



**Member Engagement
Programs Success Showcase 2022**
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Thursday, Jan. 20, 2022

TIM EDWARDS-FERREL:

Welcome everyone to the member services showcase a breakout room. I'm Tim Edwards- Ferrel. I will be leading the first half of our presentation and Sarah Perkins will be leading the second half. If you have any questions, you can just put them in the general chat for everyone to see, or you can directly message Stacey Evans, who's going to be our room support guide. Um, so she can help you if you have any other issues as well, she can help you or direct you to the person who can. And it looks like it is 2:50. So we're going to go ahead and get started here. So, as I said, I'm Tim Edwards-Ferrel, Member Outreach Manager of NACDD.

I'm joined by Sarah Perkins, our Member Support Manager and Stacey Evans, who is working as our room support guide for this presentation. So to give you an overview, this is our member services team. Like I said, I'm Tim. I've been at NACDD for almost seven months now. I joined right at the end of June 2021.

I have over seven years experience working with nonprofits and prior to coming to NACDD, I worked with another health care, um, association. And I'm joined by Sarah Perkins, our member support manager, who's been at NACDD for almost two years now. She joined in February 2020. She has over 12 years of experience working with nonprofits, education, and civic engagement roles.

And if you're joining us late, if you could just put your name in the chat, along with your organization you're affiliated with, that way we just have a better idea of who all is joining us. And if you have any questions, you can either put them in the general chat for everyone to see, or you can message Stacey Evans directly.

As you see, this as our mission, NACDD's mission and vision. Our mission is to improve the health of the public by strengthening state based leadership and expertise for chronic disease prevention and control in states and at the national level. And our vision is to lead and influence the ways that chronic disease prevention and health promotion shapes the health landscape.

And now a little bit about our story. For more than three decades, NACDD has become a leading and influential voice for all those who seek to end the burden of chronic



disease in the US and US territories. To do this, our programs and activities focus on supporting the professional growth and development of state and territorial health officials.

We know our members may come to NACDD for different reasons, but as we face an increasingly challenging public health landscape, one thing remains constant. NACDD is here to serve you so that you can best serve your community. As a national nonprofit professional association, we advocate, educate, and provide technical assistance to inform programming and grow chronic disease prevention knowledge, leadership, and capacity among our membership.

Now we're just going to go a little bit into our member types. There are two types of members at NACDD, a general member, which is any state and territorial health department employee working in chronic disease prevention and control programs, including staff in health promotion and education, epidemiology units, maternal and child health, oral health, injury, immunization, and communicable and non-communicable diseases and risk factors.

So basically if you are a state health employee and you have pretty much anything to do with uh, chronic disease prevention or treatment, you are going to be an NACDD member and you are automatically NACDD member. All our general members are kind of just signed up once they join their state health department and joining the chronic disease division or whatever division they work in that is related to practices.

Oftentimes our general members do not realize that they're NACDD members, but if you're a state health employee and you're working in chronic disease prevention, you are in NACDD member. Our second type of member is our associate members for any person who is not a state or territorial health department employee, but represent other industries and specialty areas such as non-profit healthcare systems, private sector or academia, and also federal government, so CDC employees would be associate members. And we're going to break down a little more. There's various types of associate members. So as I mentioned, we have the federal members who are members employed by federal organizations just CDC, HHS, PRC, or HRSA.

Educational, which is members employed by an educational institution, individuals who are individuals who do not fit into any of these other associate member categories, local county employees, that's employees at a county or local health department, student members who are enrolled in at least 12 credit hours at an educational institution, organizational membership, which is for members employed at a public health organization other than a state health department, such as the American Cancer Society or American Heart Association, partner members who are members employed by one of our partner organizations, uh, such as Kognito, CBS, uh, Leavitt Partners, or



Kappa Health, retired members who are individuals who have retired from the field of public health and tribal members who are employees of a tribal health department.

So, how can you get involved NACDD? There are several ways, and this is really just scratching the surface because we only have 25 minutes today. We could go for hours about various ways you could get involved. First, we have our GEAR groups, which I believe Roslyn mentioned during the opening panel. Our GEAR groups are NACDD's case based peer to peer learning opportunities designed to catalyze planning for longer term state level action. They use a virtual all teach, all learn approach to professional development.

GEAR groups are held each year and address a range of timely and emerging public health topics. Past topics have focused on healthy food access, early care and education, addressing systemic racism as a public health crisis, using data to promote equity in policy and programming and more. We also have our initiatives and councils, which focus on specific chronic diseases to advanced targeted prevention efforts and professional development opportunities for chronic disease staff.

NACDD initiatives and councils offer members the opportunity to network with their peers, to gain leadership experience and to become thought leaders in the national dialogue on chronic disease prevention and control and health promotion. We have our NACDD government affair, excuse me, government affairs forum monthly calls, which provide up-to-date information on the status of NACDD advocacy, education efforts, and current policy news from Washington DC. On the calls participants hear from NACDD's leadership, as well as consultants from cornerstone government affairs about NACDD's efforts to educate and engage legislators and policy makers about improving the resources available for chronic disease prevention.

They're held every third Tuesday of the month at 1:00 PM Eastern time and are typically led by Liz Ruth, who was part of the opening panel. We have our leadership basics series, which includes short on-demand trainings that cover systems thinking, change management, influence without authority, succession planning, organizational capacity, emotional intelligence, leading through change, leadership versus management, budgeting, facilitation, design thinking, and equity.

Next, we have our general member webinars, which many of you may have already attended one. They're presented on the fourth Thursday of each month at 3:00 PM Eastern time. They last one hour and cover topics of interest to public health professionals. Some topics covered in 2021 include redlining and chronic disease, leveraging Medicaid for chronic disease prevention, and a look at federal and state policy trends under the first six months of the Biden administration. And last but not least, we have our newsletters, which we strongly, strongly encourage all NACDD

members to subscribe to. Uh, they're a great way to stay informed on the latest in public health. We have our general NACDD newsletter, which we encourage every NACDD member to subscribe to.

And then we have more specific newsletters for topics such as diabetes, cardiovascular health, and arthritis. So next, we just have a quick overview of how to authenticate your existing NACDDs accounts. And Sarah is going to go into this a little more during her demo. And I also have a document that has all these instructions along with screenshots that I can share from down here.

So as you can see, it's pretty simple. You're gonna go to our website, click the sign in link, then click the sign up now link, which will show up in blue at the bottom. Complete the simple form and click create. You'll only need to do that one time. The first time you sign on, then you'll be redirected to the NACDD home page.

And then the final step is to just click on your account located on the far right of the primary navigation to access the information relevant to your account, including your profile. And then we just ask that you update your profile information as best as you can. We need your contact information if you want us to stay in touch with you, we always ask for areas of focus and your degrees and credentials, just so we have a better idea of who our members are and your communication preferences, which is where you'll sign up for those newsletters I was talking about.

And up next, Sarah Perkins, our Member Support Manager is going to present a live demo of how to log in and navigate our website. And I also wanted to mention that you can always reach us anytime at members@chronicdisease.org and I will drop that in the chat as well. Send an email to that address, everyone of our member of the member services team gets that. So Sarah, you ready to take it away?

SARAH PERKINS:

Again. Thanks everybody for being here. Um, the goal of today's session has certainly been to share more about NACDD and specifically how you can engage with the association. And so we are going to do this live demo to highlight what Tim was talking about with the authenticating of the account, and also give you a brief overview of some online tools that will help you activate those number of benefits right away.

So we are at our website, chronicdisease.org. Our website is of course a public site, but certain information is only available to members when you are logged in. And so we extended an invitation to everybody on this call to join NACDD as a member. And we'll show you how to do that today. And as Tim noted, we have general members and associate members.

So diving right in, we're going to start with how to authenticate an account, how to register a new account and how to manage your member profile. So you'll see in the top right, you've got this sign in and join button. So clicking on sign in, you're going to be taken to this screen and you're going to see this sign up now in the bottom.

That's what Tim was talking about. So if you have an existing account, but you have never logged into the website before, the first thing you need to do is click sign up now. This is how you will authenticate that account. You will type in the email that's associated with your account. You'll create a new password, confirm it, and give us your first and last name. And if you have an existing account, as soon as you click create, it's going to connect you with that account, authenticate it, and you will be directed to the NACDD homepage. Now, if you don't have an account and you need to register a new account, then you do the same thing.

You'd click that join button, or technically the sign in button cause it takes you to the same place, you do sign up now. And then here, you're going to put in the email address that you would like to be affiliated with your account, create that password, first and last name. The difference is that if you are creating a new account, when you click create, it's going to ask you, um, one more question, which is, do you work for a state or territorial health department and you'll answer yes or no. And if the answer is yes, you're a general member. If the answer is no, then you get to select the associate membership that is most applicable to your current work. And then you'll hit continue, and, that will, um, send a notification to our member services staff for us to review a new request, and then we'll review it, approve it with the appropriate membership designation. And upon approval, you'll get a notice telling you that you've been approved and that you can go and log back in to finalize the join process and update your member profile.

And I want to highlight that those step-by-step instructions with screenshots are in the chat so you can reference those for after this call as well. So now you want to sign back in, you've already authenticated your account and you need to update your member profile. So you'll come back in to that sign in, and this time you'll just put your email in and you'll add your password and get signed in.

You can see that there's that forgot your password feature. So if you do need help retrieving that, you can always select that. And if you don't know if you have an existing account or perhaps you can't remember what email it is affiliated with your account, that's a great reason to reach out to us at members@chronicdisease.org and we can help you with that.

So you'll see that now that we're logged in, those buttons in the top have changed. And you've got that my account tab that Tim mentioned. So when you hover over that, we want you to select my profile. If you haven't finalized the join process, it will say member

profile, but it's the same, um, information. But you'll see the member profile is basically two main pieces. You've got your personal information with contact info and areas of focus and then when you scroll down, you've got communication preferences. You'll see that some fields are read only. If you ever need to update those fields, we ask that you contact us again at members@chronicdisease.org, and we can help you get that information updated.

But otherwise all of these fields are editable and you are able to update this information at any time. And if you do have changes to your contact information or your job function, or your place of employment, we ask that you do take the time to update your contact information.

We can only communicate with you if we have the most accurate and current information with which to reach you. So we ask that you do take the time to do that. And then we'd love for you to give us your areas of focus. So again, we scrolled down to this section that says, please select all areas of focus that you focus on in your current job.

And then when you click that, you get this long list of options and you can select all the ones that are applicable to your work. Um, and you'll see that they show up there. And then the other place where we really want to stress your participation is the communication preferences. And you can think of this as areas of interest.

What are the topics that are of interest to you that you want NACDD to know that you're interested in and that you want us to contact you about, um, when there are opportunities to engage with that topic. So NACDD news is that one we strongly recommend everybody select. That's going to get you our impact brief newsletter, as well as general updates and announcements, including general member webinars.

And then you can select any other topic that is of interest. And of course, scroll down to the bottom and make sure you click, select and click save because that is what is going to, um, ensure that that gets registered. Then you'll see that little success bar that comes up there. If you have any questions about how to activate, register, uh, log in, anything like that, always reach out to us and our team is happy to help. Before we dive into Q and A, I do want to take you through a brief tour of the website. Uh, you can always reach our homepage by just clicking on the logo there. And we just want to highlight some of these online tools that are available to you. Um, so when you come to our about section, this is where you can find the most current up-to-date directory of our staff, our phenomenal consultants and subject matter experts, and of course, our board of directors who are excellent thought leaders from across the country. Four members want to highlight here. This is an example of a place where we have content that's only available if you are logged in. And that content are the two directories that we have. So we have a member directory and then we have our representative directory.

Um, those two items are not going to show up if you're not logged into the website. Representatives directory, that's going to include the 59 voting members for our association. Each one of them representing one of the 59 state or territorial health departments. Program areas is where you're going to find information broken down by chronic disease program or additional program groups. And so GEAR groups was something that Tim mentioned, and that's a place where you can find more information about that. John Robitscher in our opening session mentioned the newly revamped success stories database. So you can find that here. Again, um, case studies that highlight accomplishments and lessons learned from partners across the country and a really robust search field that allows you to find things that are going to be of most benefit to you. And in addition to searching those, you can also submit your own success stories to share your own success with this larger association. Advocacy is going to highlight white papers and fact sheets.

Our legislative tracker, which is this really robust tool that allows you to search, um, in real time, current legislation that is happening, um, and being able to search it by topic and state, et cetera. In the publications library, when you click on that, you're going to be able to find past publications in a variety of formats.

So that's a wonderful place to search for past information. And our learning center is going to highlight a lot of those professional development opportunities that are available to our members. And we wanted to just highlight our competencies, our webinar library, where you can find a lot of those past general member webinars.

Certainly our COVID resources, this dashboard has a lot of resources that have been developed to help our members in their response to COVID-19 and the leadership basic series, which Tim mentioned. And of course we've already looked at the, my account piece. Want to highlight one more piece before we go into our Q and A, and that is in this four members tab, we have our member guide, and this is a really wonderful document that we do want all members to know exists. And in addition to those instructions, Tim is putting the PDF of this file into the chat so you can see that, but when you scroll down, um, you can see the member information guide. That will take you to a PDF version of that.

And then we've got this search bar here, so you can always come in and search for anything. And if you were to search for member guide, it'll take you to our past press release that announced it, but I'm just going to hop onto this tab where I've already got it pulled up, because I want you to see that we've also have this available for you to just click through it as if you were reading the book.

Um, and you can see it's a really vibrant and dynamic, um, and quite robust publication that includes a lot of what we've talked about today. And it also highlights a lot of those

member benefits, as well as the instructions for how to access the account and navigate the website, um, that we've talked about today.

And it's a really wonderful way to better understand all those member benefits that we've been talking about. So I am going to stop sharing my screen here and, um, just offer a few more thoughts before we open it up to Q and A. And that of course, is that there are so many member benefits that are available and we do really encourage you to sign up and create an account if you have not already done so.

Creating an account is going to let you access those member benefits as soon as possible. And those benefits include, but uh, certainly are not limited to peer to peer networking, professional development opportunities, leadership training, great resources and online tools, as well as a really robust feature of communications and publications.

So we're thrilled that you're here. We appreciate your support and are so grateful for all the work that you do. And at this time, I'll turn it over to see if any questions have come in from the chat directly to Stacey. And then Tim and I will be looking at the chat to see if there's any other questions.

And we've got a small group too. So if you would prefer to come off mute and ask your question, you're welcome to do that as well. So what advice would you give to a new member to get started with and get the most out of their NACDD membership after they've acted activated their profile? Many council members are most engaged with program activities and may not be aware of the broader NACDD member benefits.

That is a great question. Um, and I definitely think, you know, getting that profile set up and selecting all of the things that are of interest is certainly, uh, a great starting point so that you can start to filter information that is, um, available to you so that you're getting that info. I think, um, really trying to make connections is, is probably the next step.

Um, so in terms of, you know, council members, um, especially if they are, are newer, like if they can connect with, um, consultants or other NACDD staff to can learn more about what they're interested in so that we can best support. And I should say, um, always feel free to connect people to our member services team.

Um, again, that's members@chronicdisease.org, because we can, um, happily discuss with people what their interests are and being able to direct them to opportunities that would be most beneficial to them, um, and mutually beneficial with the association. And I will also say, um, that member guide, I think is a really great document to just get people started with understanding the breadth and depth of all that NACDD offers.

TIM EDWARDS-FERREL:

All our members, make sure your communication preferences are updated because that's how you're going to stay, uh, that's how you're gonna stay up to date with what's going on with NACDD and what is going on with what you specifically are interested, whether it be arthritis, cardiovascular health, um, diabetes, and we have probably 20 to 30 different newsletters, individual newsletters that you, in addition to the general NACDD newsletter. Um, would also recommend that, uh, new members, I mean, like Sarah said, get engaged, uh, with your fellow members, start networking, look to join a GEAR group.

Um, just, there's so many ways that a new member can just get kind of, immerse themselves in NACDD and meet their fellow members.

SARAH PERKINS:

I'll also add, I was just gonna say, as a new staff member attending the general member webinars were a really wonderful way to get oriented to our work. And I think, um, that would certainly be a great starting point for a new member as well.

TIM EDWARDS-FERREL:

Definitely. I would recommend going back and watching as many of those as you can. Um, because we have a library of them, of recordings, of them. Um, one other question we got was why during my presentation, I stressed education advocacy education efforts, and not advocacy efforts. And that is because since we receive federal funding, we are not allowed to do any direct advocacy or lobbying.

So that's why we help our members, you know, help teach them how they can undertake advocacy work, but we NACDD itself cannot actually engage in that work because of the federal funding we receive.

SARAH PERKINS:

And I received another question, um, kind of along the same lines of what you guys were just talking about, but specifically about what kind of leadership opportunities there are for up and coming staff members.

A great question, um, and I think the answer would depend a little bit on exactly, um, what role that member has or, you know, what type of leadership opportunities they're looking for. We certainly have, um, opportunities specific to chronic disease directors,

but we also have things that are available to people at all levels of, um, employment within the health department.

So I think, um, a brief answer would be, um, direct those types of questions to members@chronicdisease.org. And then we can make sure we give the most, um, specific answer. But I do want to highlight, um, that we have, um, and I'm losing my train of thought. I apologize. Um, we have, uh, those professional development, um, resources that were there.

We have some online learning modules that have been offered, um, and are available and, um, getting people connected. Um, is certainly something that we really stress. And so we, you know, we have some opportunities like chronic disease, um, academies that are available to a limited number of people. So directing those questions to our staff will be the best way, um, for us to give, um, the response that will be most applicable given their particular role.

TIM EDWARDS-FERREL:

Definitely. We're always here to help. That's literally our job is to help, uh, our members, uh, just make sure you get the most out of your NACDD membership. So definitely reach out to us at members@chronicdisease.org with any questions that you may have. And Sarah.

SARAH PERKINS:

Yeah, I was just going to say, thank you all so much for being here. We really appreciate your engagement and your time. Um, and we really appreciate your work. Our session is ending. We'll have a five minute transition until the next breakout session. And Stacey is putting, um, has put that agenda with those links into the chat. So we hope that you enjoy the rest of your session and thank you again for all your time.

And, um, let us know if you have any questions, have a great day.

TIM EDWARDS-FERREL:

Thank you everyone.



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CHRONIC DISEASE DIRECTORS**

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- END OF TRANSCRIPT -