



HEALTHIER WORKPLACES | A HEALTHIER WORLD

# AIHA ENTERPRISE STRATEGIC PLAN 2019-21

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Amended & Approved by AIHA Board  
February 20, 2021

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

**Vision – A world where all workers are healthy and safe**

Domains				
<p><b>Community</b></p> <p>AIHA will foster networking, communication, engagement, outreach, and interaction in our membership and among our professional communities, including allied professional organizations, and work towards achieving common goals.</p>	<p><b>Awareness</b></p> <p>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 and profession.</p>	<p><b>Advancement and Dissemination of Knowledge</b></p> <p>AIHA will explore, develop and deliver cutting-edge educational resources to advance the profession.</p>	<p><b>Integrity of Practice</b></p> <p>AIHA will identify, develop and maintain avenues to achieve excellence in standards of OEHS practice.</p>	<p><b>Advocacy</b></p> <p>AIHA will advance public-policies that protect the profession and foster worker health and safety.</p>
Strategic Objectives				
<ol style="list-style-type: none"> <li>1. Create the umbrella for OEHS and allied professionals to share, grow, and access information (member recruitment)</li> <li>2. Create pathways for individuals to grow and engage personally and professionally (member retention)</li> <li>3. Support and contribute to the development of product steward professionals for them to share, grow, and access information</li> </ol>	<ol style="list-style-type: none"> <li>1. As a profession, let people know who we are, what we do, and why</li> <li>2. As AIHA, let people know who we are, what we do and why, and what we offer</li> </ol>	<ol style="list-style-type: none"> <li>1. Research emerging issues</li> <li>2. Develop educational resources for targeted audiences</li> <li>3. Provide educational resources for targeted audiences through multiple delivery options</li> <li>4. Enable colleagues from emerging and developed economies to access OEHS education</li> </ol>	<ol style="list-style-type: none"> <li>1. Support and contribute to the development of new consensus standards</li> <li>2. Maintain competency in specialty areas through registry programs</li> <li>3. Maintain accreditation programs for industrial hygiene laboratories</li> <li>4. Explore and establish new accreditation and PAT opportunities</li> <li>5. Develop recognized leading metrics for worker health and safety related to corporate social responsibility</li> </ol>	<ol style="list-style-type: none"> <li>1. Generate, join, and sustain coalitions which are aligned with AIHA’s public policy priorities (as well as any issues that are clearly important to the Association, but are not considered priorities)</li> <li>2. Educate stakeholders, the public, and policymakers at all levels of government</li> <li>3. Influence policymakers by encouraging AIHA members and the public to contact their policymakers in support of AIHA positions and issues</li> </ol>

# COMMUNITY

Strategic Objectives	Strategies
<p>1. Create the umbrella space for OEHS and allied professionals to share, grow, and access information (member engagement)</p>	<ul style="list-style-type: none"> <li>A. Provide a sense of identity for OEHS and allied professionals (an organization to call home)</li> <li>B. Connect professionals to share ideas and grow</li> <li>C. Provide access to timely, reliable information</li> <li>D. Strategically plan for DEI (Diversity-Equity-Inclusion) in member engagements</li> </ul>
<p>2. Create pathways for individuals to grow and engage personally and professionally</p>	<ul style="list-style-type: none"> <li>A. Nurture and sustain a leadership development program</li> <li>B. Provide meaningful opportunities that engage volunteer talent</li> <li>C. Foster opportunities for volunteers to serve as thought leaders across all events, both in-person and online.</li> <li>D. Promote AIHA's Career Advantage suite of services to help address job placement needs of every generation</li> </ul>
<p>3. Support and contribute to the development of product steward professionals for them to share ideas, grow, and access information</p>	<ul style="list-style-type: none"> <li>A. Provide in-person and virtual communities for information sharing</li> <li>B. Define and build core educational curriculum to meet career stage needs</li> <li>C. Support the development of a new credentialing program (now completed)</li> <li>D. Promote the profession via a multi-pronged awareness campaign</li> </ul>

# AWARENESS

Strategic Objectives	Strategies
1. As a profession, let people know who we are, what we do, and why	<ul style="list-style-type: none"><li>A. Identify, prioritize, and create collateral materials and messaging for selected audiences we serve</li><li>B. Develop and execute marketing campaigns to additional (new) targeted audiences and measure effectiveness over time</li><li>C. Advance awareness of the profession in selected international markets</li><li>D. Reinforce broad-based value of the profession through outreach to communities affected by natural disasters, environmental disasters, and other workplace hazards causing cancer, negative reproductive outcomes, infectious agents, human factors and other illness/disease</li><li>E. Leverage content priority “Communicating OEHS Concepts” to further awareness of profession</li><li>F. Build upon government relations public policy agenda to help fill the OEHS pipeline</li></ul>
2. As AIHA, let people know who we are, what we do and why, and what we offer	<ul style="list-style-type: none"><li>A. Identify target markets for new member acquisition and create messaging that speaks to their needs</li><li>B. Leverage Board and member volunteers to evangelize AIHA value proposition to target markets</li><li>C. Through collaboration with sister organizations around the world, expand awareness about AIHA</li></ul>

# ADVANCEMENT AND DISSEMINATION OF KNOWLEDGE

Strategic Objectives	Strategies
1. Research emerging issues	<ul style="list-style-type: none"> <li>A. Support Guideline Foundation to develop and advance ERPGs</li> <li>B. Regularly conduct environmental scans and subsequent studies to identify emerging issues</li> </ul>
2. Develop educational resources for targeted audiences	<ul style="list-style-type: none"> <li>A. Support and encourage members and volunteer groups to create products and services</li> <li>B. Collaborate with allied organizations and agencies</li> <li>C. Finalize the IH Pro Pathways program that identifies technical, management, and leadership resources for each career stage</li> <li>D. Beta test regional face-to-face workshops/conferences</li> <li>E. Explore development of complimentary new educational resources targeted at new audiences</li> </ul>
3. Provide educational resources for targeted audiences through multiple delivery options	<ul style="list-style-type: none"> <li>A. Sustain and grow AIHce</li> <li>B. Expand online resources and webinars, e-learning, etc.</li> <li>C. Partner with allied organizations to deliver cross-functional education</li> <li>D. Sustain and promote our peer-reviewed journal</li> <li>E. Sustain and promote the Synergist family of products. Specifically, monetize or use Synergist articles and free committee published papers/studies to attract new prospective audiences</li> <li>F. Improve our presence on social media</li> <li>G. Improve user interface of website</li> </ul>
4. Enable colleagues from emerging and developed economies to access fundamental OEHS education	<ul style="list-style-type: none"> <li>A. Develop appropriate education for emerging economies</li> <li>B. Analyze and identify in-country support to advance the mission</li> <li>C. Leverage other organizations to help promote AIHA products and services</li> </ul>

# INTEGRITY OF PRACTICE

Strategic Objectives	Strategies
1. Support and contribute to the development of new consensus standards	A. Deliberate and define resources for AIHA participation in consensus standards
2. Maintain competency in specialty areas through registry programs	A. Market existing registry programs to key target audiences B. Promote business value of maintaining core competency via registry programs
3. Sustain accreditation program for industrial hygiene laboratories	A. Assist IH laboratories in maintaining their accreditation through education B. Market the benefits of laboratory accreditation
4. Explore and establish new accreditation and PAT opportunities	A. Research emerging markets and technologies that would benefit from LAP accreditation B. Create accreditation criteria for new markets & technologies C. Implement new accreditation programs as they are developed D. Pursue pilot programs to expand PAT program offerings E. Promote business value of new accreditation and PAT opportunity
5. Develop recognized leading metrics for worker health and safety related to corporate social responsibility	A. Leverage CSHS brand to develop and promote leading metrics for corporate social responsibility B. Pivot OEHS excellence toward both sustainability and corporate social responsibility

# ADVOCACY

Strategic Objectives	Strategies
1. Generate, join, and sustain coalitions which are aligned with AIHA’s public policy priorities (as well as any issues that are clearly important to the Association, but are not considered priorities)	<ul style="list-style-type: none"> <li>A. Conduct a gap analysis comparing AIHA’s public policy priorities and other important issues with a list of all current formal and informal coalitions to which AIHA belongs, with appropriate actions taken to fill in identified gaps</li> <li>B. Lead and/or participate in meetings with allied partners to explore alignment from multiple perspectives and which will maximize impact of our message</li> </ul>
2. Educate stakeholders, the public and policymakers at all levels of government	<ul style="list-style-type: none"> <li>A. Plan and hold in-person briefings, webinars, press conferences, and similar events on matters that fall under AIHA’s public policy priorities</li> <li>B. Focus on the cost benefit of implementing control strategies based on best practices</li> </ul>
3. Influence policymakers by encouraging AIHA members to contact their policymakers in support of AIHA positions and issues	<ul style="list-style-type: none"> <li>A. Issue action alerts via email and social media</li> <li>B. Work with Local Sections to retain government relations services aligned with our public policy priorities</li> <li>C. Encourage AIHA members to hold virtual or in-person meetings with their policymakers</li> <li>D. Create and disseminate videos that emphasize the importance and value of AIHA members holding in-person meetings with their policymakers</li> <li>E. Create model letters, talking points, issue background materials, and other such collateral that make it easy for AIHA members to set up meetings with their policymakers</li> <li>F. Hold twice-a-year training webinars, open to all AIHA members, on how to successfully set up, conduct, and follow up to in-person meetings with their policymakers</li> </ul>

# OUR CORE VALUES

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- 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.