The Problems

• Successful public health programs have insufficient, siloed, stop-and-go funding which limits their ability to improve population health.

• Skyrocketing health care costs - which reached $292 billion in California in 2014 - are crippling family budgets and public services.
One solution: a California Wellness Trust
Web Forum Objectives

• Know about the California Alliance for Prevention Funding’s (CAPF) proposal to create a California Wellness Trust

• Become a champion for the creation of a California Wellness Trust

• Advocate for sustained funding for prevention and health equity in your own state
WE WANT YOU!
Share your success stories

*Prevention Works!*

- With your colleagues and non-traditional allies
- With your local and state elected officials
- With us!
Be a Local Champion!
Let People know that a California Wellness Trust will:

• Promote health equity
• Result in Californians having longer, healthier lives
• Save money for families, health systems, businesses and the state
• Make California the healthiest state in the country!
Other States have created State Wellness Trusts and Funds. We can do it in California!
How You Can Endorse Creating a California Wellness Trust

• Resolution of Support
• Board or Council Order
• Language in Legislative and Policy Platforms
Model Resolution of Support

You can bring a resolution of support for the idea of creating a California Wellness Trust to your decision makers and sign one yourself.
You can take this further with:

“we recognize the need for new revenue sources to assure and sustain these investments, including the use of taxation of unhealthy products ... such as sugar sweetened beverages or alcohol,”
Los Angeles and Contra Costa Counties have already taken action.
Los Angeles County Board Order

DIRECT the Chief Executive Officer to work with the Los Angeles County’s state legislative team to advocate for: development of a California state “Prevention and Wellness Trust Fund”.......

Contra Costa County Legislative Platform

SUPPORT funding and policy changes to support population-based chronic disease prevention efforts such as the creation and funding of a State Wellness Trust........
Resources we can provide

- State Wellness Trust Proposal
- Model Resolutions
- State Model Fact Sheet
- ROI Full Report and Fact Sheets
- Legal Considerations Full Report
We can provide data for Dollars Spent Treating Six Leading Chronic Conditions for Every County in California

- Alameda County - $4,187,321,026
- Fresno County - $2,119,292,713
- Los Angeles County - $25,355,680,148
- Shasta County - $596,252,729
Other ways we can support you

- Provide a speaker for an event
- Meet with local organizations and partners
- Provide assistance with media outreach and messaging
- Be thought partners in how to bring new supporters on board, especially non-traditional partners
All written materials are on our website:

https://www.ca-allianceforpreventionfunding.org

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“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it is the only thing that ever has.”

Margaret Mead