



HEALTHIER WORKPLACES | A HEALTHIER WORLD

REBRANDING THE INDUSTRIAL/OCCUPATIONAL HYGIENE PROFESSION



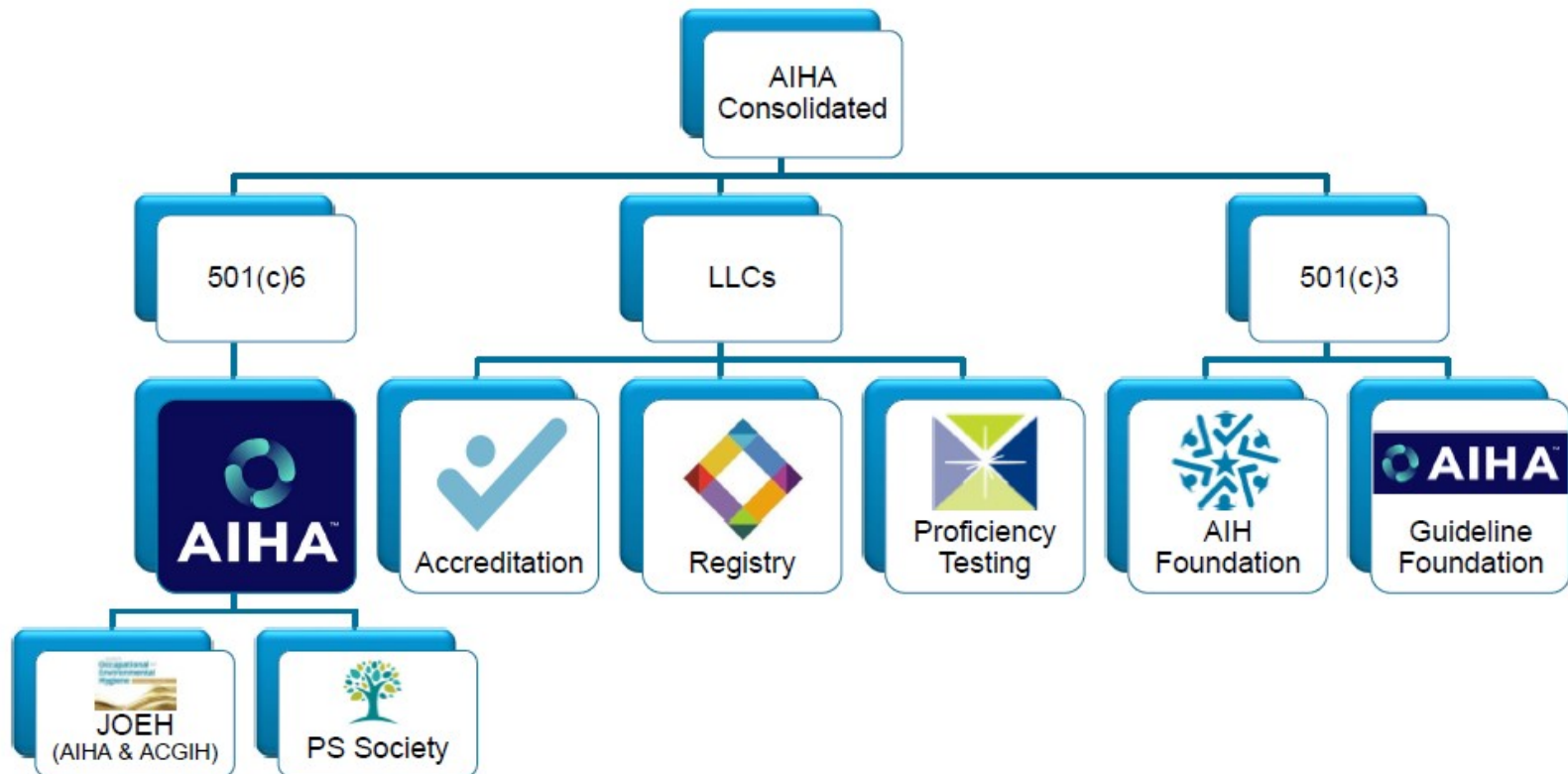
CANADIAN REGISTRATION BOARD OF OCCUPATIONAL HYGIENISTS
CONSEIL CANADIEN D'AGRÉMENT DES HYGIÉNISTES DU TRAVAIL

34th Annual General Meeting
June 10, 2021

Presented by:

Lawrence D. Sloan, MBA, CAE
Chief Executive Officer, AIHA

AIHA ORGANIZATION STRUCTURE



AIHA STRATEGIC PLAN (2019-21)

Mission: Empowering those who apply scientific knowledge to protect all workers from occupational hazards

Vision: A world where all workers are healthy and safe

*AIHA is in the process of updating our strategic plan for 2022-2024

DOMAINS/SUCCESS STATEMENTS

COMMUNITY

AIHA will foster networking, communication, engagement and interaction in our membership and among our professional communities, and work towards achieving common goals.

AWARENESS

AIHA will promote the practice of occupational and environmental health and safety (OEHS) to increase awareness of its value and to sustain the future of our organization.

ADVANCEMENT / DISSEMINATION OF KNOWLEDGE

AIHA will explore, develop and deliver cutting-edge educational resources to advance the profession of industrial hygiene.

INTEGRITY OF PRACTICE

AIHA will identify, develop and maintain avenues to achieve excellence in standards of OEHS practice.

ADVOCACY

AIHA will advance public policies that protect the profession and foster worker health and safety.

ORGANIZATIONAL CORE VALUES

- 1. Risk Mitigation & Illness Prevention:** We provide expertise that helps protect all workers from occupational hazards. AIHA members strive to anticipate and identify hazards and reduce the risks that may lead to occupational illness and injury as a fundamental principle of industrial hygiene and the broader occupational and environmental health and safety (OEHS) profession.
- 2. Science-Based Public Policy:** We advocate for science-based public policies. AIHA members develop public policy recommendations by collaborating with scientific and technical communities to ensure that healthy and safe work conditions and environments are provided for all workers and communities.
- 3. Workers & Communities:** We respect workers and communities. AIHA members advocate for the health and well-being of workers and the communities in which they live and work.
- 4. Continuous Improvement in the Workplace:** We support employers and workers. AIHA members recognize and advocate that continuous improvement in OEHS is complementary and beneficial to business excellence.
- 5. Diversity, Equity and Inclusion:** We respect our members. AIHA's Board of Directors, volunteers, members, and staff conduct the business of the association with respect for diversity in its myriad forms (including diversity of opinion), transparent and open communication, equity, inclusion, and with due consideration of each member's limited volunteer time.



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AIHA BRAND EVOLUTION

WELCOME TO AIHA'S BRAND EVOLUTION

YouTube

Search



AIHA 2020 Brand Evolution Reveal

<https://www.youtube.com/watch?v=J76m22VS7R4&feature=youtu.be>



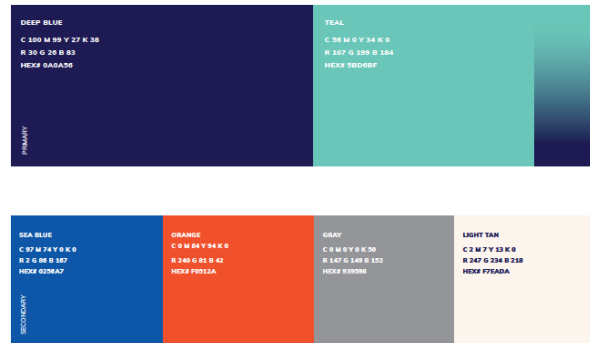
WHY A BRAND EVOLUTION?

For 80 years, the American Industrial Hygiene Association has served those who are dedicated to keeping workplaces safe and healthy. But today, our services and support extend to professionals beyond the traditional industrial hygiene realm.

We wanted to create a new, forward-looking AIHA that is more reflective of our members—and that is more diverse, more responsive, and best positions us for growth in the years ahead.

***Legally, AIHA remains the American Industrial Hygiene Association. The official pivot to use of the acronym is designed for public outreach.**

MORE THAN JUST A NEW LOGO AND TAGLINE



GRADIENT
The AIHA gradient is to be used minimally and should dissolve into the Deep Blue when used as an accent or styling tool.



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BRAND EVOLUTION GOAL: RE-POSITIONING

ABOUT US

AIHA is the association for **scientists and professionals committed to preserving and ensuring occupational and environmental health and safety (OEHS) in the workplace and community**. Founded in 1939, we support our members with our expertise, networks, comprehensive education programs and other products and services that help them maintain the highest professional and competency standards. More than half of AIHA's nearly 8,500 members are Certified Industrial Hygienists, and many hold other professional designations. AIHA serves as a resource for those employed across the public and private sectors, as well as to the communities in which they work.

THREE TENETS OF AIHA'S BRAND EVOLUTION



Public Awareness



Public Education



Recruitment
to the Profession

CAMPAIGN ACCOMPLISHMENTS TO DATE

- Launch of Public Microsites
 - www.workerhealthsafety.org/
 - www.oehscareers.org/
- Media Outreach
 - [Modern Contractor Solutions](#)
 - [Chemical Engineering](#)
 - [Fire Engineering](#)
- Participation at Virtual USA Science and Engineering Festival ([SciFest 2020](#))



TERMINOLOGY OF THE PROFESSION TO GENERAL PUBLIC (EXTERNAL FACING)

“Occupational and Environmental Health and Safety (OEHS) Professionals”

- Publications
- Educational offerings (i.e., webinars)
- Guidance documents, fact sheets and other committee-developed work
- *The Synergist*
- Our websites
- Press releases

TERMINOLOGY OF THE PROFESSION TO AIHA MEMBERS (INTERNAL FACING)

IH or OEHS

- Catalyst (our online community platform)
- Presentations at local sections or in committee meetings
- Social media



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RESPONSE TO THE PANDEMIC

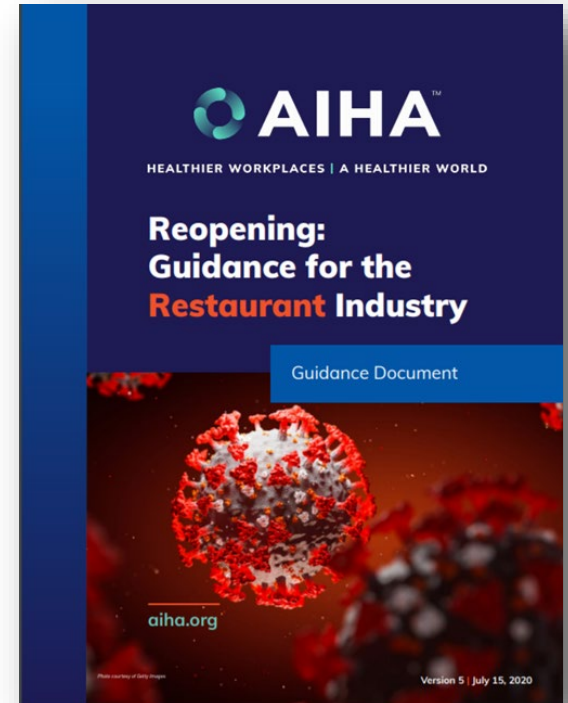
HOW IT ALL GOT STARTED

- States were planning to reopen
- A clear urgent need to help small businesses who didn't know how they were going to reopen...what was "safe"?
- Clear, actionable, easy to follow guidance
- Targeted at lay audience that may not have technical occupational hygiene or safety expertise



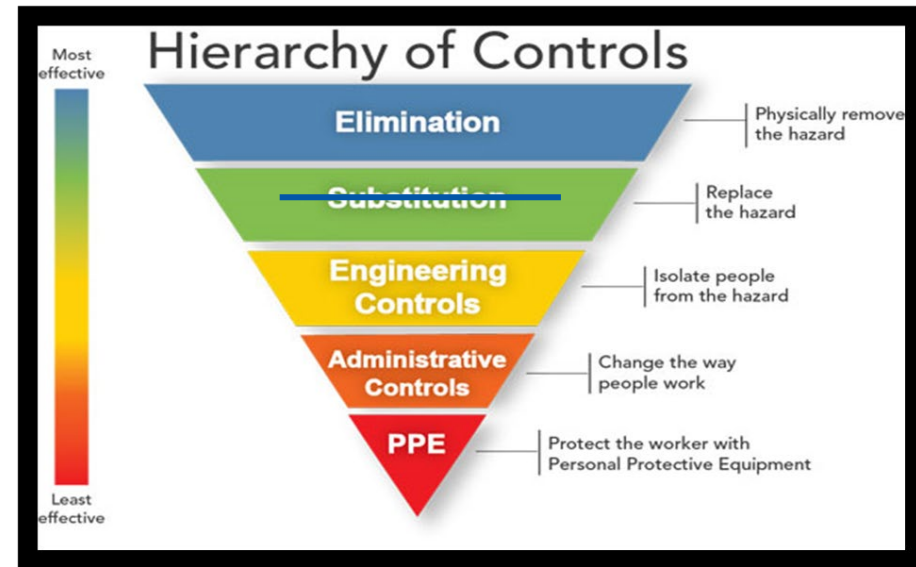
GUIDE FORMAT

- Common questions/challenges businesses will have about reopening.
- What can Employers Do?
- What can Employees Do?
- What can Guests/Patrons/Customers Do?
- Resources

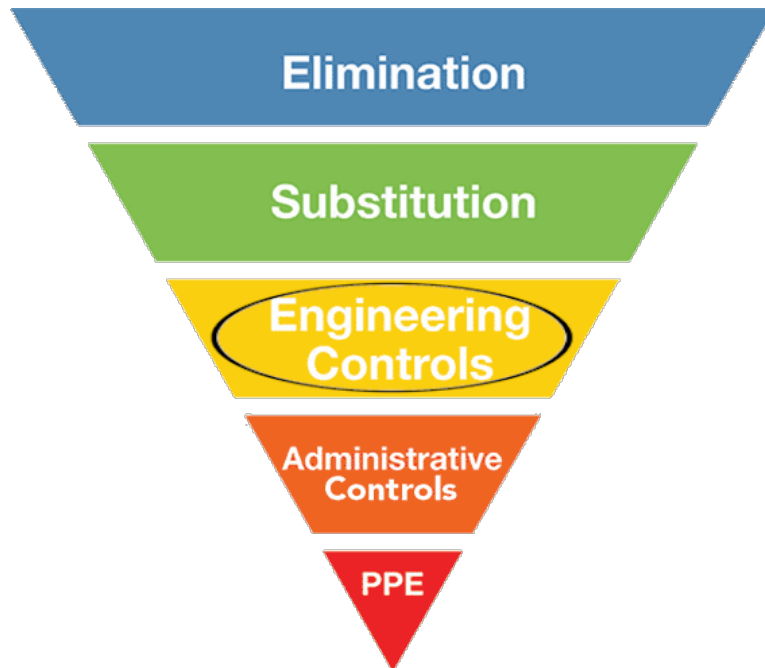


SCOPE

- Follows hierarchy of controls
- Recommendations to minimize potential for the virus to enter the facility
- Recommendations to minimize the spread of the virus, if it enters the facility
- Risk management plan should be multi-layered and flexible
- Regularly updated to reflect evolving science



ENGINEERING CONTROLS TO MINIMIZE SPREAD OF THE VIRUS



- Separate work locations
- Install physical partitions
- Increase ventilation / fresh air
- Increase filter efficiency
- Install portable HEPA filtration units
- Limit personal fan use

INDUSTRY SECTORS

All now available in Spanish
except where noted!

- Amateur Sports
- At-Home Service Providers
- Bars
- Business Services (e.g., banks, dry cleaners)
- Childcare Centers
- Construction Sites
- Dental Offices/Clinics
- General Office Settings
- Gyms and Workout Facilities
- Hair and Nail Salons
- Houses of Worship
- Institutions of Higher Education
- K-12 Schools
- Laboratory Environments (New for 2021; N/A in Spanish)
- Libraries
- Museums and Collecting Institutions
- Outdoor Recreation (e.g., campgrounds, pools)
- Physical/Occupational/Massage Therapists
- Retail
- Restaurants
- Rideshare Services (e.g., taxi, Uber)
- Small Manufacturing/Maintenance Facilities
- Small Entertainment Venues (e.g., mini golf)
- Small Lodging Establishments
- Street Vendors/Farmers Markets
- Transit Systems
- Warehousing/Transportation

* Updated versions coming this month!

MEDIA, MARKETING, AND EXPOSURE

- Over 1.5M website views
- 1.25 million downloads
- Featured resource on CDC website
- Featured in and on:
 - New York Times
 - Wall Street Journal
 - MSN
 - Readers' Digest and dozens more...

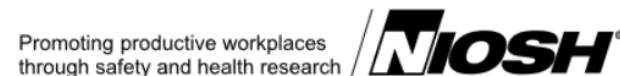


OTHER COVID-19 RESOURCES

*Not COVID specific
Available in Spanish except as noted

- [Considerations on the Safe Use of UVC Radiation for Surface and Air Disinfection](#) (Infographic)
- [COVID-19 Pandemic Report for Professional Cleaning and Restoration Contractors \(AIHA/RIA/IICRC Joint Task Force\)](#) (Guidance Document) (N/A in Spanish)
- [Effective and Safe Practices, Guidance for Custodians, Cleaning and Maintenance Staff](#) (Guidance Document)
- [Employers' Guide to COVID Cleaning and Disinfection in Non-Healthcare Workplaces](#) (Guidance Document)
- [Ergonomics Guide \(for Work-from-Home Workers\)](#) (Infographic) *
- [Focus on Construction Health: COVID-19](#) (Guidance Document)
- [Guidance to Protect Volunteers from COVID-19 during Natural Disaster Response & Recovery](#) (Guidance Document)
- [Joint Consensus Statement on Addressing the Aerosol Transmission of SARS CoV-2 and Recommendations for Preventing Occupational Exposures](#) (Fact Sheet) (N/A in Spanish)
- [Lens of Minority Populations in the Workplace During COVID](#) (Guidance Document)
- [OSH Guide for Surface Disinfection Practices Using Germicidal Ultraviolet Radiation](#) (White Paper)
- [Personal Protective Equipment for SARS-CoV-2](#) (Guidance Document)
- [Proper Use of Respirators for Healthcare Workers and First Responders](#) (Infographic)
- [Recovering from COVID-19 Building Closures](#) (Guidance Document)
- [Reducing the Risk of COVID-19 Using Engineering Controls](#) (Guidance Document)
- [Respirator Fit-Testing Consultants Listing](#) *
- [Role of the Industrial Hygienist in a Pandemic](#) (Guidance Document) (Being updated in 2021)
- [Use of Real Time Detection Systems to Protect the Public During COVID-19](#) (Guidance Document)
- [Worker Rights](#) (White Paper) *
- [Workplace Cleaning for COVID-19](#) (Guidance Document)

COLLABORATIONS (WITH RESPECT TO COVID)



www.backtoworksafely.org

LESSONS LEARNED AND TAKE-AWAYS

- The AIHA community is responsive and an effective OEHS resource in a time of need.
- Marketing and collaborations are a major part of getting important information in the hands of users.
- Committees have a lot to offer and always provide a lot of input.
- Perfection cannot be the enemy of progress in a crisis.
- COVID-19 has impacted minority populations at an alarming rate.
- Disparities such as access to care and transportation that have been present among minority populations have been exacerbated by COVID-19.



THANK YOU

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