Engaging your Audience

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Central Challenge: Create the **Healthiest Nation** in **One Generation**

**OUR MISSION**
For what purpose does APHA exist?
- Improve the health of the public and achieve equity in health status

**OUR UNIQUE VALUE**
What unique role does APHA play in meeting this mission?
- Community of public health professionals and collective voice advocating for the public’s health
- History and broad constituency give us unique perspective

**OUR GUIDING PRIORITIES**
What must be accomplished for APHA to achieve its mission?
- Building public health infrastructure and capacity
- Creating health equity
- Ensuring the right to health and health care

APHA Strategic Map

- Strengthen public health practice
- Build a public health movement
- Align organizational capacity and infrastructure

The **Healthiest Nation**

APHA has a Long History of Championing for Climate & Health

REPORT OF COMMITTEE ON PUBLIC HEALTH CLIMATOLOGY
E. W. Kopf, John S. Fulton, George T. Palmer

PUBLIC HEALTH CLIMATOLOGY
E. W. Kopf, John S. Fulton, Kenneth Allen

Civilization and Climate
M. P. Ravenel
Knowing your Audience Matters

How informed are they on the topic?

What do you want them to do with the information presented?
What we do Upstream will Impact our Health Downstream

http://frameworksinstitute.org/toolkits/environmentalhealth/
How APHA engages their Audience

- Members
- General Public
- Decision Makers
How APHA engages their Audience

Members

INSIDE PUBLIC HEALTH

For science. For action. For health.

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How APHA engages their Audience

General Public

Get Ready
AN INITIATIVE OF THE
AMERICAN PUBLIC HEALTH ASSOCIATION
How APHA engages their Audience

Decision Makers
Shaping the National Policy Discussion

National Center for Environmental Health, CDC
Resources and Activities

https://www.apha.org/topics-and-issues/climate-change
Thank You!

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