



# ANNUAL REPORT

2024



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**PAUL HALVERSON**  
DrPH, FACHE, CPH, Chair,  
NBPHE Board of Directors

# Letter from the **CHAIR**

A strong profession is built on key pillars, including standardized educational pathways, accredited institutions, core competencies, and individual certification. Over twenty years ago, public health leaders recognized the need to fortify our field by establishing a certification for public health professionals. Today, public health certification is well-recognized and highly respected. The Certified in Public Health (CPH) credential is available to students, graduates of accredited public health programs, and professionals with relevant work experience.

We can take pride in the progress we've made and should continue encouraging public health professionals to earn and display the CPH designation.

The National Board of Public Health Examiners has worked tirelessly to develop a credible certification program that upholds high professional standards for the public health workforce.

Thanks to the dedication of our board of directors, testing committees, and countless CPH volunteers, we've built a forward-thinking certification designed to address evolving public health needs for the next decade. Our commitment to continuous improvement ensures that our processes remain relevant, and we welcome all CPH-certified professionals to engage in our decision-making efforts.

We look forward to continued collaboration with the public health community as we turn our shared goals into action. We also invite you to explore our annual report, which highlights key updates and progress.



# IMPORTANCE OF CERTIFICATION IN PUBLIC HEALTH

Public health has long been at the center of improving lives and protecting communities, but the field has struggled with a critical issue: the lack of recognition as a formal profession. Unlike other fields such as medicine, law, or nursing, public health did not initially require a unifying credential that symbolized specialized training, competency, and professional status. This gap led to public health being seen as an ideal or goal rather than a fully respected profession. The Certified in Public Health (CPH) certification was created to ensure public health has the recognition and resources it has always deserved.

Over the years, public health leaders have come to recognize that without certification, the field's contributions remained undervalued, its workforce invisible, and its practitioners underappreciated.

Certification provides the missing piece—a formal recognition that public health professionals possess the necessary knowledge, skills, and ethical grounding to effectively protect and promote the public's well-being. By earning certification, public health practitioners signal their commitment to upholding high standards and being accountable to the public they serve.

Certification validates public health professionals' expertise to protect and promote the public's well-being.



# ABOUT NBPHE

The National Board of Public Health Examiners (NBPHE) was established in September 2005 as an independent organization, to ensure that public health professionals have mastered the foundational knowledge and skills relevant to contemporary public health.

## NBPHE MEMBER ORGANIZATIONS:

American Public Health Association  
Association of Prevention Teaching and Research  
Association of Schools and Programs of Public Health  
Association of State and Territorial Health Officials  
Council on Education for Public Health  
National Association of County and City Health Officials  
Public Health Accreditation Board



## MISSION

The mission of NBPHE is to ensure that public health professionals have mastered and continue to advance their knowledge and skills to meet the changing public health environment.



## VISION

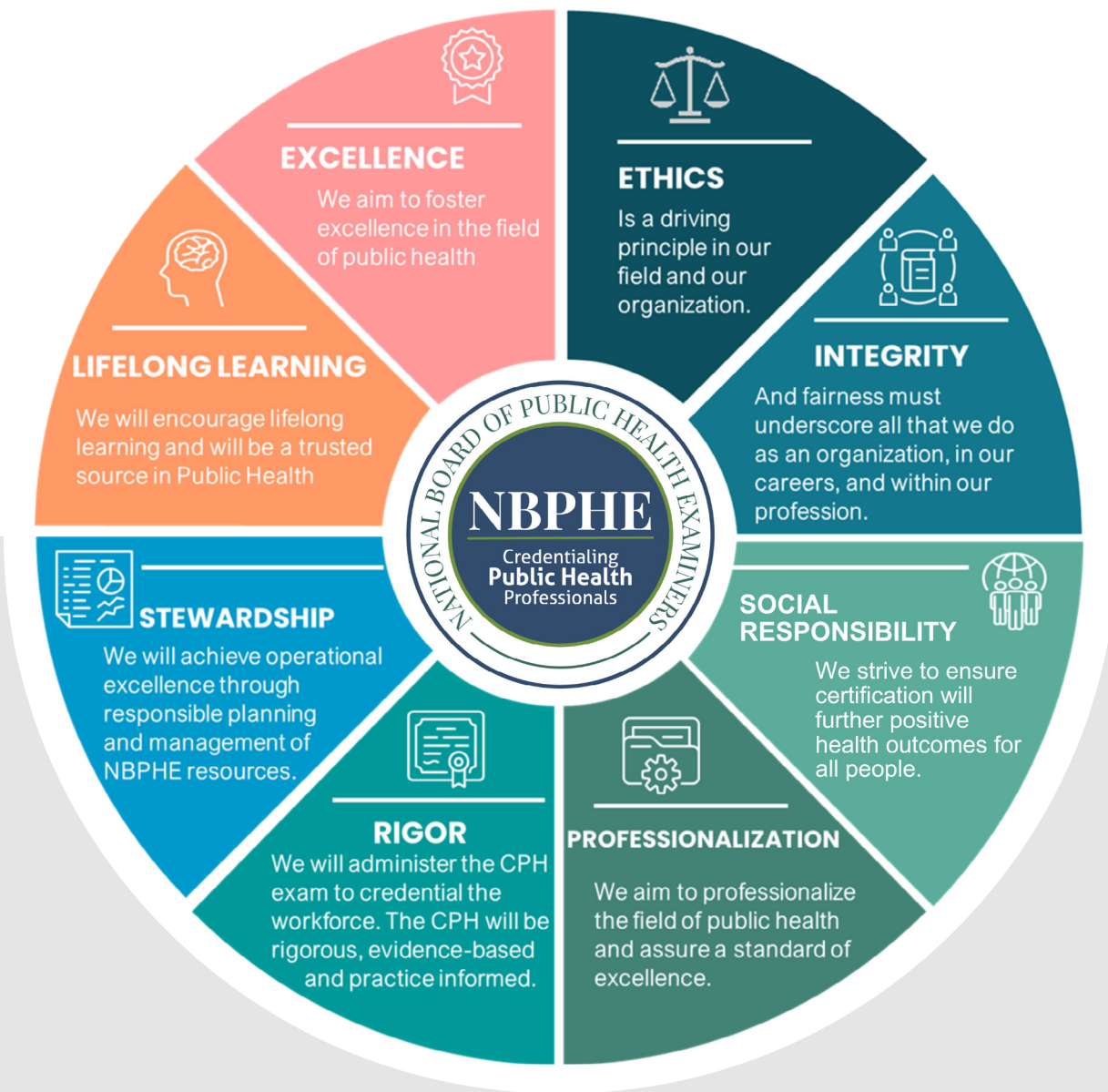
To be recognized as the standard of public health professionals.



## VALUES

The core values of NBPHE drive the action and focus of our organization. These values inform the decisions of our leadership and are embodied by our membership. NBPHE's core values are reflected in our mission and vision and are operationalized through our strategic efforts.

# NBPHE is committed to **EIGHT CORE VALUES:**





## STRATEGIC PLAN

Our Strategic Plan, Assuring Excellence in Public Health, was developed in 2022 to provide a clear roadmap for the growth and development of our organization over the next five years. During 2024, NBPHE staff and Board of Directors worked to refresh the strategic plan so it reflects some important changes.

The updated plan continues to focus our efforts to assure excellence by professionalizing the field and increasing the number of certified public health professionals, enhancing partnerships and outreach efforts, and ensuring a robust, sustainable, and adaptable organizational structure. Directly aligned with our mission and vision, these goals reflect our commitment to public health.





# GOVERNANCE

Development and execution of NBPHE’s strategy is led by our committed Board of Directors. Board membership is structured to include voices from within the public health community and a commitment to the advancement of certification for public health professionals.



## PAUL HALVERSON

DrPH, FACHE, CPH | **Chair**  
Dean of the Oregon Health & Science University,  
Portland State University School of Public Health



## DAVID BUYS

PhD, MSPH, CPH, FGSA | **Chair Elect**  
State Health Specialist and Associate Professor,  
Mississippi State University



## LORI FREEMAN

MBA | **Secretary/Treasurer**  
Chief Executive Officer, National Association  
of County and City Health Officials



## JAIME CORVIN

PhD, MSPH, CPH | **Chair, Certification Committee**  
Associate Professor, University of South Florida  
College of Public Health



## **NIZAR WEHBI**

MD, MPH, MBA, FACHE, CPH

**Chair, Governance Committee**

North Dakota State Health Officer,  
North Dakota Department of Health



## **KAYE BENDER**

PhD, RN, FAAN | **Immediate Past Chair**

Executive Director, Mississippi Public  
Health Association



## **CHARLENE CARIOU**

MHS, CPH, CHES®

Public Health Program Manager II  
Southwest District Health (ID)



## **JOSEPH KANTER**

MD, MPH

Chief Executive Officer, Association of State  
and Territorial Health Officials



## **RICHARD KURZ**

PhD | Dean Emeritus and Adjunct Professor of  
Health Management and Policy, University of  
North Texas Health Science Center



**ALLISON LEWIS**

MA | Executive Director,  
Association for Prevention  
Teaching and Research



**LAURA MAGAÑA**

PhD, MS | President and CEO,  
Association of Schools and  
Programs of Public Health



**LAURA RASAR KING**

EdD, MPH, MCHES | Executive  
Director, Council on Education  
for Public Health



**MATT RICHARDSON**

DrPH, MPH, FACHE | Director of  
Public Health, Denton County  
Public Health



**PAULINE ROLLE**

MD, MPH, CPH | Medical  
Director, Ascension Medical  
Group Pediatric & Southeast  
Georgia Primary Care

**Additional NBPHE  
committees include**

Certification Committee

Finance and Audit  
Committee

Governance Committee

Publications and  
Research Committee

# NBPHE PROJECTS

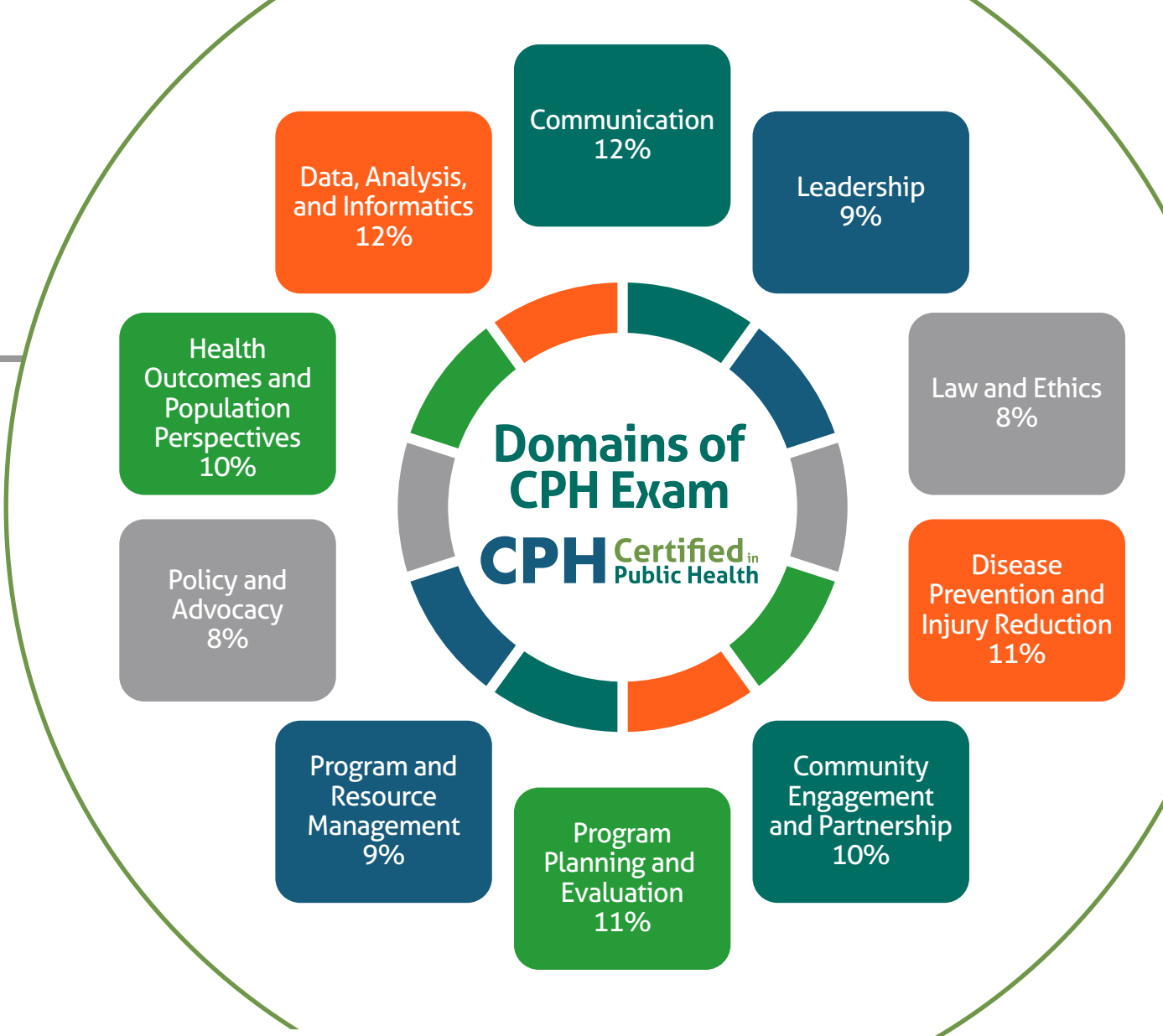


## ABOUT CPH

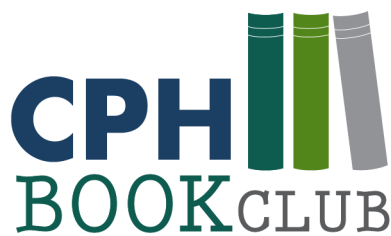
The Certified in Public Health (CPH) credential is the only public health certification program that demonstrates not only knowledge of key public health sciences, but also a commitment to the field through continuing education focused on emerging and established public health issues. The CPH credential distinguishes Certificants as public health professionals at the cutting edge of an ever-evolving field.

## CPH COMMITTEES INCLUDE

- CPH Ambassadors
- CPH Exam Review Committee
- CPH Form Review Committee
- CPH Item Review Committee
- CPH Item Writing Committee
- CPH Practice Materials Committee
- CPH Standard Setting Committee



<b>Exams taken</b>	<b>14,257</b>
<b>Domains</b>	<b>10</b>
<b>Recert Hours</b>	<b>500,000</b>
<b>Certificant Countries</b>	<b>95</b>



## BOOK CLUB

The CPH Book Club, established in 2017, has read 41 books on public health.

A complete list can be found at:

[www.nbphe.org/certified-in-public-health/cph-book-club](http://www.nbphe.org/certified-in-public-health/cph-book-club)

**SPILLOVER:** Animal Infections and the Next Human Pandemic | By David Quammen

**THE OMNIVORE'S DILEMMA:** A Natural History of Four Meals | By Michael Pollan

**ON THE JOB:** The Untold Story of America's Work Centers and the New Fight for Wages, Dignity, and Health | By Celeste Monforton and Jane M. Von Bergen

**SANDY HOOK:** An American Tragedy and the Battle for Truth | By Elizabeth Williamson

**MISSOULA:** Rape and the Justice System in a College Town | By Jon Krakauer

**THE MEASURE OF OUR AGE**  
By M.T. Connolly

**GET WELL SOON:** History's Worst Plagues and the Heroes Who Fought Them | By Jennifer Wright

**TOMS RIVER:** Story of Science and Salvation | By Dan Fagin

**BIG CHICKEN:** The Incredible Story of How Antibiotics Created Modern Agriculture and Changed the Way the World Eats | By Maryn McKenna

**MOUNTAINS BEYOND MOUNTAINS:** The Quest of Dr. Paul Farmer, a Man Who Would Cure the World | By Tracy Kidder

**SILENT SPRING**  
By Rachel Carson

**THE ORGAN THIEVES:** The Shocking Story of the First Heart Transplant in the Segregated South | By Chip Jones

**AN AMERICAN SICKNESS:** How Healthcare Became Big Business and How You Can Take It Back | By Elisabeth Rosenthal

**WATER 4.0:** The Past, Present, and Future of the World's Most Vital Resource | By David Sedlak

**EMPIRE OF PAIN:** The Secret History of the Sackler Dynasty by Patrick Radden Keefe | By Patrick Radden Keefe

**QUIET:** The Power of Introverts in a World That Can't Stop Talking | By Susan Cain

**THE CODE BREAKER:** Jennifer Doudna, Gene Editing, and the Future of the Human Race | By Walter Isaacson

**THE DEEPEST WELL:** Healing the Long-Term Effects of Childhood Adversity | By Nadine Burke Harris

**CARVILLE'S CURE:** Leprosy, Stigma, and the Fight for Justice | By Pam Fessler

**INFERIOR:** How Science Got Women Wrong-and the New Research That's Rewriting the Story | By Angela Saini

**TOGETHER:** The Healing Power of Human Connection in a Sometimes Lonely World | By Vivek Murthy

**WHAT THE EYES DON'T SEE:** A Story of Crisis, Resistance, and Hope in an American City | By Mona Hanna-Attisha

**COVID-19:** The Pandemic that Never Should Have Happened and How to Stop the Next One | By Debora MacKenzie

**PREDICTABLY IRRATIONAL:** The Hidden Forces That Shape Our Decisions | By Dan Ariely

**EVICTED:** Poverty and Profit in the American City | By Matthew Desmond

**ONE PERSON, NO VOTE:** How Voter Suppression is Destroying Our Democracy | By Carol Anderson and Tonya Bolden

### THE DEMON IN THE FREEZER

By Richard Preston

### THE SPIRIT CATCHES YOU AND YOU FALL DOWN:

A Hmong Child, Her American Doctors, and the Collision of Two Cultures | By Anne Fadiman

**FACTFULNESS:** Ten Reasons We're Wrong About the World – and Why Things Are Better Than You Think | By Hans Rosling

### THE GREAT INFLUENZA:

The Story of the Deadliest Pandemic in History | By John M. Barry

**JUST MERCY:** A Story of Justice and Redemption | By Bryan Stevenson

**INSANE:** America's Criminal Treatment of Mental Illness | By Alisa Roth

**POLIO:** An American Story | By David M. Oshinsky

**THE NEXT PANDEMIC:** On the Front Lines Against Humankind's Gravest Dangers | By Ali S. Khan

**WHY WE SLEEP:** Unlocking the Power of Sleep and Dreams | By Matthew Walker, PhD

**AND THE BAND PLAYED ON:** Politics, People, and the AIDS Epidemic | By Randy Shilts and William Greider

**PANDORA'S LAB:** Seven Stories of Science Gone Wrong | By Paul A. Offit

**DREAMLAND:** The True Tale of America's Opiate Epidemic | By Sam Quinones

**THE GHOST MAP:** The Story of London's Most Terrifying Epidemic—and How it Changed Science, Cities, and The Modern World | By Steven Johnson

### THE IMMORTAL LIFE OF HENRIETTA LACKS

By Rebecca Skloot



## AMBASSADORS

Each year, the NBPHE selects a cohort of CPH Ambassadors. The ambassadors share the importance of certification in public health through their professional networks, and other channels such as attending conferences and using social media.

# CONGRATULATIONS TO THE 2024 CLASS OF CPH AMBASSADORS



Scan QR code to visit the Ambassadors' web page



# NBPHE PROJECTS



## ABOUT CDI

The CDI Certification Program is supported through funding from the Centers for Disease Control and Prevention (CDC) through a Cooperative Agreement awarded to the Association of Schools and Programs of Public Health (ASPPH) and sub-awarded to the National Board of Public Health Examiners (NBPHE).



In cooperation with the CDC and ASPPH, NBPHE started developing this new certification in 2022 and are excited to see it launch at the end of 2025. We have been hard at work deciding on policies, developing test questions, and putting together all the pieces that bring a certification to fruition. The CDI certification will assess the competence of Disease Intervention (DI) professionals, offering evidence of essential knowledge and a standardized benchmark for skills, validating the applied knowledge, skills, and abilities of this certified DI workforce.

## CDI COMMITTEES

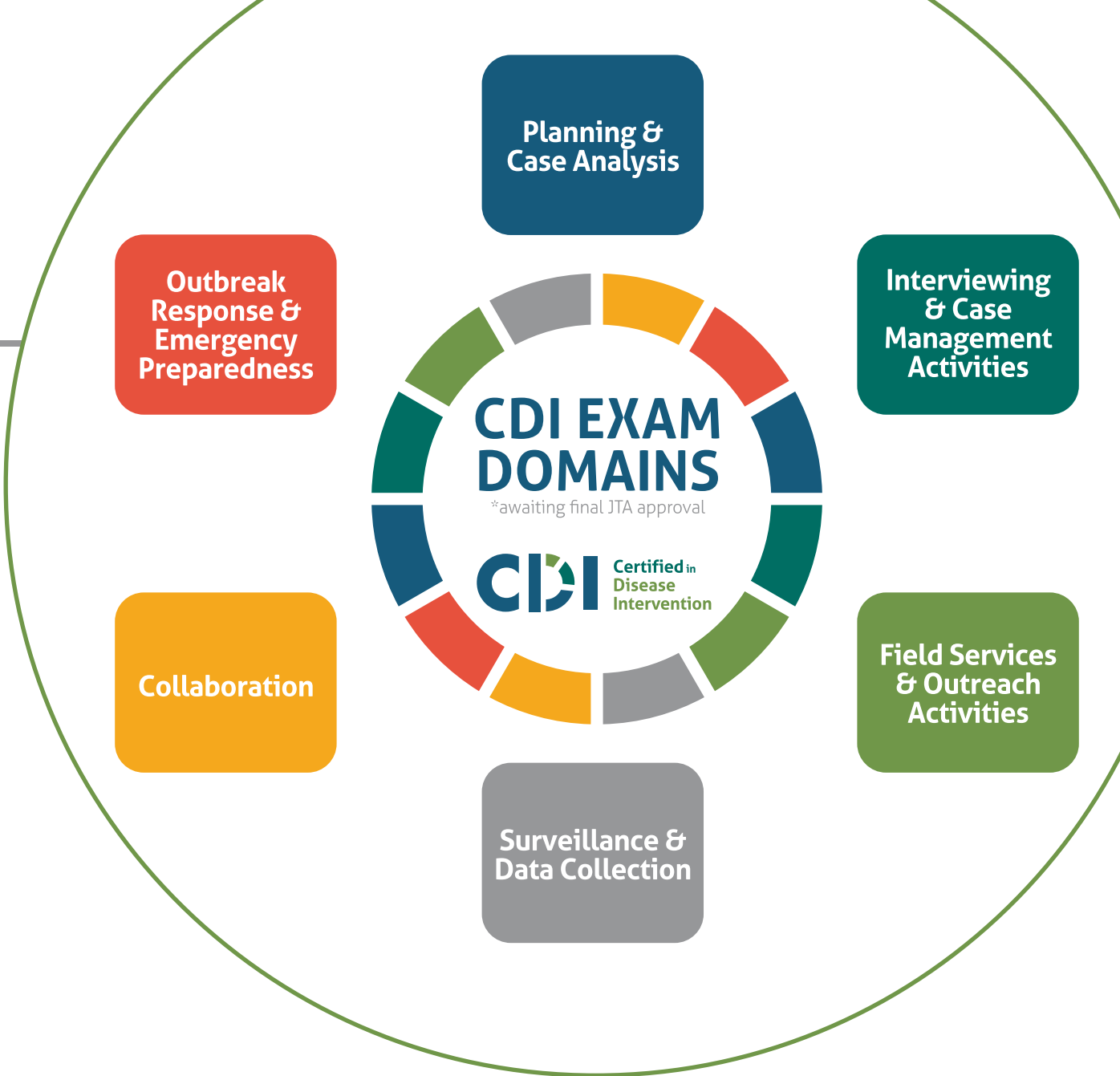
CDI Certification Advisory Committee

CDI Item Writers

CDI Job Task Analysis Committee

CDI Practice Item Writers Committee





## JOB TASK ANALYSIS (JTA) FOR DI PROFESSIONALS

As part of the CDI Certification development process, NBPHE will disseminate the survey via email to DI professionals nationwide to gather information about the tasks they perform regularly. The JTA survey instrument will ask DI professionals to rank the importance of each task and how frequently each task is performed. The survey results will inform the development of the CDI Certification exam, exam preparatory materials, training programs, and national job standards.



Sign-up on our CDI Learn More Form to stay up to date on the latest CDI certification news.

# PUBLIC HEALTH NURSING CERTIFICATION PROGRAM (PHN)

## ABOUT PHN

Through funding support from Robert Wood Johnson Foundation, the NBPHE has begun to explore a certification for public health nurses to recognize foundational knowledge and practical application of public health and nursing.

The committees leading this work have accomplished the following:

- Establishing preliminary eligibility
- Determination of certification process
- Developed a job task analysis committee to determine the scope of the certification.

## PUBLIC HEALTH NURSING JOB TASK ANALYSIS

NBPHE will be conducting a public health nursing Job Task Analysis (JTA) in early 2025! The survey instrument will be disseminated to public health nurses to validate the day-to-day tasks they perform. Public health nurses will be able to rank the importance of each task, the frequency each task is performance, and the point in their career when the task is completed. The JTA survey results will inform the development of a public health nursing certification program.



Sign-up on our  
PHN Nursing Certification Learn More Form  
to stay up to date on the latest news.

## COMMITTEES

- Public Health Nursing Certification Advisory Committee
- Public Health Nursing Certification Job Task Analysis Committee



# GOVERNMENTAL PUBLIC HEALTH (GPH) JOB TASK ANALYSIS

## ABOUT GPH

In 2023, the NBPHE received funding from The Public Health Accreditation Board (PHAB), through the Association of Schools and Programs of Public Health (ASPPH) to conduct a Job Task Analysis for the governmental public health workforce.

## GOVERNMENTAL PUBLIC HEALTH JOB TASK ANALYSIS

The job task analysis (JTA) survey was administered from May to July 2024 and its goal was to identify the most frequent and important day-to-day tasks that employees at entry-, mid-, and senior levels in governmental public health perform in their positions. The results of the work will inform the GPH workforce, GPH leaders, academic institutions, and training programs of the duties of a variety of governmental public health positions and what may be required to support individuals in these roles.

## COMMITTEES

- Governmental Public Health Job Task Analysis





# Publications & OUTREACH



## PUBLICATIONS

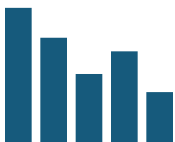
Over the years, NBPHE has compiled comprehensive data and information related to certification that is useful to those in the public health field. To make sure this information is available, NBPHE has formed a Publications and Research Committee to analyze our data sets and publish journal articles with a focus on the intersection of certification and public health.

Our latest findings based on our 2022 public health job task analysis were published in 2024 in the prestigious Journal of Public Health Management & Practice. This study, titled "Perceptions of Criticality and Frequency of Tasks in Public Health Practice" delves into the essential tasks performed by public health professionals and their perceived importance and frequency. Our findings offer valuable insights that can help shape future training and resource allocation in the public health sector.



## BLOG

A recent addition to NBPHE's digital outreach platforms, the NBPHE blog allows readers to get to know more about NBPHE, its certifications, projects, activities, and events. Posts span from Board updates to study tools, to upcoming webinars and more.



## DATA

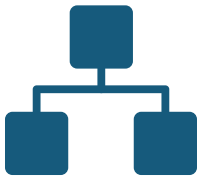
NBPHE continues to build on its collection of high-quality open-access resources available to public health academics and professionals.

NBPHE has a number of robust data sets which provide insight into the public health workforce. These data sets include exam scores, recertification activities and several job task analysis. The NBPHE Publication and Research Committee committed to analyzing and publishing on this data.



## WEBSITE & APPLICATION PLATFORM

In July 2024, NBPHE launched a newly designed website. The new site was built with the user's experience in mind, taking into account the need to add new certification programs. NBPHE also moved its application system to a new platform over the summer. The new system allows for a more modern user experience and enhanced analytics.



## NEWSLETTERS & SOCIAL MEDIA OUTREACH

Across 2024, the NBPHE community was kept up to date on news, activities and opportunities via our newsletters and social media channel content. Our online engagement and followers continued to grow with 3,200+ followers on LinkedIn, an increase of nearly 40%, establishing NBPHE as a trusted resource and thought leader. Our private CPH-only group on LinkedIn saw +50% growth in membership in 2024. Our Facebook reach has grown +114% to nearly 40k. The newsletter mailing list continues to gain subscribers who hear from us regularly with an open rate often approaching 40%, which reflects an appreciation for engaging content.



## VIDEO LIBRARY

NBPHE hosts a video library on YouTube with access to our Exam Prep videos as well as inciteful and timely webinars on topics of public health. In 2024, our videos have been viewed 31.6k times, with over 10.4k hours of watch time.



## WEBINAR WEDNESDAYS

In 2024, NBPHE started a free one-hour webinar series on emerging and established public health issues that will help CPH-certified professionals stay current in the rapidly evolving field of public health. The sessions take place on the second Wednesday of the month and are a great way for CPHs to earn recertification credits.

NBPHE also hosted virtual review sessions that were open to the public to prepare for the CPH exam. The series contains 11 sessions, one introductory session and 10 domain-specific sessions. Over 1,500 candidates registered for these sessions and many more have used the recordings of the sessions to help them prepare for the CPH exam.



## AWARDS

This year, the NBPHE is announcing its three awards which are meant to recognize and celebrate strong supporters of public health certification and the contributions of those who are CPH certified.

### **CPH Ambassador Award**

This award recognizes a CPH Ambassador who has promoted the importance of certification in public health through innovation, leadership and engagement.

### **NBPHE Partnership Award**

This award recognizes organizations which are committed to strengthening the public health workforce through certification in public health.

### **NBPHE Joel Lee Innovation Award**

This award recognizes an active CPH certificant for innovative, outstanding professional performance and advocacy of the field of public health. In addition, the award promotes the contributions of the CPH in transforming public health.

## EXHIBITIONS

In support of the upcoming CDI certification and our existing CPH certification, NBPHE staff attended the following conferences in 2024 and will exhibit at nearly 30 conferences in 2025.



- American Sexually Transmitted Diseases Association (ASTDA)
- Annual Arizona Rural Health Conference
- Arizona Public Health Association
- Association of Community Health Nursing Educators (ACHNE)
- Association of Public Health Nurses (APHN)
- Association of Schools and Programs of Public Health (ASPPH)
- Association of State and Territorial Health Officials (ASTHO)
- Biomedical HIV Prevention Summit
- Colorado Public Health Association
- Council of State and Territorial Epidemiologists (CSTE)
- Georgia Public Health Association
- Iowa Public Health Association
- Michigan Premier Public Health Conference
- Minnesota Public Health Association
- National Alliance of State and Territorial AIDS Directors (NASTAD)
- National Association of County and City Health Officers (NACCHO 360)
- National Coalition of STD Directors (NCSD)
- National Network of Public Health Institutes (NNPHI)
- National TB Controllers Conference
- North Dakota Public Health Association
- Terrapin Inc. Disease Prevention & Control Summit America
- Texas Association of City and County Health Officials (TACCHO)
- Texas Public Health Association
- Commissioned Officer Association Symposium (COA)
- National Association of County and City Health Officers (Preparedness Summit)

# PARTNERSHIPS

NBPHE values our partnerships with public health organizations, health departments, and academic institutions who prioritize certification for their employees, students, and members. During 2024 NBPHE formalized partnerships with existing partners and developed new partnerships that will facilitate increased access to certification for public health professionals. To enhance the impact of our partnerships, NBPHE created a new Director of Partnerships position and hired Melissa Boyette to fill this role in the fall. With over 26 years of experience in public health, Melissa brings real-world perspective and offers important insights from the field. Melissa is a subject matter expert in disease intervention and will help to launch the new CDI credential.







# STAFF



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# Letter from the **PRESIDENT**

As we look to the future, the path ahead for public health is both inspiring and challenging. Our field stands at the intersection of unprecedented global change, from emerging health threats to evolving societal needs. Now, more than ever, we need resilience, adaptability, and innovation.

The National Board of Public Health Examiners is committed to leading with vision and purpose, ensuring that our certification process not only meets today's standards but anticipates tomorrow's demands. We are steadfast in our belief that a strong, certified workforce is the foundation of healthier communities.

While challenges may test our resolve, they also present opportunities to demonstrate the strength and dedication of public health professionals. By upholding rigorous standards and fostering a culture of continuous learning, we equip our workforce to meet crises head-on and create lasting impact.

Together, we will continue to advance our profession with integrity and compassion. Thank you for joining us on this journey forward.



**ALLISON FOSTER**  
MBA, CAE, CPH | President

*Allison*



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