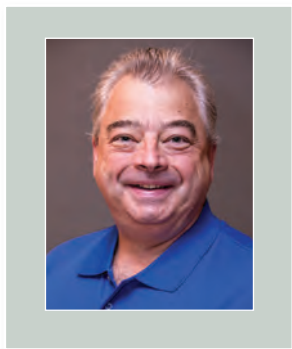


► PRESIDENT'S MESSAGE



D. Gary Brown,
DrPH, CIH, RS, DAAS

As Buzz Lightyear says, “To infinity and beyond!” These new heights are where we at the National Environmental Health Association (NEHA), with your partnership, plan to take the profession to with our new mission and vision statements and updated logo. Just as modes of transportation have evolved—from horseback to air travel and in the future, space travel—our messaging has also evolved, embracing our history while leading us into the future.

Like a fine wine, this rebranding process has been in the works for several years. NEHA staff led the effort, involving stakeholders along with marketing professionals. We also formed several committees that assisted with the development of the new mission and vision statements along with the logo. As with travel, advertising has developed over the years from printed ads and billboards to radio and TV and now to web-based ads. We are evolving to make an impact in the digital age.

The rebranding process began by reexamining our history. As George Santayana stated, “Those who cannot remember the past are condemned to repeat it.” To keep ourselves centered and maintain our sense of mission, we returned to our original charter to reflect on the wisdom of our professional forebearers. The National Association of Sanitarians was formed at a meeting in Long Beach, California, on June 25, 1937. Over the next several decades, the association had major input into the development and implementation of the nation’s environmental health programs and succeeded in demonstrating the significant role that environmental health profes-

“To Infinity and Beyond!”



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profession.*

sionals should play on the public health stage. In 1970, the name of the association was changed to the National Environmental Health Association.

The statement of purpose from the original charter created in 1937 included the following goals:

- Promote welfare of workers in public health inspection.
- Promote high standards of qualifications.
- Standardize methods of law enforcement.
- Cultivate social intercourse among members.
- Establish a central point of union for members.

The original slogan was, “Sanitation—the Beacon Light of Public Health,” with the most

recent mission being, “To advance the environmental health and protection professional for the purpose of providing a healthful environment for all.” Our new mission—**To build, sustain, and empower an effective environmental health workforce**—is anchored in the past and future, looking beyond the horizon like Ferdinand Magellan did when most Europeans thought the world was flat.

The environmental health profession includes a rich and diverse array of professionals with expertise in air quality, body art, climate change, drinking water, food safety, healthy homes, informatics, industrial hygiene, preparedness and response, safety, sanitation, tracking, vectors, and wastewater. We work in a variety of sectors including local, tribal, state, territorial and federal government; nonprofits; the uniformed services; private entities; and academia. Environmental health science is a fabric made up of interwoven professional threads representing a mosaic of the most critical and essential services in society.

When NEHA staff, board members, and affiliate leaders come to work, we ask: “What is in the best interest of our members?” The change to the mission emphasizes the importance of supporting your educational needs, filling knowledge gaps, providing policy leadership, and advocating for funding to enable our members to effectively do their jobs.

We define advancement in terms of both education and motivation. Our activities are grounded in our belief that the environmental health professional who is educated and motivated is the professional who will make

the greatest contribution to the healthful environmental goals that we all seek. Accordingly, through each of our programs, great emphasis is placed on providing both educational as well as motivational opportunities. Similar to what Staples has popularized in their advertising, we want you to know that we are the “easy button” for environmental health professionals.

The future outlook of environmental health is bright and the mid-1980s song by Timbuk 3, “The Future’s So Bright, I Gotta Wear Shades,” comes to mind. Our new vision reflects a new era: **Healthy environments. Protected communities. Empowered professionals.**

This change reflects our ultimate goal of healthy and safe environments for all communities and a valued and empowered environmental health workforce. To reach that vision we will continue to provide training, webinars, presentations, and study materials to bring the latest practices and research to the workforce.

The final piece of the rebranding puzzle is the NEHA logo. The original logo was introduced in 1937 and was a shield with a beacon in the center. That logo was updated in 1965 to include the phrase, “Environmental Health Around the World,” around the shield. Since 1975, the NEHA logo has been the map of the U.S. with the name of the association around it. See page 53 for a history of our logos.

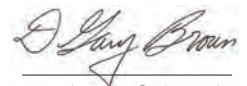
The new NEHA logo and brand reflect the development of both NEHA and the profession.

The bursting petals signify a new era and excitement for what is possible for NEHA and the profession, particularly after the COVID-19 pandemic. The position of the petals over the “eh” letters represent the shelter NEHA provides to the workforce through advocacy, education, and community. Finally, the range of blue-colored petals acknowledge the importance of including diverse perspectives and experiences to address the environmental health challenges of today and beyond. This new logo will lead

NEHA into the next 85 years of building, empowering, and sustaining the environmental health profession.

The cherry on top of the sundae is the launch of a new website, which includes an online community platform. Our online Community aims to create a virtual community for environmental health professionals to network, engage, and provide best practices and mentorship.

We have become a worldwide leader in environmental health through the hard work of our staff, board, and members. We have become the organization many people around the world look to for best practices or guidance—a wonderful achievement. We will continue to work to ensure healthy environments, protected communities, and empowered professionals for this “big old goofy world” as singer-songwriter John Prine sang. ✨


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Did You Know?

Members are extremely important to NEHA and our mission. Our membership structure includes five different membership categories—Professional, Emerging Professional, Retired Professional, International, and Life. Membership with us provides connection, education, and advancement for environmental health professionals at any career stage. Our nationally recognized credentials, extensive learning opportunities, and community of dedicated leaders position our members for greater professional success. We believe that the success of our members elevates the environmental health profession as a whole. Learn more at www.neha.org/join.



Stand out in the crowd.

Show the world you are the environmental health expert you know you are with a credential. You might even earn more or get promoted.

neha.org/credentials

