Putting the "Transformation" in Community Transformation Grants: Building Momentum for Equity and Prevention

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
Q&A Feature

Please submit questions via the Q&A Feature

Please send your questions to All Panelists
 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
Putting the "Transformation" in Community Transformation Grants: Building Momentum for Equity and Prevention

June 6, 2011
11:30 AM to 1:00 PM, Pacific Time
2:30 PM to 4:00 PM, Eastern Time
Thank you to our cosponsors:

American Public Health Association
PolicyLink
Prevention Institute
Public Health 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
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](http://www.phi.org)
Larry Cohen is the Executive Director and founder of Prevention Institute. Prevention Institute is a national non-profit dedicated to creating systematic, comprehensive strategies that change the conditions that impact community health.

An important focus of Mr. Cohen’s work has been to develop local policies that support health and wellness and spur legislation at the state and federal levels.

Website: http://preventioninstitute.org/
Judith Bell, President of PolicyLink has been at PolicyLink since its founding in 1999. She has been a central leader in the development of PolicyLink as a leading voice in the movement to use public policy to improve access and opportunity for all low-income people and communities of color. Judith oversees efforts to develop and advance an array of policies to advance equity, including those focused on improving health, infrastructure, and transportation.

In addition, Judith leads PolicyLink work with the Convergence Partnership, a multi-foundation initiative to support equity-focused efforts to advance policy and environmental changes for healthy people and healthy place.

Website: www.policylink.org
Caroline Fichtenberg, PhD, is the Director of the Center for Public Health Policy at the American Public Health Association (APHA). She oversees APHA’s policy analysis and policy capacity building work, using a health in all policies approach.

Website: www.apha.org
Jack Rayburn

Government Relations Representative
Trust for America’s Health

Jack Rayburn the Government Relations Representative is the at Trust for America's Health, working to help advance TFAH's priorities with federal, state, and local governments. He previously served as Policy Aide for U.S. Senator Mark Udall (D-CO), where he worked primarily on issues related to health care reform.

Website: http://healthyamericans.org/
1. Role of Community Transformation Grants as catalysts for prevention momentum
2. Opportunities to leverage other federal and national initiatives
3. Strategies for achieving greater prevention synergy and partnership
4. Legislative Update
5. Q&A and Discussion
POLL #2

In your professional opinion, which of the following are areas that could most improve health in the US. (Choose 2)

a. Increasing the number of physicians
b. Social marketing campaigns
c. Taxing foods/activities that negatively impact health
d. Changing neighborhoods to make healthier choices easier
Larry Cohen, MSW
Founder / Executive Director
Prevention Institute
…to create healthier communities by focusing on capacity building and implementation of broad, evidence-based and practice-based policy, environmental, programmatic, and infrastructure changes.
Emphasis on Equity

“...specific measures to achieve health equity, **eliminate health disparities**, and improve the health of the population and population subgroups.”
A minimum of 20% of total funds awarded will be directed to rural or frontier areas.

Source: http://www.humpal.org
Strategic Directions:

1) Tobacco-free living

2) Active living and healthy eating

3) High impact evidence-based clinical and other preventive services

4) Social and emotional wellness

5) Healthy and safe physical environment
Community Transformation Grants
Promise Neighborhoods

Community Transformation Grants

Healthy Food Financing Initiative

National Prevention Strategy

Neighborhood Revitalization Initiative
Pushing the Wave
A Time for Movement Building
Keys to Community Success

• Coordination and Collaboration
• Interdisciplinary Partnerships
• Comprehensive Approach
• Leadership
• Equity
• Capacity
Crosscutting Collaboration
Crosscutting Collaboration: Healthy Corner Stores

Louisvilleky.gov
“We are bringing together the health and human rights voices in south LA and beyond to discuss the healthcare crisis and how we build a movement for the right to health.”

-Jim Mangia, CEO St. John’s
Outcomes

POLICIES:
LA City Attorney’s Office;
LA County Department of Public Health

Landlord Compliance

Community Engagement
Medical Care
Health Education
Advocacy
Litigation
Crosscutting Collaboration

Hunting Park Community Garden
Philadelphia, PA
“The bottom line is this: a healthy community is one in which companies want to locate, businesses want to grow and expand, and the best workforce in the world wants to live.”

-Jack Hess, Chamber of Commerce President
Building Meaningful Partnerships

- Business
- Fiscal Leaders
- Health Care
- Education
- Senior Groups
- Public Health
- Local politicians
A Smart Approach to Medicare

Age of Population

0-54

> 55

> 65 (Medicare)
Partnerships with Senior Groups

Age of Population

0-54

> 55

> 65 (Medicare)

Prevention
Health Equity

Seattle King County
“re-granting” of CPPW funds
Capacity
"Of all the forms of inequality, injustice in health is the most shocking and inhuman."

- Martin Luther King, Jr.

We Need All Our Voices
to Build a Movement

Photo Courtesy of http://www.historycooperative.org/journals/jah/91.4/images/hall_fig01b.jpg
POLL #3

The community transformation grant funding opportunity requires applicants to leverage cross sector partnerships and collaboration. What is your level of readiness to develop and strengthen substantive partnerships across a range of disciplines and sectors (education, transportation, business, etc.) in support of community prevention?

a. Very low readiness
b. Low readiness
c. Intermediate readiness
d. High readiness
e. Very high readiness
Caroline Fichtenberg
Director
Center for Public Health Policy
American Public Health Association
APHA’s support of community prevention activities

Caroline Fichtenberg, PhD
Director, Center for Public Health Policy
American Public Health Association
APHA’s community prevention activities

• Policy capacity building with health departments (through CDC’s National Public Health Improvement Initiative)
  – Case studies
  – Technical assistance
  – Training resources

• Support of state affiliates’ activities
  – Capacity building
  – Coordination
APHA’s community prevention activities (cont’d)

- National advocacy efforts and education/engagement of members
  - Funding for CDC and HRSA
  - Prevention Fund
  - Transportation bill, Farm bill
Q&A Feature

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Legislative News and Updates

Dialogue4Health Webinar
Jack Rayburn
Trust for America’s Health
June 6, 2011
TFAH: Who We Are

➢ 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.
FY12 Budget Debate

Labor-HHS-Education Committee Allocations from FY2004 to 2012

<table>
<thead>
<tr>
<th>Fiscal Year (2004 to 2012)</th>
<th>Discretionary Budget Authority Allocation (Bilions)</th>
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<tbody>
<tr>
<td>2004</td>
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</tr>
<tr>
<td>2005</td>
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<td>2011</td>
<td>$157.4</td>
</tr>
<tr>
<td>2012*</td>
<td>$139.2</td>
</tr>
</tbody>
</table>

* FY2012 is based on House Appropriations Committee target.

Source: Committee on Education Funding
FY12 Budget Debate

CDC Total Budget Authority from FY2003 to FY2012

* FY2012 value is a projection based on the percent decrease from 2010 to 2011 (11.42%).
**FY12 Budget Debate**

**CDC Chronic Disease Funding**
from FY2003 to FY2012

* FY2012 value is based on the President’s FY2012 budget proposal.
POLL #4

Acting as an individual, have you contacted a policymaker to advocate or explain the role of prevention in health reform?

a. Yes
b. No

In your professional role, have you contacted a policymaker to advocate or explain the role of prevention in health reform?

a. Yes
b. No
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POLL #5

What additional resources and technical support would be most helpful to you in building support for community prevention? *(Check all those that apply)*

a. Messaging and talking points
b. Detailed FAQs on the prevention provisions within the Affordable Care Act
c. More information on the resources available in my state/community
d. Sample letters to the editor
e. Sample letters to your legislator
f. Op-eds and other media materials
g. Case studies and ‘real’ examples of prevention at work
h. Media training
i. Advocacy training
j. Other (please list)
k. None of the above
Learn more about health reform advocacy at:

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


http://action.apha.org/site/PageNavigator/Advocacy

http://healthyamericans.org/health-reform/
Continue this conversation on the Dialogue4Health social network:

http://dialogue4health.ning.com/group/hcr
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