

Major Events and Accomplishments

Updated: October 2011

Introduction: The Campaign for Public Health Foundation is a 501(c)(3) organization launched in 2009 to educate the public, the media, policy makers and others about the important role public health plays in our nation's health system. This timeline details many of the organization's major accomplishments since our founding.

Before The CPH Foundation: Between 2004 and 2009, our sister 501(c)(4) advocacy nonprofit, the Campaign for Public Health, took on several educational programs in addition to its core mission: increasing funding for the Centers for Disease Control and Prevention. These programs were launched to resolve a troubling issue: Many legislators, congressional staff and committee staff on Capitol Hill had a limited understanding of our nation's disease control and prevention efforts. By December 2008, educational efforts comprised half of CPH's work. CPH had taken more than 56 congressional staff to Atlanta, regularly published an analysis of the CDC's budget, organized dozens of educational briefings on Capitol Hill and produced informative advertisements and fliers. The organization's leadership determined that a separate organization was needed to lead these non-advocacy educational efforts. We also sought to expand our reach to include a wider audience.

2009 Major Activities

February to June Board members, staff and legal counsel worked to incorporate the organization and submitted an IRS application for 501(c)(3) charitable tax status. The IRS granted this nonprofit tax designation in August. The Board of Directors was also expanded.

In **June**, The CPH Foundation and the Congressional Study Group on Public Health hosted Dr. David Blumenthal, Health IT Coordinator for the Department of Health and Human Services, at an event on Capitol Hill. More than 80 congressional staff and partner groups attended the meeting, which focused on the role health information technology plays in disease control, surveillance and prevention efforts.



September In partnership with the Atlanta-based CDC Foundation, The CPH Foundation organized a two-day tour of the CDC's headquarters for some of our nation's largest voluntary health organizations, including the American Diabetes Association, CARE, The American Public Health Association and Partnership for Prevention. This tour provided nineteen senior public health leaders an opportunity to hear directly from CDC experts. Newly appointed CDC Director Dr. Thomas Frieden was among the agency's presenters. Guests also toured labs and other facilities. *[Charlie Stokes of the CDC Foundation speaks to attendees, left]*

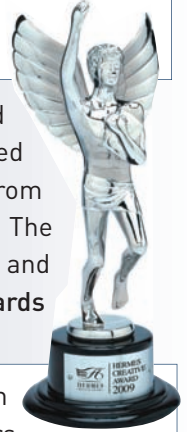
October Working together with the Congressional Study Group on Public Health, The CPH Foundation hosted a pandemic influenza open house on Capitol Hill. Congresswoman Kay Granger spoke on the importance of preparing for pandemic influenza. Attendees were provided with information from public health organizations, three federal departments and more than a half dozen companies that work in various sectors of the vaccination field.

2010 Major Activities



January The CPH Foundation, the office of HHS Secretary Kathleen Sebelius and several members of Congress organized a media event during National Influenza Vaccination Awareness Week. The event focused on H1N1 influenza's impact on women and children. Luke Duval *[pictured behind Rep. Judy Chu (D-CA), left]* discussed his life-threatening encounter with the H1N1 flu. Free flu shots were provided to area residents.

February Our "Where is Public Health?" booklet was published as a simple educational handout. This booklet, along with its related disease surveillance fact sheet, won two Hermes Creative Awards from the Association of Marketing and Communication Professionals. The publications were awarded a 1st Place Platinum Award for Design and a 2nd Place Gold award in the Community Relations category (awards given in 2011).



March A briefing covering the science behind public health research was conducted on Capitol Hill. Four prominent members in the field discussed the role of research in addressing communities' health needs. Rural tobacco cessation efforts, public health laboratories, the CDC's role in sharing information and resulting best practices were all discussed.

May CDC Director Dr. Tom Frieden *(pictured above left)* and several senior CDC staff visited Capitol Hill to speak at two CPH Foundation events. Frieden discussed the critical work of the agency with members of Congress and staff in both the Senate and the House. More than 80 congressional staffers attended.

Also in **May**, we led three members of Congress on a tour of the CDC's facilities in Atlanta. Participants included Representatives Lucille Roybal-Allard (D-CA), Lois Capps (D-CA) and Debbie Wasserman Schultz (D-FL). By May 2010, nearly 80 key policy leaders had participated in a CPH or CPH Foundation tour of the CDC.



In **June**, The CPH Foundation's first Annual Report was published and an independent audit completed.

July Executive Director Karl B. Moeller was quoted in the Coloradoan about Senate candidate Ken Buck's (R) proposal to privatize the CDC.

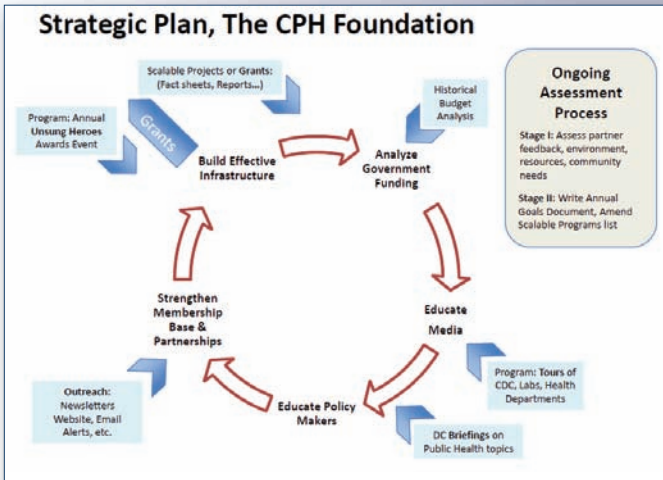


August The CPH Foundation led a tour of the CDC's Division of Vector-Borne Disease campus in Fort Collins, CO. Nearly a dozen congressional staff, several members of the media and then-Representative Betsy Markey (D-CO) *(pictured left)* attended. Participants toured the laboratory responsible for coordinating our nation's disease surveillance of vector-borne diseases and met leading researchers.

November Our inaugural Unsung Heroes of Public Health Awards event was held in Washington, DC. The evening reception was attended by senior policy leaders, members of the Obama administration, major organizations in the disease control and prevention arena and by our partners in the public health community. Janet Zola of California and Dr. Cecilia Rosales of Arizona were honored for their commitment to public health.

In **2010**, The CPH Foundation was invited to speak at three national conferences. Our executive director made formal presentations at the Association of State and Territorial Health Officials annual meeting in Colorado and at the Association of Public Health Laboratories annual meeting in Ohio. We were also invited to host a reception at the American Public Health Association's conference by Dr. Georges Benjamin.

2011 Major Activities



January The CPH Foundation published a 60-page strategic plan that will guide the organization through the next five years. The plan is available to key partners who would like to know more about the organization and its long term plans.

February The CPH Foundation staff attended a meeting of the Advisory Committee on Immunization Practices at the CDC.

March The CPH Foundation's second independent audit was completed by Chaconas & Wilson, PC. The auditors found the organization to be well managed and in good financial standing.

April Our executive director was quoted in **The Nation's Health** about proposed cuts to the CDC in President Obama's 2012 budget request. The CPH Foundation tracks the budget of the CDC in detail and analyzes changes in funding over time. Our staff has also been interviewed by National Journal, TIME, Women's Health and several other media outlets.

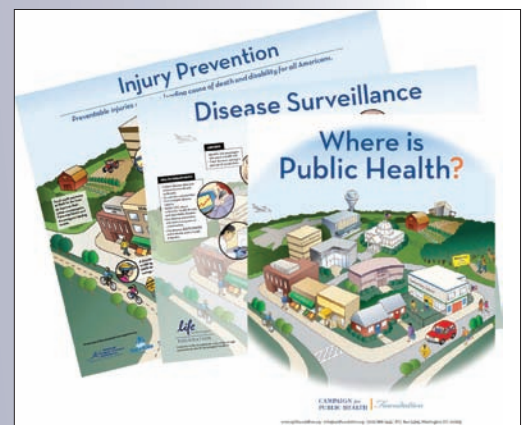


May The CPH Foundation led our largest-ever congressional tour of the CDC's Atlanta headquarters. Representative Michael Burgess (R-TX) (*pictured with Dr. Tom Frieden, right*) joined nearly 30 congressional staff members in a day-long tour of the agency. More than 50 congressional offices asked to participate but such a large group would not be feasible. Still, The CPH Foundation is committed to accommodating all interested policy makers. Those touring the facilities attended briefings with CDC's director, Dr. Frieden, and other senior leaders. Laboratories, the CDC's emergency response center and other key areas were part of the tour. *We have now hosted over 110 policy makers on CDC tours.*

June CDC Director Dr. Thomas Frieden addressed our Public Health Leaders Roundtable meeting and discussed current priorities and future goals. Chief among the topics discussed by participants was the budget situation at the CDC. Dr. Frieden's opening remarks were followed by an extensive open discussion with Roundtable members.

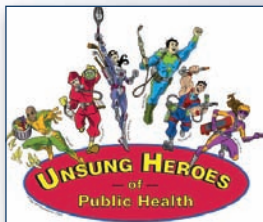
Also in **June** we partnered with Research!America and the CDC Foundation and together organized a tour of the CDC for members of the media. Attendees included representatives from CNN, Reuters, Bloomberg News, NPR, WSB Radio, Nature, Chattanooga Times Free Press, Web MD, Atlanta Journal Constitution and the Boston Herald.

In **July**, we released the newest addition of our award-winning fact sheets during a briefing on Capitol Hill. The CPH Foundation, with support from several national injury and violence prevention groups*, designed this comprehensive overview of both the work and the science behind injury prevention campaigns. The Congressional Study Group on Public Health helped sponsor the event. Dr. Linda C. Degutis, director of the CDC's National Center for Injury Prevention and Control and Dr. Carolyn Fowler of the Johns Hopkins School of Nursing and Bloomberg School of Public Health spoke to an audience of approximately 40 people. Video excerpts can be found on our YouTube channel, YouTube.com/TheCPHFoundation.



*Safe Kids USA, Safe States Alliance, NATA and SAVIR

In **September**, the CDC Foundation hosted a discussion with CDC experts about the science behind the movie, *Contagion*. We were pleased to help by inviting our Washington partners to this DC-based event.



In **October**, our second annual Unsung Heroes of Public Health awards reception will honor four outstanding public health leaders. More than twice the number of nominations were submitted this year, and seven members of Congress wrote letters of support or simply took the lead in nominating a constituent for an award. Support those working in disease control and prevention by joining us on October 26.

Our 2011 Award Winners:

- **Dr. Lynn Silver**, our *Wavemaker* Award winner, helps lead New York City's health department in cutting salt, trans fat, and sugar-laden drink consumption; ensuring menus list calories; improving the built environment - and much more.
- **Dr. Luis Garcia** has won our *Rock in the Pond* Award for his mental health awareness work in Southern California. His 20-year career has targeted the needs of Latino youth and families. He is a leader in substance abuse and suicide prevention.
- **Ms. Liz Szabo**, a reporter with USA TODAY, was awarded our *Excellence in Media* Award for her science-based public health reporting vaccine safety, new mom home visits, chronic disease prevention and childhood obesity.
- **Ms. Marjorie Lunsford, FNP**, an *Honorable Mention*, has led prevention efforts in rural Tennessee during her 30 year career. She has gone beyond the call of duty to improve the health of her community.

This Fall, we continue to track federal funding proposals and publish short videos on our YouTube page explaining our nonpartisan analysis of the impact the proposals will have on public health programs. Our videos can be found on YouTube under "TheCPHFoundation".



2011 and Beyond

The CPH Foundation will focus on several key areas moving forward: the core infrastructure needs of the public health community; disease surveillance and the role of diagnostics in prevention; all hazards preparedness and its role in public health; comprehensive prevention issues such as chronic diseases, injury and smoking; vaccinations and the benefits they provide the public; and the impact funding levels have on these and other key areas.

Several core programs will continue to be a key focus of the organization: analyzing federal spending trends on disease control and prevention efforts; tours of both the CDC and of new

locations such as the U.S.-Mexico border region; showcasing Unsung Heroes of Public Health; publishing fact sheets and educational videos; and expanding our communications efforts.

The CPH Foundation is currently gauging partner interest in a series of teleconferences between congressional delegations, the CDC, the media, and state, local and territorial health departments. The goal of these state-specific teleconferences would be to bring the attention of our key audiences to the disease control and prevention activities happening in their jurisdictions.

Please join us in thanking all of our generous donors.

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