

CAMPAIGN *for* PUBLIC HEALTH | *Foundation*

Dear [member_name_first]:

Our March newsletter updates you on some upcoming programs led by The CPH Foundation. Please contact our office for more information, to get involved or to lend a hand.

Congressional Tour of the CDC in Atlanta

The CPH Foundation is gearing up to lead our next tour of the CDC's headquarters in Atlanta. Planned for **March 29**, nearly a half-dozen bipartisan senior staffers from the House are planning to attend this one-day tour. Several other offices have requested more information. An invitation to the tour was sent to all House offices February 18. Click [here](#) to see a copy of the invitation and the draft agenda prepared by the CDC.

These tours have been praised by past participants. While in Atlanta, participants will meet with senior CDC leaders. Discussions will focus on the agency's disease control and prevention work at the local, state, national and international level. For more details on the tour, please contact Katie Thaemert by email at KatieT@CPHFoundation.org.



Injury Fact Sheet Nears Completion

The CPH Foundation and several groups in the injury prevention community are finalizing artwork and text for the Foundation's next one-page fact sheet. The enormous gains the injury prevention community has made in the past few decades will be highlighted – as will the cost-effectiveness of injury interventions such as smoke detectors, helmets and car seats.

We look forward to launching the fact sheet at an injury briefing on Capitol Hill this spring. We also anticipate recording the briefing and posting clips from the resulting video on our website. The CPH Foundation will also distribute copies of the completed document to reporters, policy makers, our partners and others in the health sector soon after publication. Thanks to contributions from participants and a seed grant from Pitney Bowes, The CPH Foundation is pleased this injury prevention fact sheet will become an insert in our existing "Where is Public Health" booklet. Already produced is a ***Disease Surveillance*** fact sheet.

Our organization plans to continue building on this series of fact sheets so we can cover other major fields of public health. Preliminary discussions are underway for a fact sheet focused on ***infections acquired in a health care setting***. We welcome other ideas from groups interested in partnering with us on additional fact sheets.

Save the Date:**Second Annual Unsung Heroes of Public Health Awards**

Our Second Annual Unsung Heroes of Public Health awards event will be held Wednesday, October 26, 2011. The event will again be held in Washington D.C.'s historic Union Station. Nomination forms will be available on our [awards web page](#) in the coming weeks. In the meantime, we strongly encourage you to start thinking of exemplary leaders working on disease control and prevention efforts in your community.



To see a short "highlights video" from our inaugural awards event, click [here](#).

Foundation Attends Vaccine Policy Meeting

At the end of February, our organization's executive director attended the CDC's two-day Advisory Committee on Immunization Policy (ACIP) meeting in Atlanta. This CDC committee reviews evidence-based recommendations for changes to our national vaccination policies. ACIP members discussed issues related to health care workers, the hepatitis B vaccines, influenza, pertussis and several other pressing public health issues. The trip provided The CPH Foundation with an excellent learning opportunity. Given the key role of vaccines in disease control and prevention, we were eager to watch this group in action and learn more about the process ACIP uses to set these important national policies that impact the health of millions of Americans.

Tumultuous FY2011 Budget

It is hard to imagine, but we have now come nearly halfway through the 2011 federal fiscal year and still there is no agreement between President Barack Obama and the two chambers of Congress on how to fund the federal government until the end of October. To make everything even more complicated, President Obama kept with longstanding tradition and released his FY2012 Budget request to Congress in February. While we wait for the appropriations process to move forward, The CPH Foundation will continue to follow the debates and update its budget charts.

Video Improves Budget Outreach: As we strive to keep readers updated and informed about disease control and prevention programs, we are employing new ideas and tactics. Most recently we produced a video

which was released on our YouTube video channel (yes, admittedly long at seven minutes and somewhat "wonkish" - but only our first attempt!). Please note the video is now somewhat out of date due to the recently enacted two-week Continuing Resolution. More efforts like this will be underway in the near future. Your feedback on their value is most welcome! One YouTube viewer stated in the comments area online, "If you care about the CDC, you need to watch this video." Thank you for the positive feedback!

New Five-year Strategic Plan Published

At its January meeting, The CPH Foundation's Board approved a detailed five-year strategic plan crafted over the past six months. The effort was built upon the three-year outline we submitted to the IRS during the organization's 2009 application for our 501 (c)(3) nonprofit tax status. This new 50-page document also responds to survey input from over 70 partners.

Strategic Plan, The CPH Foundation



Our 2011 plan is a serious effort to map out our goals, innumerate initiatives, highlight needs and lay out the overall strategic direction the organization will take moving forward. The CPH Foundation’s strategic plan is primarily meant to guide the work of the Board and staff, but it is also available to major donors and charitable foundations who are interested in looking over possible areas of partnership with our organization.

Please contact Karl Moeller at The Foundation if you would like to meet to discuss our plan.

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