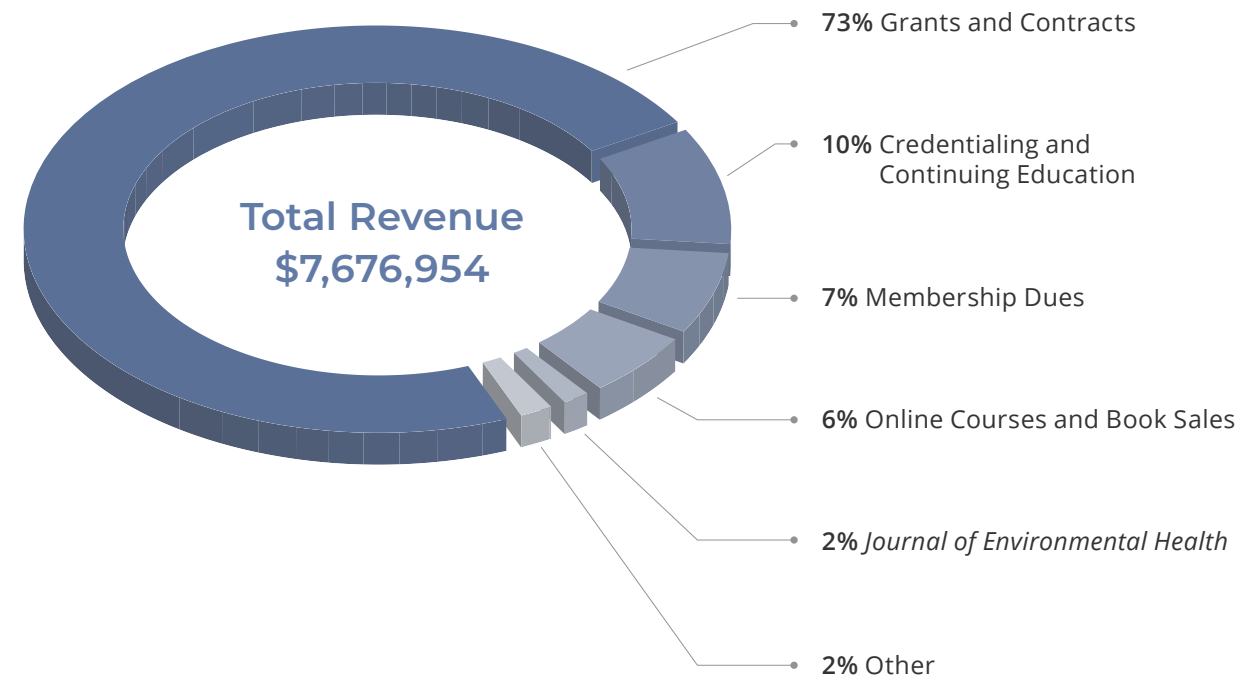


4

Webinars

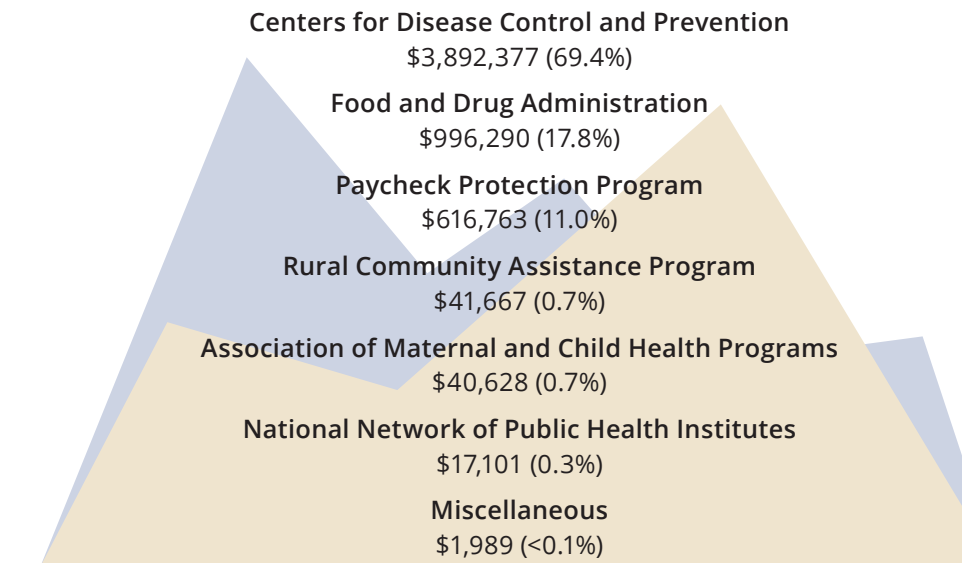
4 Finance

NEHA Fiscal Year 2020 Revenue



4 Finance

Funders

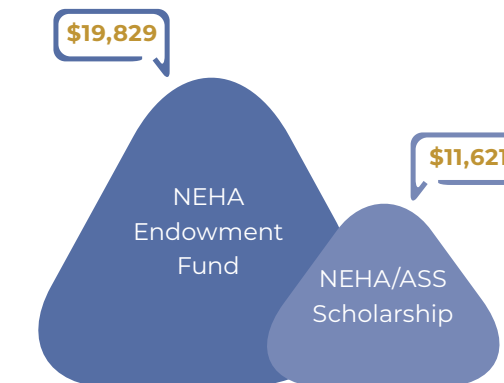


Donations

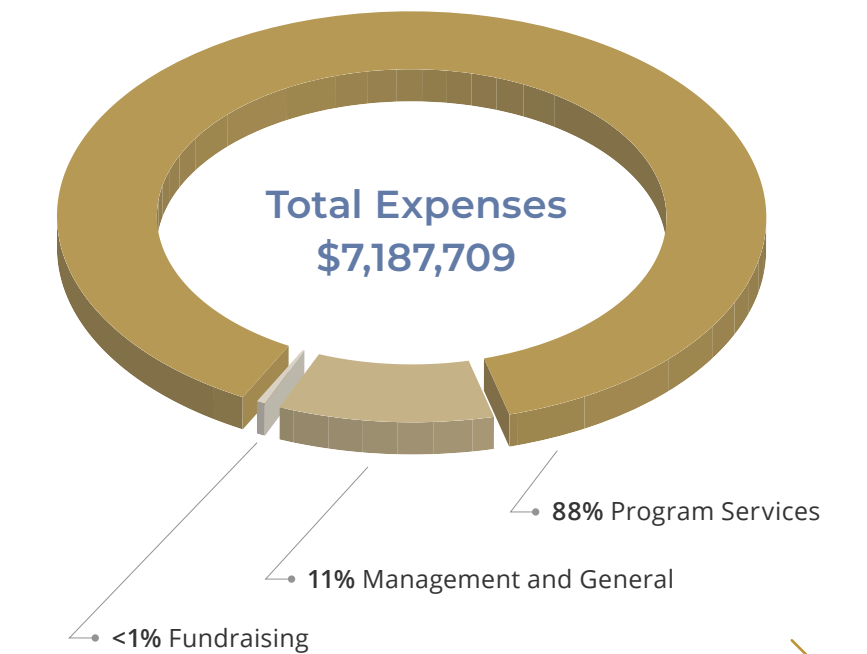
A record-breaking 252 donors for a total of **\$38,520** in donations.

NEHA/AAS Scholarship: 158 donors

NEHA Endowment Fund: 147 donors



NEHA Fiscal Year 2020 Expenses





National Environmental Health Association
720 S. Colorado Blvd., Suite 1000-N
Denver, CO 80246-1926

