

CAMPAIGN for PUBLIC HEALTH | Foundation

Dear Colleague,

The updates in this July newsletter cover The CPH Foundation's recent accomplishments but also discuss some of the items we are undertaking this summer and fall. As we work to promote a better understanding of the role disease control and prevention plays in our nation's health system, I hope you will help by nominating your friends, colleagues or even yourself for our *Unsung Heroes of Public Health* Awards. Winners will be flown to Washington to participate in a reception in their honor this November (more details and link below).

Also, thanks to feedback from our recent survey, The CPH Foundation is working to ensure we keep our colleagues better informed of our work. This new constituent contact system will help. We also encourage you to follow us on Twitter at [@CPHFoundation](#) or to find us on Facebook at [The CPH Foundation](#). Our website continues to be updated regularly as well.

Finally, please help us spread the word about our efforts to showcase the public health field. This message can be forwarded through a number of social networks. Please help by passing along this newsletter!

Karl B. Moeller, MPA
Executive Director

Congressional Leaders, Media and Governor's Office to Tour CDC Lab

In August The CPH Foundation will lead a tour of the CDC's Vector-Borne Disease Laboratory located in Fort Collins, CO. Already one member of Congress, House and Senate Congressional staffers, a senior health staff member from Colorado Gov. Bill Ritter's office and a local reporter have said they will participate. While space is limited, additional leaders in health policy are invited to attend. A copy of the invitation is available by clicking the image above. For more details on the tour, please contact Katie Thaumert at (202) 898 0435.



NOMINATIONS OPEN: Unsung Heroes of Public Health

The CPH Foundation is collecting nominations for our "Unsung Heroes of Public Health" Awards until September 10.* This award will help us tell the important story of public health's behind-the-scenes work that is so critical and yet so frequently overlooked. The CPH Foundation will fly the two awardees to Washington for a reception in their honor planned for Thursday, November 18, 2010. The reception will be held at the Columbus Club in historic Union Station – just steps from the US Capitol here in Washington.

Nomination forms and more information about the two awards can be found on our [awards page](#). We strongly encourage the extended public health community to nominate exemplary leaders working in disease control or prevention efforts. Please help us find great leaders in the public health field by circulating the call for nominations to your friends and colleagues. Again, this newsletter can be circulated on your social networking sites and email.

As a final note, we are extremely grateful to the following distinguished volunteer members of our review panel; **Debbie I. Chang**, MPH, Vice President of Policy and Prevention, Nemours; **Isabelle Claxton**, Director of Public

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Corporation; **Karen Goraleski**, Vice President of Public Health Partnerships, Research!America; **Jeffrey Levi**, PhD, Executive Director, Trust for America's Health; **Judith A. Monroe, M.D.**, Director, Office for State, Tribal, Local and Territorial Support (proposed), Deputy Director, CDC; **Barbara K. Rimer**, DrPH, Dean and Alumni Distinguished Professor, UNC Gillings School of Global Public Health; and **Harrison C. Spencer**, MD, MPH, President and CEO, Association of Schools of Public Health.

* *NOTE: this is a new date as several colleagues asked for more time due to summer calendars.*

Unique CDC Budget Report Updated...

The CPH Foundation has updated its CDC budget tracking chart to reflect a more comprehensive view of federal spending at the CDC. Our new chart has added funding the CDC receives from other sources, including PEPFAR transfers from the State Department and funds from the American Recovery & Reinvestment Act. We will add details as they become available for the \$250 million prevention trust funding recently allocated for FY2010.



... and Congress Moves Forward FY 2011 Health Funding

The House Appropriations subcommittee handling health recently passed its FY 2011 spending bill out of subcommittee. A very high-level chart was released soon after showing a \$30 million increase for the CDC and an additional investment of some \$600 million in the CDC from the public health fund passed as part of health reform law earlier this year. A similar chart from the Senate appropriations committee is also imminent as the same Senate health subcommittee is due to debate its bill on Tuesday, July 26. **Please note** that our detailed budget chart will not have House or Senate FY 2011 allocations added until more specific details are made available. This normally happens after the full committee passes the bill, which may not occur until late in the year. Please stay tuned.

Survey Results Provide Valuable Feedback

Earlier in the second quarter of 2010, The CPH Foundation circulated an online survey and asked our partners in Washington and those on our mailing list to provide us with ideas and feedback on how we might strengthen our young organization. The feedback was very positive. One question about the overall impression of The CPH Foundation was noteworthy; a full 90% felt we were doing a "good" or "excellent" job. We were excited that nearly 350 people visited the survey site. More than 70 individuals completed the survey - providing a great deal of concrete and informative feedback.

Our organization undertook this survey as part of a strategic planning effort that is now in full swing. Your responses to our specific questions and several dozen additional comments are being used to finalize our updated strategic plan. Our Board and staff reviewed the survey results carefully and additional follow-up calls provided even more information.

This newsletter is part of our response to your input. A theme from the survey was that you want more regular updates. We have now contracted with a company that enables the Foundation to send email driven newsletters. As mentioned earlier, we are now on Facebook and Twitter, too.



2009 Annual Report Released (click image to see report)

The image to the left of this text will direct you to The CPH Foundation's 2009 Annual Report. Released in June, the report covers our first year as an organization and highlights the Foundation's successes. Please take a moment to look over this short report and please provide any feedback you might have.

And Finally, Please Consider Making a Tax Deductible Donation!

Contributions from individual donors are critical to The CPH Foundation's work. A donation to our non-profit

organization enables us to continue offering leaders in public policy a sound perspective on disease control and prevention efforts. Help us showcase how public health plays a key role in keeping Americans healthy. The donation button below will take you to our secure donation page - and THANKS!



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CAMPAIGN for PUBLIC HEALTH | *Foundation*

Dear Colleague,

The CPH Foundation is pleased to announce the winners of our "Unsung Heroes of Public Health" Awards. Please [join us](#) at a reception in their honor on November 18 in Washington. Details about the winners and the reception to honor these *formerly* unsung heroes of disease control and prevention can be found below.

Additional topics covered in this fall newsletter include:

- Final analysis of federal spending awaits return of Congress
- Foundation executive director to address ASTHO's Board and Affiliates (October)
- Board members to host reception at APHA's Annual Meeting (November)
- Have an event you want mentioned on our site?
- Tour of Vector-Borne disease lab a success
- Twitter and Facebook traffic up; unique website visitors break record over the summer
- Special thanks to our recent donors

We look forward to hearing your feedback and ideas. Call us any time at 202-898-0435.



Unsung Heroes of Public Health - **Awardees Announced**

The CPH Foundation is proud to announce the winners of our Unsung Heroes of Public Health Awards. Two awards were designed to pay tribute to individuals who have worked to produce meaningful results in disease control or prevention but have not been recognized for their efforts. The *Rock in the Pond Award* recognizes outstanding work on a community-based public health effort. The *Wavemaker Award* recognizes an individual for his or her work on a larger-scale disease control or prevention programs of a more global nature.

Ms. Janet Zola, MPH, a 30-year veteran of disease control and prevention work, is the 2010 winner of our *Rock in the Pond Award*. Her cutting-edge prevention efforts with at-risk and minority populations have been applauded as a model program by federal agencies. Her work helped to prevent and control hepatitis B infections in the San Francisco area and is now having an impact nationally. Several communities across the nation have turned to Ms. Zola to help establish similar programs. The majority of her career has been spent working for the San Francisco Department of Public Health where she currently serves as a health promotion specialist in Communicable Disease Control and Prevention. Ms. Zola's career highlights only solidify her as an Unsung Hero of Public Health: Initially an instructor in family planning at San Francisco State University, Ms. Zola later worked educating seniors about medication and eventually established the San Francisco Immunization Coalition. These experiences all helped her recognize a need to educate high-risk men and Asian Pacific Islanders about the importance of hepatitis testing and vaccinations. Ms. Zola's 30-year, service-focused career, the "San Francisco Hep B Free" program and her passion for improving the health of the population are worthy of national recognition. We are honored to help draw attention to a great career and a

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The winner of our 2010 *Wavemaker Award* is epidemiologist **Dr. Cecilia Rosales**. Dr. Rosales has worked in the field of public health for 20 years. Some of her professional experiences include serving as a doctor, as chief of the Arizona Department of Health Services' Office of Border Health, and as a university professor. She has worked binationally to track infectious disease; assess, control and prevent diabetes; study the challenges to farm worker health; and coordinate the treatment of patients with tuberculosis who migrate between Mexico and the United States. Dr. Rosales is also a co-principal investigator in researching ways to counter chronic diseases in the region. Her passion for border and binational disease control and prevention led to her nomination. Her work has significantly improved the health and quality of life among border populations in both the Southwestern United States and in Mexico. With this award we commend Dr. Rosales for her collaborative and persistent disease control and prevention efforts.

Our reception to honor these distinguished award winners will be held **Thursday, November 18**, from 4 to 6 p.m. at the *Columbus Club* in Washington's historic Union Station. *Please RSVP to this free event by [clicking here](#).*

We are grateful to the distinguished members of our volunteer review panel: Ms. Debbie I. Chang, Ms. Isabelle Claxton, Dr. Steven K. Galson, Ms. Karen Goraeski, Dr. Jeffrey Levi, Dr. Judith A. Monroe, Dr. Barbara K. Rimer and Dr. Harrison C. Spencer.

Federal Spending Chart Expanded: Final Numbers Await Congress

The CPH Foundation is working to expand on our past analysis of federal disease control and prevention spending. While our original efforts tracked only those dollars allocated directly to the Centers for Disease Control and Prevention, our revised chart now encompasses far more. We intend to continue this expanded analysis well into 2011.

This year we began tracking funding directed to the CDC through the *President's Emergency Plan for AIDS Relief*. PEPFAR funding is passed on to several federal agencies after being appropriated in the State Department's appropriations bill. Funds directed towards the CDC from other federal agencies are most often not reflected in the CDC's budget charts. The CDC is funded in the Department of Health and Human Services' appropriations bill and most funding charts show only dollars appropriated to the CDC through that legislation.

In addition to PEPFAR funds, this year's chart tracks the \$500 million in "Prevention and Public Health Trust" funding allocated for 2010 as part of the recently passed health reform law. We also show where the Senate bill proposes investing much of the \$750 million Prevention Fund dollars that the health reform law set aside for fiscal year 2011. Note that the U.S. House of Representatives has not released the detailed LHHS bills proposed funding allocations. As a result, some data points are missing. We will continue to research these and other "blanks" in our analysis.

Moving forward, The CPH Foundation plans to gradually include other public health spending lines in our analysis.

NOTE: Congress passed a continuing resolution in late September that will fund the government through early December at last fiscal year's funding levels. Because the federal budget cycle runs through the end of September, federal government offices would need to shut down if funding for the 2011 fiscal year was not appropriated by October 1. A "CR" permits the federal government to remain open and is a stop-gap measure until the final spending bills can be passed. This will most likely occur after the upcoming midterm elections. Until then, we will be unable to update our funding charts and show trends for these funds.

**Foundation's ED to speak at ASTHO
Policy Summit and Annual Meeting**



The CPH Foundation's executive director, Karl B. Moeller, will attend the Policy Summit and Annual Meeting of the Association of State and Territorial Health Officials (ASTHO). He has been invited to address the Board of Directors during a breakfast meeting on October 19 and will meet with ASTHO's affiliates later that afternoon. Mr. Moeller is also planning a series of meetings with public health colleagues who will be in Colorado Springs, CO, between October 18 and October 21. If you plan to attend ASTHO's meeting in Colorado and would like to meet, please contact our office.

Visit our Reception at APHA's Annual Meeting

The CPH Foundation's executive director will host a reception during American Public Health Association's Annual Meeting in Denver on Monday, November 8. Dr. Georges Benjamin, the APHA's executive director, has kindly offered his suite for the event. If you plan to be in Denver for the APHA's Annual Meeting, stop in for cocktails and hors d'oeuvres. We'll be happy to show some of our recent work and will discuss our plans for the coming year. We hope you'll come and share your ideas with us. [An RSVP website](#) has been set up for this free event. Please let us know if you can attend.

Visit our new "Events" webpage

The CPH Foundation is now displaying upcoming public health events on our homepage and links banner announcements to an internal page with more details. Please make sure to check our site periodically for events that may be of interest to you.

Partner groups should send us major public health events they would like assistance publicizing.

Congressional Tour of CDC Lab in Colorado

The CPH Foundation led a congressional tour of the CDC's Division of Vector-Borne Disease (DVBD) Laboratory in Fort Collins, Colorado, on August 23. The tour attendees included nearly a dozen congressional staff, Rep. Betsy Markey, CPH Foundation staff and members of the media. The DVBD laboratory is responsible for coordinating nationwide disease surveillance, serving as a national and international reference laboratory and investigating disease outbreaks related to mosquito, tick and other insect-borne diseases.



The tour began with an initial briefing by the DVBD laboratory Director of Staff Lyle Peterson, MD, MPH, and Rear Adm. Ali Khan, MD, MPH. Dr. Khan is the current assistant surgeon general and the acting director of the National Center for Zoonotic, Vector-borne, and Enteric Diseases at the CDC.

Tour attendees enjoyed a hands-on look at the CDC's laboratories and the state-of-the-art insectary. Participants learned how a virus laboratory operates. They watched a demonstration of a plague screening, discussed how scientists manage a disease-filled mosquito and toured a tick lab. Reporters from [The Coloradoan](#) joined the tour and published a story the following day.

Our Website, Twitter account & Facebook Page Grow More Popular

This summer our website continued to show signs of growth and broke all prior records of hits from unique visitors. We are proud of the following we have developed in just 18 months. We are also seeing great responses from our tweets and Facebook postings. The CPH Foundation is now exploring a blog, video uploads and additional means to keep our partners informed of breaking news and events.

If you are so inclined, visit us on Facebook at The CPH Foundation and "follow" us on Twitter at @CPHFoundation. Linked-In users can stay informed by connecting with our executive director, Karl B. Moeller. Or send us an e-mail and ask to be added to our mailing list.

Please Consider a Tax Deductible Donation

Contributions from individual donors are critical to The CPH Foundation's work. A donation to our non-profit organization enables us offer leaders in public policy a sound perspective on disease control and prevention efforts. Help us showcase how public health plays a key role in keeping Americans healthy. Thank you!



Finally, a Special Thanks

On behalf of the Board of Directors and staff, we extend a special thanks to the following partner organizations for their recent support of our work and mission: The American Diabetes Association; The Association of State and Territorial Health Officials; The Infectious Disease Society of America; Merck & Co.; The American Legacy Foundation and BiomedEcon, LLC. Your generous contributions during the second quarter of 2010 and over the summer are greatly appreciated!

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Dear Colleague:

The CPH Foundation enjoyed a tremendously successful year in 2010. While some highlights are bulleted below, know that our focus is now on 2011. The writing on the wall is clear: 2011 will be another very challenging year for disease control and prevention efforts across the nation.

Some of our initial plans for the first quarter of 2011 are discussed here. As always, we welcome your feedback on our efforts to educate legislators, the media, business leaders and others about the role public health plays in our nation's health system. Please call or e-mail us with your thoughts.

We have a lot to accomplish next year, and we need your help to get it done. With that in mind, I'll close our year-end letter by asking for your support. Please consider making a tax-deductible contribution. By [donating online](#) today, you will help us end 2010 in the strongest possible budget position and provide our organization the resources needed for all we hope to accomplish.

Thank you for your continued interest in our work, and please have a happy and safe New Year!

Karl Moeller
Executive Director

2010: Our First Full Calendar Year is a Success

During our first full calendar year as a nonprofit organization:

We led members of Congress, congressional staff and members of the media on tours of the CDC's Atlanta, and Fort Collins, CO, facilities;

- We launched our *Unsung Heroes of Public Health Awards*, honoring two winners at an event in Washington in November ([see the video here](#)):
- Foundation staff was invited to Cincinnati, Colorado Springs and Denver to discuss our work at the annual meetings of three of the nation's largest public health organizations;
- We organized a national media event with the office of HHS Secretary Kathleen Sebelius and leaders in Congress during National Influenza Vaccination Awareness Week;
- The CPH Foundation organized two candid question-and-answer sessions between CDC Director Dr. Tom Frieden and more than 80 congressional staff members;
- We wrote, designed and published a fact sheet on disease surveillance that continues to be delivered to media, the public, legislators and others across the country;
- And we hosted Washington-based briefings that showcased the work of disease control and



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We are pleased with our outcomes and are proud of these major efforts. Moreover, our colleagues have commended our work as well. A survey of our members and partners taken in 2010 revealed that 90% of respondents were “satisfied” or “extremely satisfied” with our work.

2011: Initial Goals

Our plans for the first quarter of 2011 include several critical educational initiatives. Several programmatic activities are already under way that will promote a better appreciation of public health’s prevention-focused efforts. Some of our top priorities for the beginning of the new year include:

- An 8th tour of the Centers for Disease Control and Prevention’s Atlanta facilities for new members of Congress or their senior staff;
- Production of a topic-specific fact sheet on injury prevention involving colleagues at some of the nation’s largest injury prevention groups;
- Ongoing tracking and comprehensive analysis of spending on public health initiatives (particularly important in this complex appropriations year!);
- Several educational briefings based on a wide range of public health topics;
- Recording briefings for publication on the Web; and
- Distribution of nominations forms for a second annual Unsung Heroes of Public Health Awards event next fall.

The CPH Foundation Utilizes the Web

The CPH Foundation is working to disseminate our messages to readers in ways that are most helpful to them. In addition to setting up this e-mail alert system in 2010 (which was asked for in our 2010 survey), The CPH Foundation also opened accounts on Facebook and Twitter. Last month we published our first video on YouTube. We look forward to exploring what other means of communication we can use to reach an ever-expanding audience.

- Friend us on Facebook at www.Facebook.com/CPHFoundation.
- Follow our Tweets under the handle [@CPHFoundation](https://twitter.com/CPHFoundation).
- You can also check out our video at “TheCPHFoundation” on YouTube.

Or just pick up a phone and call us at 202-898-0435.

Happy New Year!



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