

13 May 2008



Dear Members and Colleagues

The Australian Institute of Environmental Health is delighted to announce today the launch of its new name, Environmental Health Australia (EHA), and the highly anticipated Certified Environmental Health Practitioner Scheme (CEHP) ®, an integral part of the overall EHA Continual Professional Development Program.

The dual launch is held in conjunction with the 10th World Congress on Environmental Health currently on going in Brisbane from May 11 to 16, 2008.

EHA was originally formed in 1936 and over its 72 year history it has undergone a series of name and logo changes to better reflect the constant change of the environmental health profession. The new name Environmental Health Australia (EHA) was first conceived by the Board some 6 years ago and the opportunity to launch the re-brand of our organisation at this auspicious international event presents a unique marketing strategy to promote and reinforce EHA as being Australia's peak environmental health body to the world.

We have enclosed our new release sent to all media outlets and as well as more information of the new Certified Environmental Health Practitioner (CEHP) ® scheme.

We would like to extend our sincere gratitude to all Members and stakeholders who have strongly supported AIEH and now EHA as we enter into a new era of growth.

We look forward to your continual support.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'J. Smith', with a long horizontal flourish extending to the right.

Dr Jim Smith LFAIEH
National President

A handwritten signature in black ink, appearing to read 'Waikay Lau', with a long horizontal flourish extending to the right.

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Environmental Health Australia (EHA), formerly known as the Australian Institute of Environmental Health (AIEH), is launching its new name and logo at the 10th World Congress on Environmental Health today. This re-brand initiative is consistent with the organisation's strategic plan and its position as the peak environmental health body in Australia. Dr Jim Smith, National President of EHA, notes that 'the rebrand affirms that the organisation and its members are as dynamic as the challenges posed by environmental health'.



The EHA logo, shown above, reflects the modern nature of this professional association. The design incorporates a single curve which connects the letters EHA, symbolising strength and unity. The connectivity created by the curve represents the all-encompassing nature of environmental health which draws a multitude of issues (e.g. climate change and sustainability, environmental management, pollution, water quality, food safety, indigenous health, communicable disease control and disaster management, etc.) under the one banner. The curve is also representative of the planet and the global nature of many modern environmental health issues including climate change.

EHA will continue to promote excellence in environmental health with the new Certified Environmental Health Practitioner (CEHP) program which will be launched by the President of the International Federation of Environmental Health, Colm Smyth, at the World Congress today. The objectives of the national CEHP program are to:

- Develop a recognised professional development and accreditation program for environmental health practitioners and technicians;
- Increase environmental health workforce capacity through continuous skill and knowledge development; and
- Develop professional practice standards and professional accountability.

Members of EHA, employers, educators and other stakeholders have shown strong interest in a structured and peer reviewed professional development program.

Dr Smith said 'In an era when people understand that the built and natural environment significantly impacts on human health and well-being, it is important for the community to have confidence in environmental health practitioners' ability to manage new and existing risks.' He notes 'Environmental health is a dynamic field which changes rapidly, so environmental health practitioners need to undertake regular professional development to remain effective in their role.' 'Employers and the community can have confidence that environmental health practitioners involved in the Certified Environmental Health Practitioner program are not only maintaining critical skills and knowledge, but improving their ability to protect the community against environmental health risks. Participants will also have to adhere to all EHA standards regarding ethics and environmental health practices. The attainment of the post-nominal CEHP is a hallmark of quality.' Dr Smith advised.

In addition to the post-nominal CEHP, the following logo will be used on certification certificates to identify Certified Environmental Health Practitioners.



The launch of EHA, its new logo and the Certified Environmental Health Practitioner program is symbolic of the ongoing adaptation of the environmental health profession, ensuring the profession continues to play a critical role in protecting 'our environment, our health, our future'.

Relevant publications and resources:

- Environmental Health Australia website: <http://www.eh.org.au/>
- CEHP webpage: <http://www.eh.org.au/tools/ceps/index.php>

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