



HEALTHIER WORKPLACES | A HEALTHIER WORLD

AIHA BRAND EVOLUTION

Potomac Local Section Meeting

February 22, 2021

Presented by:

Susan Marchese

Managing Director, Marketing and Communications

WELCOME TO AIHA'S BRAND EVOLUTION



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



aiha.org | 2

WHY A BRAND EVOLUTION?

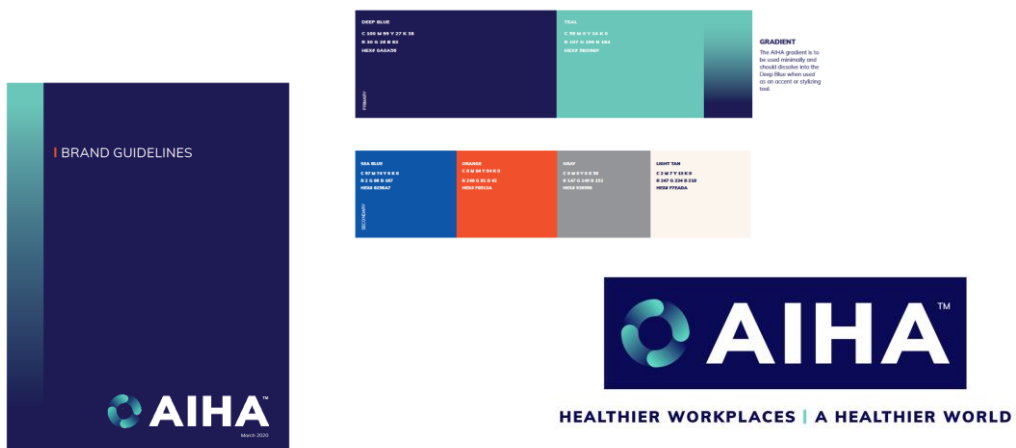
For 80 years, the American Industrial Hygiene Association has served those who are dedicated to keeping workplaces safe and healthy. But today, our services and support extend to professionals beyond the traditional industrial hygiene realm.

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.



aiha.org | 3

MORE THAN JUST A NEW LOGO AND TAGLINE



aiha.org | 4

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.



aiha.org | 5

THREE TENETS OF AIHA'S BRAND EVOLUTION



Public Awareness



Public Education



Recruitment
to the Profession



aiha.org | 6

STRATEGIC PLAN DOMAIN: AWARENESS

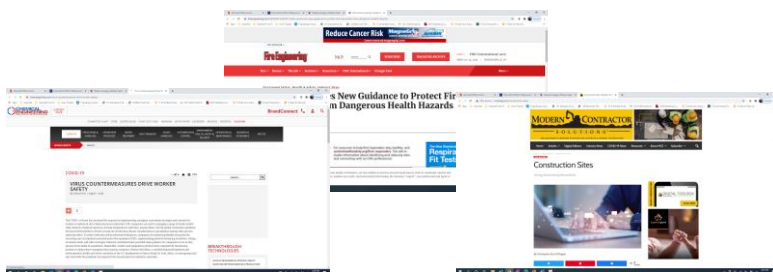
AIHA will promote the practice of IH/OEHS to increase awareness of its value and to sustain the future of our organization.



aiha.org | 7

CAMPAIGN ACCOMPLISHMENTS TO DATE

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



aiha.org | 8

TERMINOLOGY OF THE PROFESSION TO NON-MEMBER PUBLIC

- **“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



aiha.org | 9

TERMINOLOGY OF THE PROFESSION TO AIHA MEMBERS

- **IH or IH/OEHS**
 - Catalyst
 - Presentations at local sections or in committee meetings
 - Social media



aiha.org | 10

THANK YOU

SUE MARCHESE

Managing Director, Marketing and Communications

Office: 703-849-8888

smarchese@aiha.org



HEALTHIER WORKPLACES

A HEALTHIER WORLD



aiha.org | 11