By Will Humble, AzPHA Executive Director & the AzPHA Board of Directors

The Arizona Public Health Association (AzPHA) continued to make progress in all facets of our mission, including advocacy, professional development and networking. We have increased our membership 27% in the last two year (632 at the end of FY 2019 compared with 496 members in FY 2017). The number of supporting Organizational Members has increased substantially as well, and we now have more than Organizational Members at various levels of support.

In FY-19 (July 1, 2018 through June 30, 2019) we provided our members with timely policy updates (50 Public Health Policy Updates in FY 2019), targeted Action Alerts, and multiple comments on state public health matters (e.g. agency actions and legislative debates), and federal rulemakings (e.g. Title X, methane rule, public charge).

We also continued to improve our website including our calendar of statewide public health events and blog content. These improvements are also increasing our visibility on search engines.

AzPHA continued to diversify our revenue sources and improve our financial position (operating reserves), built new relationships with key partners, and enhanced our professional development and networking options.

Key areas of administrative and operational progress included:

- **Increased our Active Individual Memberships 23%** in FY 2019. AzPHA now has 632 individual active members. Our membership committee continue will be focusing on bringing in new members through networking and
working with our partners. Table 1 and Figures 1 and 2 displays AzPHA’s Membership status.

**Table 1: AzPHA Membership Totals (FY-17 to FY-19)**

<table>
<thead>
<tr>
<th>AzPHA Active Members</th>
<th>FY 2019</th>
<th>FY 2018</th>
<th>FY 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Members</td>
<td>260</td>
<td>235</td>
<td>194</td>
</tr>
<tr>
<td>Members Via an Org Mem</td>
<td>220</td>
<td>177</td>
<td>136</td>
</tr>
<tr>
<td>Student Members</td>
<td>117</td>
<td>130</td>
<td>134</td>
</tr>
<tr>
<td>Retired Members</td>
<td>11</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Lifetime Members</td>
<td>24</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>632</strong></td>
<td><strong>575</strong></td>
<td><strong>496</strong></td>
</tr>
</tbody>
</table>

**Figure 1: AzPHA Individual Membership Totals**
**AzPHA’s Organizational Membership structure was diversified**, making our organization less dependent on large individual organizational members. We now have nearly twenty $1K/year Organizational members.

The Maricopa County Department of Public Health, Pima County Public Health Maricopa and the Maricopa Integrated Health System (now Valleywise Health) remain core Organizational Members ($5K/year membership level).

Our [organizational membership portfolio](#) is now more than $30K/year, providing critical financial support for AzPHA. We will continue to focus on building our organizational membership portfolio in the coming year.

**We strategically improved our partnerships by focusing significant effort on building collaborations** with our county health departments. These efforts are paying dividends. We have been included in Arizona Local Health Officers (ALHOA) meetings and now have more than 75% of the county health departments as [Organizational Members](#).
• **Our Conference attendance has been robust.** The FY-19 Conferences (behavioral health integration and children’s oral health) each had 250+ attendees) and on average met our sponsorship goals. Our program evaluations for both conferences provided valuable feedback for future conferences. These successful conferences also produced new individual members and persons purchased registration fees with a new individual membership.

• **We raised the profile of our communication** advocacy efforts by publishing several op-ed articles in Arizona newspapers, answering media inquiries about several public health issues, providing input on public affairs programming. We continued to issue weekly Public Health Policy updates, bi-weekly Newsletters and targeted Action Alerts.

• We sponsored **exhibits at the Arizona Rural Health Conference, Health Disparities Conference and the AzCHOW Annual Meeting.** We’ve continued to build a new relationship with the Children’s Action Alliance. We are also leveraging our close quarters with the Arizona Alliance for Community Health Centers to build relationships with AACHC staff and coordinate some of our advocacy efforts.

• **AzPHA’s membership database (Wild Apricot) continues to improve our business practices.** We have cleaned up member data and organized membership fields. Member tracking is now more organized which helps the Membership Committee to better manage and recruit members.

• **AzPHA’s formed Professional Learning Communities (PLCs) by implementing a tool in Base Camp to organize activities.** The Public Policy Committee successfully piloted the Base camp tool last year, setting the stage for additional participation in PLCs the coming year. The tool allows participants to organize meetings, post documents and share messages among members.

• **AzPHA has significantly improved its financial position** in the last 3 years, building much healthier operating reserves. Total net assets (operating cash reserves) have been improved from $54,876 at the end of FY-16 to $215,075 at the end of FY-19 (June 30, 2019). Figure 3 below summarizes our end of fiscal year financial position for FY-16 through FY-19.
Complete AzPHA financial records including our IRS filings, all budgets and end of fiscal year Compilation Reports are available at this link on our Members Only website.

Figure 3: AzPHA Financial Position FY-16 through FY-19

In short, AzPHA is poised for another successful year. Our progress toward improving our administrative and operational infrastructure positions us well for the coming year.

Our enhanced individual and organizational membership, more aggressive and engaged advocacy work and our and fiscal diversification leave us in a strong position financially as we look toward the future of AzPHA and our Vision of Healthy Communities for Arizona.