Health Reform IS Working: 
A Discussion on Next Steps for Community Prevention in the Affordable Care Act

Welcome and thank you for joining our Web Forum!

If you have technical difficulties call 1-866-229-3239 for assistance.

Use the Q&A function to submit questions or any technical issues.

Participate in the polls by selecting your answer and clicking submit.

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

The Recording and Slides will be available at www.Dialogue4Health.com.
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
Q&A Feature

Please submit questions via the Q&A Feature in WebEx

Please send your questions to All Panelists
Health Reform IS Working: A Discussion on Next Steps for Community Prevention in the Affordable Care Act

December 20, 2010
12:00 AM to 1:30 PM, Pacific Daylight Time
3:00 PM to 4:30 PM, Eastern Standard Time
Thank you to our cosponsors:

**American Public Health Association**  
**PolicyLink**  
**Public Health Institute**  
**Prevention Institute**  
**Trust for America’s Health**
• **The American Public Health Association** is the oldest and most diverse organization of public health professionals in the world and has been working to improve public health since 1872.

• **PolicyLink** is a national research and action institute advancing economic and social equity by Lifting Up What Works. ®

• **Prevention Institute** 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.
Take part in this conversation on the Dialogue4Health social network:

dialogue4health.ning.com
Jeffrey Levi, PhD, is Executive Director of Trust for America's Health, where he leads the organization's advocacy efforts on behalf of a modernized public health system. Dr. Levi oversees TFAH's work on a range of public health policy issues, including its annual reports assessing the nation's public health preparedness, investment in public health infrastructure, and response to chronic diseases such as obesity.

Website: http://healthyamericans.org/
Richard Hamburg is Deputy Director at TFAH. He oversees public policy initiatives, advocacy campaigns, and internal operations and has more than 25 years of experience as a leading health policy advocate.

Website: http://healthyamericans.org/
Susan Polan, PhD, is associate executive director for public affairs and advocacy with the American Public Health Association. She oversees the Association's departments of government relations and affiliate affairs, communications and membership. She is responsible for planning and directing APHA's legislative, regulatory and legal activities, communicating those initiatives and Association news to members and the public, and overseeing membership recruitment and retention and Affiliate, Caucus and Section relations.

Website: www.apha.org
Sana Chehimi oversees projects related to healthy eating and active living, health reform implementation and communications. Her work focuses on developing tools and strategies to promote healthier, more equitable environments. Sana co-edited *Prevention Is Primary: Strategies for Community Wellbeing*, one of the first academic texts on primary prevention; the Second Edition was published in August 2010.

Website: [www.preventioninstitute.org](http://www.preventioninstitute.org)
Amanda M. Navarro, DrPH, is an Associate Director at PolicyLink in New York, NY. Dr. Navarro currently leads efforts within the national Convergence Partnership—a collaboration of funders aimed at achieving healthy people living in health places through environmental and policy change. She provides research, technical assistance, and training on collaborative, multi-field strategies to improve community environments particularly in low income communities and communities of color.

Website: www.policylink.org
Larry Cohen
Founder / Executive Director
Prevention Institute

Larry Cohen is founder and Executive Director of Prevention Institute, a non-profit national center dedicated to improving community health and equity through effective primary prevention: systematic, comprehensive strategies to build resilience and to prevent illness and injury before they occur. Larry leads public health efforts on injury and violence prevention, mental health, traffic safety, healthy eating and physical activity, and chronic disease prevention. Prevention Institute has been deeply engaged in national strategy to incorporate a focus on and investment in prevention and community wellness as part of the health reform agenda and stimulus funding. Larry also leads Prevention Institute’s work with the Convergence Partnership.

Website:  www.preventioninstitute.org
Matthew Marsom
Director of Public Policy
Public Health Institute

As Director of Public Health Policy and Advocacy for the Public Health Institute (PHI), Matthew is responsible for designing and implementing PHI 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
Today’s Agenda

1. Updates on the status of community prevention provisions in the Affordable Care Act
2. Messaging strategies and success stories
3. Next steps and actions that you can take to make the case for community prevention
4. Q&A and Discussion
POLL #2

How active have you, or your organization, been in efforts to support and protect the Prevention and Public Health Fund?

(Multiple choice, single answer)

a. Extremely active
b. Fairly active
c. Somewhat active
d. Not active
Health Reform IS Working

Segment One
Health Reform Is Working: A Discussion on Next Steps for Community Prevention

Jeff Levi, PhD
Executive Director

Richard Hamburg
Deputy Director
FY 2011 Omnibus (Senate Proposed)

- Under the omnibus proposal from Senate appropriators, the $750M FY11 Prevention & Public Health Fund would have been allocated to several agencies: CDC ($630M), HRSA ($20M), AHRQ ($12M), and SAMHSA ($88M).

- Endgame is in flux, including consideration of Continuing Resolution(s), multiple scenarios for how Prevention Fund may be allocated.
Within CDC, Prevention Fund money would include:

- Community Transformation Grants ($145 million)
- REACH ($25 million)
- Chronic Disease Prevention State Grants ($140 million)
- Tobacco Cessation & Prevention ($50 million)
- Sec. 317 Immunizations ($100 million)
- Epidemiology & Lab Grants ($40 million)
- Prevention Research & Research Centers ($30 million)
- Public Health Workforce ($20 million)
- National Prevention Strategy ($1 million)
- National Center for Health Statistics ($30 million)
- Community Prevention Task Force ($7 million)
- Prevention Outreach ($2 million)
Commitment to Prevention and Wellness

- There will be on-going efforts during the 112th Congress to “de-fund” the Affordable Care Act.
- We must garner broad Congressional support for the Prevention and Public Health Fund by securing commitments to “oppose any efforts to reduce, eliminate, or redirect funding from the Prevention and Public Health Fund.”
Health Reform Implementation Site

- [www.healthyamericans.org/health-reform](http://www.healthyamericans.org/health-reform)
  - Implementation Resources
    - Opportunities to Comment
    - Funding Announcements
    - Implementation Progress and Explanations
  - Advocacy Resources
    - Fact Sheets
    - Talking Points
    - Chart of FY10 Prevention Fund Grants by State
Questions?

- Please contact Richard Hamburg at rhamburg@tfah.org or Jeff Levi at jlevi@tfah.org.
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Susan L. Polan, PhD

APHA: Engaging the community
Implementing HEALTH REFORM: A Public Health Approach

- Building on Summit on Health Reform at APHA annual meeting in Denver last month

- Opportunity to learn in an interactive environment what the ACA means for public health, wellness and prevention.

- For federal, state, local and tribal agencies, individuals and organizations looking for the tools and messages needed for implementing ACA and improving health outcomes in communities across the country
APHA Mid-year meeting
Advisory committee

• Advisory Planning committee
  – Chaired by Kaye Bender of APHA Education board and ED of PHAB
  – APHL
  – ASTHO
  – NACCHO
  – NACHC
  – NALBOH
  – Partnership for Prevention
  – Prevention Institute
  – TFAH
  – APHA internal groups
APHA Mid-year meeting information

Logistics
- Sheraton Chicago
- 900-1000 participants
- 12 breakout sessions
- 3-4 plenary sessions
- CE and CME will be available

Timeline
- More information available January 31, 2011
Additional Outreach in Support of ACA

- APHA priority for coming year
- Reach out to 100,000+ in APHA database
- Targeted outreach to medical groups including AMA, AAP, AAFP, ACOEM
- Direct rebuttal to attacks
- Routine engagement with Administration, Congress, opinion leaders
Susan L Polan, PhD
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Segment Two
Making the Case

Preventing disease and injury *in the first place* is the most effective, common-sense way to improve health.
Connect policy, projected health outcomes, and projected savings:

Chronic disease cost + your policy + health impact = Savings
Elements of Strong Messages

- Include co-benefits
- Use “real” people and stories
- Emphasize local control
Amanda Navarro
Associate Director
PolicyLink

amanda@policylink.org

www.convergencepartnership.org
Emerging successes: CPPW

- Cincinnati, OH: guidelines for food and beverages sold in schools and 30 minutes of physical activity per day for all kids.
- La Crosse, WI: farm-to-school
Emerging successes: CPPW

- Louisville, KY: Healthy Corner Stores
- S. Carolina: increased cigarette tax
- Nashville, TN: Complete streets policy
Transformational
Physicians
Nurses
Promotoras
Business
Webinar Opportunity
Understanding the Current Context for Violence Prevention: Updates on Health Reform and Juvenile Justice Legislation

Monday, January 10, 2011
11 a.m. to noon PST / 2 to 3 p.m. EST
To register:
https://calcasa.ilinc.com/register/ssrscrp
Making the Case: What YOU can do

• Stay on message
• Tell good stories

Community prevention IS working
Strengthening Partnerships: What YOU can do

• Urge your partners and allies to publicly endorse/sign on to community prevention

• Engage in partnerships and bridge-building across sectors
112th Congress: What YOU can do

- Help gather congressional signatures to Community Prevention Pledge
- Share any relevant information about incoming Congressional members
Sharing Success Stories & Endorsements

Prevention Institute
sana@preventioninstitute.org

Trust for America’s Health
rhamburg@TFAH.org

PolicyLink
Amanda@policyLink.org
Join the conversation on prevention

When it comes to health reform, Dr. Tom Coburn: First, do no harm

Community prevention is the essence of local control. It's about helping neighborhoods to work together with local businesses, community groups and local health departments to figure out the best ways to build health where they live—whether that's putting more fruits and vegetables on a child's school lunch plate, or making the local park safer so a mom doesn't have to put her kid in front of the tv. Community prevention is about supporting decision making, and health, at a very local level.

That's why I was so surprised last week to hear one of our most influential senators, Tom Coburn, who is not only a powerful political leader but a medical doctor as well, say he's going after $630 million from the 2011 Prevention and Public Health Fund. He called it a 'slush fund' and yet at the same time said that public health officials aren't granted enough leeway to allocate the funds as they see fit.

When Coburn became a doctor and promised to uphold the Hippocratic oath, he swore to 'prevent disease whenever I can, for prevention is preferable to cure.' He should know that effective health care should emphasize keeping people healthy in the first place and that most public health money is spent on prevention.
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Learn more about health reform advocacy at:

http://dialogue4health.org/hcr/index.html


http://healthyamericans.org/health-reform/
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