



Washington State Environmental Health Association Newsletter

Volume 44, No 2.

Summer 2008

Budget Crisis Requires EH Professionals to Become ‘Marketers’

It is obviously no surprise that Environmental Public Health is experiencing some worrisome times. In fact, several of our local health departments/districts are experiencing the largest budget shortfall in their 40-50 year existence. Several local health departments and the Washington State Department of Health are pressed to make difficult cuts in programs. Ultimately, these cuts could lead, and may have already led, to staff layoffs.

It truly saddens me to see any public health program reduced or eliminated. I believe that environmental health is a complex science, directly influenced by a great number of variables. Reducing or eliminating any program could drastically impact the mission of environmental health. What is our mission? Joseph A. Salvato states in his popular book *Environmental Engineering and Sanitation*, that environmental health is: “The systematic development, promotion, and conduct of measures which modify or otherwise control those external factors in the indoor and outdoor environment which might cause illness, disability or discomfort through interaction with the human system.” Mr. Salvato further goes on to say: “The prevention of disease and the achievement of a better quality of life requires competent implementation of environmental health programs.”

I believe the environmental health mission is to reduce, control, or eliminate human illness and discomfort transmitted through environmental conditions. In effect, reducing or eliminating any environmental health program could subsequently lessen the quality of life! With the economy look-

ing bleak and more cuts possible, we are challenged to deal with these cuts while maintaining the environmental health mission at the highest possible degree.

I am an optimist and I do believe that good will prevail out of this trying time. Environmental health professionals will be forced to reevaluate and prioritize programs more than ever for the specific population they serve. I believe the Environmental health professional must become the ultimate “marketer,”

“It truly saddens me to see any public health program reduced or eliminated.”

effectively “selling” environmental health to the public he or she serves with fewer resources than ever. The environmental health professional will be forced to spend less time in a restaurant, school, camp or child care center; inspecting an onsite septic system, potable water system or swimming pool; reviewing plans; checking air quality issues; responding to solid waste issues; and investigating zoonotic diseases, all the while providing the same level of professional service.

The environmental health professional must convince the public he or she serves that the practice is critical to public health. More than ever the environmental health professional will have to implement marketing tactics in convincing the public of the benefits of complying with a request. This will force the environmental health professional to reevaluate and prioritize critical versus non-critical issues.

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Washington State Environmental Health Association

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Publications Chair Needed - Typing Optional!

WSEHA is seeking someone to fill the position of Publications Chair. If you are interested but feel producing the newsletter would take too much of your time, Kathy Kondakjian has agreed to be the editor and produce the newsletter for WSEHA if no one else volunteers to do it. Chairing the Publications Committee would then consist mainly of soliciting articles, and working with Kathy to finalize the newsletter. If you are interested, please contact Ned Therien at (360) 236-4103.

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Next Newsletter

Deadline:

Mon., December 8, 2008

WSEHA Newsletter

Send newsletter submittals to Ned Therien
 at Ned.Therien@doh.wa.gov

The Washington State Environmental Health Association Newsletter is the official publication of WSEHA. Membership in WSEHA includes a subscription to the newsletter which is printed quarterly. Manuscripts for publication must be type-written and submitted via e-mail, or on a computer disk mailed to WSEHA at the address above. Membership in WSEHA is not required for acceptance of articles in the newsletter.

Opinions expressed in articles published in the WSEHA newsletter should not be accepted necessarily as statements of policy or opinions of WSEHA.

President's Message

An Update to the Membership

By Ned Therien



WSEHA President Ned Therien is a Public Health Analyst for the Washington State Board of Health.

Membership numbers remain low. We still have the Central Region VP and many committee positions empty. Especially important is the Publications Committee Chair, who usually acts as editor of the newsletter. This newsletter was assembled by the board of directors and our executive secretary.

I was encouraged by the great response from members this spring to our request for participation in the environmental health professionals training needs assessment survey conducted by the Department of Health. A total of 224 people responded. DOH staff analyzed the results and prepared a report that is close to being finalized. Respondents indicated that they wanted training focused on specific work areas, delivered by diverse methods, and especially focused towards registration requirements and accumulation of continuing education units. There was concern about WSEHA focusing its training efforts on an October conference. There were suggestions for diversifying training that would be a great challenge for the association. We will talk about the survey at the WSEHA annual membership meeting on October 6 in Yakima.

This spring, I received an inquiry about whether WSEHA has a commercial membership category and our policy about advertising in the newsletter. The board of directors discussed this issue and decided that the Sustaining Member category was the closest fit for commercial organizations. This membership category is currently offered for a small annual fee of \$75,

which is very low compared to what other professional organizations charge for commercial members. The board cannot change the annual fee without a vote of the membership. We decided that commercial members should get listed on a new special web page and each listing should contain a link to the corporate web page. We also decided to offer space in the newsletter at \$100 per edition for each commercial advertisement in the newsletter. We have no sustaining members or corporate advertising now, and hope to encourage commercial organizations with products or services that are useful for environmental health practice to join and provide information. By the way, the company that made the inquiry has not yet decided to join or advertise with us.

The WSEHA annual membership meeting will be held during the lunch hour on Monday, October 6, at the Joint Conference on Health in Yakima. My term as WSEHA President will end at the meeting and Bruce Scherling will take over. As I contemplate my relief at slipping into the role of immediate past president, I see a need to make major changes in our By-laws and Policies and Procedures Manual. This seems like an appropriate task to be led by the immediate past president, according to decisions of the board. It would likely take a year to develop a draft for full membership review. We may want to consider major changes to WSEHA. Please provide your suggestions to us at the annual membership meeting on October 6 or by e-mail.

Continued on next page...

President's Message Continued...

My view for the future of WSEHA includes:

- Focusing our efforts on facilitating the presentation of concentrated training events on specific environmental health topics with DOH as a major partner;
- Continuing to provide web postings of job opening and training event announcements likely to be of interest to environmental health professionals;
- Continuing to partner with WSPHA in the JCH for a multiple-topic, short-presentation, conference format;
- Enhancing links with the Washington State Board of Registered Sanitarians to help promote professionalism in the environmental health workforce in Washington state

I invite all past presidents of WSEHA to meet for dinner at 6:30pm on October 5 in Yakima to discuss the future of our association. Please send me an e-mail message by September 30th if you wish to participate. Depending on the response, I will reserve space at a restaurant and respond to you with confirmation that the meeting will occur and the location.

Did I mention that the WSEHA annual membership meeting will be held on October 6 in Yakima?

WSEHA Annual Membership Meeting

**Join us for the annual membership meeting during the lunch hour
October 6 at the Joint Conference on Health in Yakima**

Joint Conference 2008 is Fast Approaching!

The 2008 JCH will be held October 6-8 at the Yakima Convention Center in sunny Yakima. Pre-conference workshops will be held on Sunday October 5th. This is our annual educational conference too. There will be the opportunity to meet with over 600 public health professionals. Some are in public practice, others in the private sector. Up to ten tracks of environmental health and other public health presentations are being offered each day. It is a chance to get some CEUs, meet with peers, and renew our professional enthusiasm. The WSEHA general membership meeting will be held on October 6. New officers will take their places then to lead our organization. Social events will be offered into the evenings. More environmental health exhibitors will be on hand this year to show you the latest developments in tools for the profession, allowing you to keep up with the available technologies.

15th Annual Joint Conference on Health

“Health Equity: Global & Local Challenges”

October 6 – 8, 2008
Yakima, Washington

Environmental Justice, **Dr. Wendell Taylor**, University of Texas

Health Equity, **Dr. Christopher Murray**, University of Washington

Social Disparities in Health, **Dr. David Williams**, Harvard School of Public Health

Social Determinants of Health, **Dr. Anthony Iton**, Alameda County

Chronic Disease Prevention, **Brick Lancaster**, Centers for Disease Control

Public Health Nursing Speaker, **Dr. Barbara Sattler**, University of Maryland

Special Appearance, **Ron Sims**, King County Executive

Concurrent Sessions (Include Environmental Health)

Exhibits & Poster Sessions

[Detailed Registration Brochure in PDF](#)

[Joint Conference Homepage with links to registration, exhibitors, sponsors, hotels and more](#)

*Brought to you by Washington Public Health Association
In cooperation with Washington State Department of Health
In partnership with Washington Coalition for Promotion of Physical Activity and
Washington State Environmental Health Association*

WSEHA members get same \$50 discount on registration as WSPHA members

Pre-Conference Sessions October 5th (Free!)

- *Community Environmental Health Assessment Workshop*
- *Management and Leadership: Effective Tools for Public Health Leaders*

Social & Fundraising Activities

- WSEHA/WSPHA International Health Committee Silent Auction – October 6
- WSPHA Wine, Beer & Cheese Tasting Fundraiser – October 6, Evening
- Central Washington University Alumni Reception – October 7, Evening
- Movie Nights
 - “Unnatural Causes” – October 6
 - “Power of Song” and “Water Busters” – October 7
- Fun Runs/Walks

Post-Conference Sessions October 8th (Free!)

- *Public Health Nursing Sessions 1:15 - 5:00 p.m.*

October 5th Workshop on Environmental Public Health Indicators Pre-Conference Session for Joint Conference on Health

What are environmental public health indicators and what purpose do they serve? When an indicator is created, does it help or hinder the public's understanding of environmental health issues in the community? Many counties have been doing creative work around environmental health indicators – but who is tracking what and how are they doing it?

Environmental health and assessment staff, public health nurses, and community health educators are invited to attend the second annual Community Environmental Health Assessment (CEHA) workshop to be held on Sunday, October 5, in Yakima, prior to the Joint Conference on Health. The workshop will highlight environmental health indicators and assessment work underway in several communities in Washington. Workshop participants will learn from their peers about specific methods used to generate a variety of indicators, from **a**ir to **z**oonotics. Presenters will provide examples of how indicators have been used to focus communities on environmental health issues and gain support for public health activities. The workshop will also feature topic-specific round tables for colleagues to share ideas about defining indicators for topics like drinking water, the built environment, hazardous waste and other topics.

This CEHA workshop is being organized by the Washington Tracking Network, a Department of Health program that strives to streamline access to standardized environmental public health data and support practitioners in using those data for public health action.

The workshop is free, but registration is required. Continuing education

units for environmental health specialists will be available. Sign up for the workshop at the Joint Conference on Health registration site: http://www.wspha.org/JCH_Registration_Info.htm.

Please call Marnie Boardman at (360) 236-3245 for more information and to inquire about possible travel support.



Welcome New WSEHA Members!

John Bouck, B.S.
Data Mgmt. Technician
NAPCA at U.S. EPA

Cinnamon Brown, B.S.
Environmental Health Technician
Whitman County Public Health



New Southwest Regional Vice President for WSEHA

Tom Gonzales recently became the new SW Region Vice President for WSEHA. He brings many years of experience in state and national environmental health associations to our Board. Tom began his career with Larimer County Environmental Health in 1996, shortly after graduating from Colorado State University with a BS in Environmental Health. While working at Larimer County, Tom received a MPH from the University of Northern Colorado. Tom was President of the Colorado Environmental Health Association in 2003 and Region 3 Vice President of the National Environmental Health Association from 2004-2007. After 11 years at Larimer County, Tom accepted a position with Clark County Public Health in 2007 as the

Resource Protection Program Manager. Tom and his wife Melissa enjoy hiking, skiing, and fishing. With the birth of his son in December 2007, Tom became a proud daddy.

Public Health Professionals in Politics

Bruce Scherling, President-elect of WSEHA, is running for one of the county commissioner positions in Skamania County. Bruce has entered politics because he wants to more broadly work for the betterment of his community. It looks like a tight race for him, but he received slightly more votes than the incumbent in the primary election. You can follow Bruce's campaign at his web site.

<http://www.bruce4skamania.com/>.

Dr. Kim Thorburn, President-elect of the Washington State Public Health Association, is also running for a county commissioner position - in Spokane County. Dr. Kim was formerly the health officer for the Spokane Regional Health District and Chair of the Washington State Board of Health. It is a tight race for her too. She won slightly less than the incumbent in the primary. Follow Dr. Kim's campaign at her website.

<http://www.votedrkim.com/index.php>.

Budget Crisis Requires EH Professionals to Become 'Marketers'

(Continued from cover)

In order to address the challenge of maintaining the environmental health mission with limited resources, it is important to stay abreast of current technologies and environmental health advancements. Continuing education is the most effective method of achieving this goal. Educational conferences and seminars allow environmental health professionals the opportunity to pool resources and information. I believe the environmental health professional must continue to attend educational workshops even when budgets are tight. The environmental health professional needs to be current on environmental health issues in order to be an effective and credible "marketer".

If you have suggestions or would like to get involved in this effort in any way, please feel free to email me or call one of the WSEHA board members listed in this newsletter.

Thomas R. Gonzales, MPH, REHS
Southwest Region VP
Washington State Environmental Health Assoc.
Tom.Gonzales@clark.wa.gov

WSEHA/WSPHA International Health Committee 2008 Silent Auction

The International Health Committee will hold its annual fundraising silent auction on October 6 at the Joint Conference on Health in Yakima. This committee was started by WSEHA and had many successful silent auctions at WSEHA annual educational conferences. The committee has become a partnering effort with the Washington State Public Health Association. In 2007, the silent auction was held for the first time at the Joint Conference on Health and, of course, was very successful. Be sure to visit the auction table in the Exhibition Hall on Monday during the JCH. It will be held only that day.

The IHC silent auction this year will be raising money to help fund a water system for Houila Village in Laos. Please read the article by Susan Camp about Houila Village on page 6 in the summer edition of the WSPHA newsletter.

http://www.wspaha.org/wspaha_summer_2008_newsletter.pdf

A Look Back at the WSEHA Award Recipients 2007 Joint Conference on Health



Chuck Treser is the Senior Lecturer in Environmental Health at the University of Washington. Chuck received the **2007 Outstanding Sanitarian Award** at the Joint Conference on Health in Yakima.

Cezanne Murphy-Levesque is an Environmental Health Specialist in the Food Safety and Living Environment at Lewis County Public Health. Cezanne received the **2007 Rookie of the Year Award** at the Joint Conference on Health in Yakima.







NEHA 72nd Annual Educational Conference: What Sanitarians Are Doing Across the USA

By Mike Vinatieri

The WSEHA President-elect Bruce Scherling was unable to go to Tucson, Arizona to represent

us at the NEHA Annual Educational Conference (AEC) this June. President Ned Therien was also not available. WSEHA is an affiliate of NEHA and has a vote at the Council of Delegates. I was asked to represent our state association - so represent you I did.

On Saturday, June 21, I flew to Sacramento, then San Diego and finally arrived in Tucson. It was 114 degrees at the airport. A few hardy souls were playing in the NEHA golf tournament. This year NEHA split the conference venue between the Westin La Paloma Resort and the Hilton Tucson El Conquistador. Bruce had made reservations at the Hilton, so I stayed there. If you don't reserve your lodging early for a NEHA AEC, it is a major problem.

That evening at the ice breaker reception and throughout the conference, I ran into many friends. They included from Washington: John Wolpers, June and Dave Riggs, Tom Gonzales, Jerry Deeter, Jonnie Hyde, Chuck Treser, Maryanne Guichard, and Randy Philips (a former Washingtonian). From California I ran into Dick Pantages (NEHA incoming president), Frank and Jackie Dono, Diane Evans, John Fanning, Doug and Diane Turner, and George Nakamura. Most of the folks from California were environmental health directors, state EH association officers, or NEHA officers. Renewing old friendships is enough reason to go to any AEC or Joint Conference on Health (JCH). NEHA President Robert Blake and immediate past President Ron Grimes were readily accessible and I offered them many insights about WSEHA activities and needs. They were very attentive and I felt it was time well spent. Many exhibitors were in attendance.

I made several contacts for the upcoming Washington JCH. Most of the outstanding speakers and presenters were available for informal conversations throughout the conference. Sunday started off with the keynote session by Robert Blake. The panel discussion covered: "Who are we and who do we want to be?" Six panel experts from around America shared their views. The session was held at the Westin, which was a 30 minute bus ride from the Hilton. I think NEHA needs to rethink the split venue approach. It seemed that whatever sessions you wanted to attend, the next one would always be at the other facility, causing you to miss much of it.

The Affiliate President's Council met Sunday from 1:00 to 4:00 pm. We all presented issues for our states. Not much was unique. Decreasing membership, loss of enthusiasm in volunteering for association tasks, low visibility of our profession, fee for service policies, governance, training opportunities, and accreditation seemed to be common themes. The affiliate presidents were split into focus groups to brainstorm and share thoughts on several issues. My group brainstormed thoughts on the keynote discussion. The focus groups met again for about three hours on Tuesday morning to compare notes. Articles will be published in upcoming NEHA journal editions that record our comments, findings and recommendations. I hope you will read them when they are available.

On Monday, we met with other affiliate presidents from our region. We shared our thoughts, gained new insight. I shared issues of concern in Washington. That evening UL hosted the *Last Territory Event*. They had dancers, singers and gunslingers set up as in the old west. The barbeque was outstanding. It was a memorable social event shared again with many old friends and associates.

On Tuesday afternoon, I was actually able to go to training sessions on septic systems (liquid waste disposal) and leadership development as presented

by fifteen pre-eminent national leaders in environmental health. These were worth the price of admission

On Wednesday, the general membership meeting was held, and yes, I had several suggestions. Dave Riggs attended many of the activities and sat on the NEHA board during this meeting. He represented us well. I was able to get the board to agree to prepare and send out a packet of information on how to increase interest and membership at the local level. They have been studying this for some time and we hope to get a product now. The President's Banquet that evening saw the installation of Dick Pantages from northern California as the new NEHA president. Dick is an old friend of 35 years and I had the privilege of sitting with his mother during the dinner. She wanted to make sure that Dick didn't "mess up." It was a nice evening

Conferences are a lot of work, but the learning opportunities, socializing with old friends, and sharing what we do is important and makes the effort worthwhile. That is why so many great people commit a lifetime to it. If you missed the NEHA conference, do not miss the Joint Conference in Yakima, October 6-8, 2008. It's your profession - commit to it!

Question: With the popularity of CSI on television, why aren't EH professionals viewed as scientists, investigators, and problem solvers?

E-mail your answers to me at mvinati@hotmail.com.



A Guide for Safe and Healthy Operation of Swimming and Spa Pools

Manuals are available to Washington State residents for \$25 or \$20 when purchasing a quantity of 10 or more. WSEHA members rate is \$20 per manual.

Please make check payable to WSEHA and mail to: 4617 144th Place SE, Snohomish, WA 98296.

RECOMMENDED READING

By Steve Garrett

Preston, Douglas. TYRANNOSAUR CANYON. Tom Doherty Associates, 2005.

This very interesting and action packed science fiction novel begins with NASA astronauts collecting moon rocks during a lunar landing in December of 1972. One rock, sample # 480, later disappears from storage and all traces of reference to this sample are purged from records.

The setting then jumps to the present New Mexico badlands where a fossil hunter is bushwhacked in traditional western fashion. The hero hears the shots and turns his travel to discover the cause of the gunfire. He arrives just in time for the expiring fossil hunter to request that our hero give his field notes to his estranged daughter. Our hero agrees to do so. He understands that a promise made is a debt unpaid, and expends considerable effort to carry out the dying mans request. Our hero enlists a friend retired from a well-known government agency to decode the contents of the field notes. All involved are astounded to learn the contents of the notebook.

Read this fast-moving story with a public health angle linked to moon rocks and a new twist to the mystery of the end of dinosaurs on earth.

R. Scott Reiss. BLACK MONDAY. Simon and Schuster, NY, 2007.

This is a fictional novel with an interesting public health twist. An ominous prophesy by an Islamic holy man predicts that "governments will be overthrown, food supplies will disappear, and machines will cease to function." The prediction is not taken seriously until five airliners fall from the sky in succession. Investigation shows that the engines just quit running.

The hero of the story is an epidemiologist with the CDC and his nemesis is a Major General and chief of staff of the Pentagon's Rapid Response Command Center, of which our hero is a member. During an earlier investigation, our hero embarrassed the general. The General continues to harbor resentment toward our hero that will inhibit the investigation of the current crisis.

An oil-eating bacterium is determined to be the culprit, and our hero is angered that he is late to be informed. The command center points out that these bacteria do not affect humans and our hero's services are not required. The General orders our hero to stay out of the investigation. While the Rapid Response Command spins its wheels because of incompetent leadership, our hero uses epidemiological investigation technique to determine the source of the bacterium, the conspirators, as well as a way to render the bacterium harmless.

Washington State Environmental Health Association, Inc. Membership Application

The Washington State Environmental Health Association (WSEHA) is a nonprofit professional and educational organization. It was established in 1946 to provide a forum for dialogue and a vehicle for advanced training opportunities. WSEHA enhances individual and collective expertise, promotes professional growth, and revitalizes Environmental Health endeavors. The Association is enriched by the diversity of ideas and orientations of its members, who represent both the public and private sectors. For a copy of the WSEHA Code of Ethics, visit our website at www.wseha.org or Kathy Kondakjian at kathy@wseha.org.

Categories of Membership *(please mark next to the category that applies).*

____ **Regular Membership** - Persons who are active in the field of environmental health or related educational activities, who have a minimum of a bachelors degree from an accredited college or university.

____ **Associated Membership** - Persons who are active in the field of environmental health or related activities, but who do not meet the minimum requirements of regular membership.

____ **Student Membership** - Persons who are working towards a bachelor or higher degree in sanitary science, public health, environmental health, or related academic field.

____ **Subscribing Members** - Persons residing outside of the state of Washington whose principal membership benefit is receipt of the WSEHA Newsletter and other generally distributed information.

____ **Affiliate Membership** - Professional or civic organizations which share the goals and objectives of WSEHA and wish to improve communications and coordination of mutual programs.

____ **Emeritus Membership** - May be awarded by the WSEHA Board of Directors to persons who have been active in the field of environmental health for at least twenty years, including at least five years as a member of WSEHA, and who have retired because of age or disability.

____ First MI Last Degree(s)

____ Job Title Agency/Organization

____ Work Address City State/Zip

____ Work Phone Fax Number Email Address *(for newsletter and other WSEHA information)*

____ Home Address City State/Zip

____ Alternative Email Address Use as my primary mailing address: () Work () Home

Major Interest Areas: (Please circle all that apply)

Air Quality	Food Protection	Hazardous Waste	Housing
Institutional EH&S	Land Use/Planning	Noise Pollution	Occupational H&S
Radiological Health	Solid Waste	Toxic Substances	Recreational Facilities
Vector Control	Water Quality	Wastewater	General Public Health
Administration	Law & Process	International Health	Bioterrorism/Emergency Preparedness

Please make check payable to WSEHA and mail to: WSEHA, 4617 144th Place SE, Snohomish, WA 98296-6916. Memberships expire one year from the date issued.

Signature: _____ Date _____