Strengthening the Community Prevention Landscape: New CDC Grants and the Road Forward

Thursday, November 13, 2014
11:00 AM – 12:30 PM Pacific
2:00 PM – 3:30 PM Eastern

Technical difficulties? Call 1-866-229-3239

Please complete the Post-Web Forum online evaluation. We need your feedback!

Recording and Slides will be available at www.Dialogue4Health.org

Connect with us on Twitter @Dialogue4Health and Facebook www.facebook.com/Dialogue4Health
Closed Captioning in Media Viewer

Closed captioning is available in Media Viewer.

You can read a transcript of the Web Forum in real time!
Closed Captioning in Media Viewer

On the bottom right corner of your screen, click **Show/Hide Header**.
Closed Captioning in Media Viewer

During the course of the presentation, another window may cause the Media Viewer to collapse. This may happen during a Poll, for example.
Closed Captioning in Media Viewer

Click this icon to bring back the Media Viewer with the closed captions.
Housekeeping

Technical difficulties? Call 1-866-229-3239

Please complete the Post-Web Forum online evaluation. We need your feedback!

Recording and Slides will be available at www.Dialogue4Health.org

Connect with us on Twitter @Dialogue4Health and Facebook www.facebook.com/Dialogue4Health
Q&A Feature

Please submit questions via the Q&A Feature

Please submit questions to All Panelists
Polling Feature

Please

1. Choose your **answer**, then
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
Closed Captioning in Media Viewer

Click this icon to bring back the Media Viewer with the closed captions.
As Vice President for Public Policy and Programs for the Public Health Institute (PHI), Matthew works to advance and support the work of the organization’s domestic and global health programs, identifying opportunities to strengthen program impact and promote cross-program collaboration. Matthew is also responsible for designing and implementing strategy for monitoring and influencing public policy, legislation and regulations affecting PHI projects and public health policy relevant to PHI interests.

Website:  www.phi.org
• **The American Public Health Association** (APHA) is the oldest and most diverse organization of public health professionals in the world and has been working to improve public health since 1872.

• **Prevention Institute** (PI) was founded in 1997 to serve as a focal point for primary prevention practice—promoting policies, organizational practices, and collaborative efforts that improve health, equity and quality of life.

• **The Public Health Institute** (PHI) is an independent, nonprofit organization dedicated to promoting health, well-being and quality of life for people throughout California, across the nation and around the world.

• **Trust for America's Health** (TFAH) is a non-profit, non-partisan organization dedicated to saving lives by protecting the health of every community and working to make disease prevention a national priority.
Introducing our presenters:

- Ursula Bauer
- Jill Birnbaum
- Daniella Gratale
- Giridhar Mallya
- Sana Chehimi
- Sue Polis
Visit the American Public Health Association on
- Facebook: www.facebook.com/AmericanPublicHealthAssociation
- Twitter: @PublicHealth

Visit Trust for America’s Health on
- Facebook: www.facebook.com/pages/Trust-for-Americas-Health/161613058024
- Twitter: @HealthyAmerica1

Visit the Public Health Institute on
- Facebook: www.facebook.com/PublicHealthInstitute
- Twitter: @PHIdotorg

Visit Prevention Institute on
- Facebook: www.facebook.com/PreventionInstitute.org
- Twitter: @preventioninst
Objectives

• Learn about the goals for the new grants from CDC leadership.

• Discuss strategies and efforts to continue building a system of prevention and community-clinical integration.

• Review new grantees initial plans including robust communication to key audiences, ways partners can engage in the work, and the continuing importance of public/private partnerships.
POLL #2

How are you involved with the new CDC grants?

a. Recipient
b. Partner/subgrantee
c. Interested in partnering
d. Other (*Please type your answer into Q&A*)
Q&A Feature

Please submit questions via the Q&A Feature

Please submit questions to All Panelists
Closed Captioning in Media Viewer

Click this icon to bring back the Media Viewer with the closed captions.

Global Health Internship Kickoff!

Closed captions available. We’ll begin shortly.

Wednesday, November 5, 2014
Start time: 11 am Pacific | 2 pm Eastern

USAID’s Global Health Fellows Program is implemented by the Public Health Institute and its partners: Global Health Corps, GlobeMed, Management Systems International and PYXERA Global
Ursula Bauer, PhD, MPH, is the director of CDC’s National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), a position she assumed on January 4, 2010. In that role, she sets the strategic direction for the center’s “Winnable Battles” of tobacco use prevention, improved nutrition and physical activity, and prevention of teen and unintended pregnancy, as well as key priorities related to the leading causes of death.

Website:  [www.cdc.gov/about/leadership/leaders/bauer.htm](http://www.cdc.gov/about/leadership/leaders/bauer.htm)
POLL #3

For both CDC and non CDC grantees: What types of partners are you working with or planning to work with to sustain prevention and equity efforts?

*Please select all that apply*

- a. Education
- b. Business
- c. Health systems/Hospitals/Providers
- d. Faith-Based
- e. Housing
- f. Transportation
- g. Community-based
- h. Planning
- i. Social Services
- j. Other (*Please type your answer into Q&A*)
Q&A Feature

Please submit questions via the Q&A Feature

Please submit questions to All Panelists
Closed Captioning in Media Viewer

Click this icon to bring back the Media Viewer with the closed captions.
Giridhar Mallya, MD, MSHP
Director
Policy and Planning
Philadelphia Department of Public Health

Giridhar Mallya, MD, MSHP, has been the Director of Policy and Planning for the Philadelphia Department of Public Health since October 2008. In this position, Dr. Mallya helps to define public health priorities for the City, coordinates the Department’s research and data analysis activities, and works with key leadership—including the Board of Health—to set policies and develop regulations. He also leads the Department’s Get Healthy Philly tobacco control and obesity prevention initiatives.

Website:  www.phila.gov/health
POLL #4

For both CDC and non CDC grantees: How are you planning to communicate the plans of your prevention or equity work?

Please select all that apply

a. Meetings with partners
b. Social media
c. Newsletters
d. One-page fact sheets
e. Other (Please type your answer into Q&A)
Daniella Gratale, MA
Senior Manager
Advocacy
Nemours

Daniella Gratale is the Senior Manager of Advocacy in Nemours’ Office of Child Health Policy and Advocacy. In this role, she shapes and advances Nemours’ federal policy agenda through engagement with Congress, the Administration and national partners. Key areas of focus include health care innovation, obesity prevention, biomedical research, and population health. Prior to joining Nemours, Daniella served as Government Relations Manager at Trust for America’s Health (TFAH), a nonprofit organization devoted to strengthening the public health system. She informed congressional staff about public health issues and advocated for a health system that promotes integration of clinical and community-based prevention. Her key areas of focus included obesity prevention, appropriations, public health workforce, environmental health and transportation. She was very involved in successfully advocating for the prevention provisions included in the Affordable Care Act.

Website:  www.nemours.org/welcome.html
POLL #5

For both CDC and non CDC grantees: How are you planning to communicate your prevention or equity efforts and partnerships to policymakers?  
Please select all that apply

a. Meetings  
b. Visits  
c. Email communication  
d. Letters  
e. Other (Please type your answer into Q&A)
Jill Birnbaum is an advocate for nutrition, tobacco control, and health care reform policy who has worked at the federal, state, and local levels. After beginning locally in Minnesota, she is now the Vice President of State Advocacy and Public Health at the American Heart Association. Her grassroots experience, combined with her national role, gives her unique insights into public health policy at all levels of government. Jill currently serves as the Executive Director of Voices for Healthy Kids, a unique advocacy collaboration between the American Heart Association and Robert Wood Johnson Foundation working to engage, organize and mobilize people to improve the health of their communities and reverse the childhood obesity epidemic.

**Website:**  [www.heart.org/HEARTORG/](http://www.heart.org/HEARTORG/)

Website:  www.preventioninstitute.org
Sue Pechilio Polis is responsible for the development and management of TFAH’s advocacy outreach efforts in support of the organization’s public policy goals. Prior to joining TFAH, Ms. Polis worked at AARP on health and financial security-related advocacy, outreach, campaign planning and implementation efforts most recently on the Initiative on the Future of Nursing: Campaign for Action in coordination with the Robert Wood Johnson Foundation. Prior to joining AARP, Ms. Polis was the first National Director of Grassroots Advocacy for the American Heart Association.

Website:  www.healthyamericans.org
Key Takeaways

• Partnership engagement that builds sustainability and expands the base of support
  – Community based partners and leaders
  – Private sector partners

• Building on what works, rooted in community context and experience

• Communicating impact and efforts underway
  – Rely on a variety of mechanisms to educate and inform key stakeholders and decision makers

• Leverage federal funds to amplify the work
Tobacco Free Living: Community Transformation Grant Successes and Lessons Learned

Thursday, November 20, 2014

NOON – 1:30 PM Pacific
3:00 PM – 4:30 PM Eastern

Join the Public Health Institute’s Genoveva Islas and Prevention Institute’s Larry Cohen as they share some of the successes and lessons learned from three CTG sites’ tobacco free-living activities.

New CDC grantees will gain valuable insight and interested stakeholders will have an opportunity to understand the impact of prevention funding in California examples.

RSVP Today!
www.dialogue4health.org/web-forums/detail/tobacco-free-living
Thank you to our speakers:

Ursula Bauer  
Jill Birnbaum  
Daniella Gratale  
Giridhar Mallya  
Sana Chehimi  
Sue Polis  
Matthew Marsom
And thank you to our behind-the-scenes people!

Star
Tiffany

Holly
Calhoun
Thank you to our co-sponsors:

American Public Health Association
Prevention Institute
Public Health Institute
Trust for America's Health
Strengthening the Community Prevention Landscape: New CDC Grants and the Road Forward

Thank you for joining our Web Forum!

The Recording and Slides will be available shortly at www.Dialogue4Health.org