Leadership Approaches to Defending and Advancing Prevention and Public Health

February 28, 2017
11:30 AM – 1 PM Pacific
2:30 PM – 4 PM Eastern

Please close all applications except WebEx.
Audio difficulties? Send us a question in the Q&A panel.
Technical difficulties? Call WebEx at 1-866-229-3239.
Closed captioning instructions will be provided.

Connect with us: Twitter @Dialogue4Health
Closed Captioning

To see real-time closed captioning:

1. Click to open Media Viewer

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Q&A Feature

1. Type your question in the Q&A box
2. Select *Ask: All Panelists*
3. Click *Send*
Polling Feature

Please:

1. Choose your **answer**
2. Click **Submit**
Poll #1

Are you attending this Web Forum:

a. Individually
b. In a group of 2-5 people
c. In a group of 6-10 people
d. In a group of more than 10 people
Matthew Marsom
Vice President, Public Policy and Programs
Public Health Institute

Website:  www.PHI.org
About the Audience: Where You Are

• In all 50 US states, Washington DC, Puerto Rico, Australia, Canada, and the UK
• These states have more than 15 audience members:

California: 284
Colorado: 85
Washington DC: 69
Michigan: 58
Georgia: 55
New York: 53
North Carolina: 52
Illinois: 41
Texas: 40
Washington: 40
Maryland: 39
Florida: 33
New Jersey: 32
Pennsylvania: 29
Ohio: 28
Oregon: 27
Virginia: 26
Wisconsin: 25
Missouri: 20
Minnesota: 19
Connecticut: 17
New Mexico: 17
Tennessee: 17
Kansas: 16
Maine: 16

Based on registration as of 2/24
About the Audience: Work Sectors

Based on registration as of 2/24
Poll #2

What sector/industry best represents your sector?

a. Advocacy
b. Government
c. Community-based
d. Faith-based
e. Education
f. Health
g. Public health
h. Other
Nora Connors, JD, MPH
Deputy Director of Policy and Partnerships
Public Health Institute

Website: www.PHI.org
Federal State of Play: ACA Repeal

• Budget Resolution/Reconciliation
• Replacement Plan; ACA Solution
• Prevention and Public Health Fund
• Medicaid
Federal State of Play: The Administration

- President’s Budget
- Cabinet Secretaries
- Executive Orders
- State of the Union
2017 Public Health Strategies for Policy Makers
Poll #3

What is needed to improve leadership within your organization/community/area?

a. Increased understanding among leadership of the importance of population health
b. Best practices/models/examples of leadership approaches that are replicable
c. Business case/ROI for investment in population health improvement
d. Ways to engage with other leaders around the country
e. All of the above
Georges Benjamin, MD
Executive Director
American Public Health Association

Website:  www.APHA.org
Donald Hoppert
Director of Government Relations
American Public Health Association

Website:  www.APHA.org
Central Challenge: Create the **Healthiest Nation** in **One Generation**

**OUR MISSION**
For what purpose does APHA exist?
- Improve the health of the public and achieve equity in health status

**OUR UNIQUE VALUE**
What unique role does APHA play in meeting this mission?
- Community of public health professionals and collective voice advocating for the public’s health
- History and broad constituency give us unique perspective

**OUR GUIDING PRIORITIES**
What must be accomplished for APHA to achieve its mission?
- Building public health infrastructure and capacity
- Creating health equity
- Ensuring the right to health and health care

APHA Strategic Map

- Strengthen public health practice
- Build a public health movement
- Align organizational capacity and infrastructure

The Healthiest Nation

APHA
AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.
APHA National Agenda 2017 - 2018

• Assuring the right to health & health care
  – Defend the Affordable Care Act
  – Expand health insurance coverage
  – Reauthorize CHIP; protect Medicaid (No block grants) & Medicare: prevention

• Building public health infrastructure & capacity
  – Funding for CDC & HRSA & Protecting the “Prevention Fund”
  – Promoting Public Health 3.0
  – Stop regulatory rollbacks

• Creating health equity
  – Social determinants - climate change & environmental health threats, etc.
  – Protect women’s health & access to reproductive health services
  – Discrimination & racism

• Next public health emergency - TBD
Larry Cohen, MSW
Executive Director
Prevention Institute

Website:  www.preventioninstitute.org
Furthering Prevention & Equity
Prevention Institute
February 27, 2017

• Assert the overarching benefits of prevention
• Amplify prevention victories at the local and state level
• Reclaim the narrative
• Advance equity
“For every complex problem there is an answer that is clear, simple and wrong.”

-H. L. Mencken
“For every complex problem there is an answer that is clear, simple and wrong.”

-H. L. Mencken

“Intellectuals solve problems. Geniuses prevent them.”

- Albert Einstein
Mary Pittman, DrPH
President and CEO
Public Health Institute

Website:  www.PHI.org
Public Health Institute
Impact

- Disabilities
- Chronic Disease Prevention
- Capacity Building
- Alcohol, Tobacco, Mental Health
- Technology and Innovation
- Women, Youth and Children's Health
- Global Health
- Healthy Communities
- Environmental Health
- Research and Evidence
- Policy & Advocacy
- Communications
- Leadership

PUBLIC HEALTH INSTITUTE
Seeking Opportunity Amidst Challenge

• Build new relationships, non-traditional allies and partnerships
• Collaborate across multiple sectors
• Develop innovative funding mechanisms to sustain efforts
• Create new generations of leaders that understand importance of prevention
• Reframe/refocus how we talk about prevention and public health
• Explain evidence-based information in easy-to-understand terms that highlight human impact
Prevention, Policymakers, Congress, Community Health, Advocacy, CMS, CDC, Funding, Disease Prevention, Public Health
John M. Auerbach, MBA
President and CEO
Trust for America’s Health

Website:  www.TFAH.org
**Blueprint for a Healthier America**

- All Americans should have the opportunity to be as healthy as they can be.
- Every community should be safe from threats to its health.
- All individuals/families should have access to services that protect, promote & preserve their health – no matter who they are or where they live.

TFAH’s Current Priorities

- Achieve optimal federal support for public health.
- Advance a modernized public health system.
- Highlight key health issues.
Poll #4

Would you be willing to partner with organizations from today’s web forum to reach out to policymakers and/or the media to help educate them and the public about prevention and public health issues?

a. Yes – Policymakers
b. Yes – Media
c. Yes – Both
d. No
Q&A Feature

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Prevention Advocacy Priorities and Resources to Help With Your Advocacy

Priorities

• PPHF is the top priority.
• Creating places for public health partners to work together across the political spectrum on some unifying issues in the ACA talks.
• Prepare to defend the CDC budget, especially at risk programs.

Resources

• APHA Take Action: Send a message to your members of Congress on a variety of current public health issues.  
  http://action.apha.org/site/PageNavigator/Advocacy
• TFAH Prevention and Public Health Fund Detailed Information:  
  http://healthyamericans.org/report/134/
• Prevention Institute: Furthering Prevention & Equity:  
  https://www.preventioninstitute.org/.
Thank you to our presenters!

Nora Connors
Georges Benjamin
Don Hoppert
Larry Cohen
Mary Pittman
John Auerbach
Thank you to our partners!

American Public Health Association
Prevention Institute
Public Health Institute
Trust for America's Health
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Thank you for joining our Web Forum!

The **Recording** and **Slides** will be available next week at [www.Dialogue4Health.org](http://www.Dialogue4Health.org)

Visit us on [LinkedIn](https://www.linkedin.com/tinyurl.com/D4HGroup)