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## A Publication of the Campaign for Public Health

### PUBLIC HEALTH LEADERS ROUNDTABLE LAUNCHED

The *Public Health Leaders Roundtable* welcomed CDC Director Dr. Julie Gerberding as a guest speaker at its first meeting in late September. This newly formed internal advisory group is made up of major donors to CPH. This diverse group of leading executives plans to hold formal meetings bi-annually to advise the CPH Board, discuss trends in public health, issue occasional statements, meet leading thinkers in the field and otherwise help CPH strengthen the CDC.

The first meeting of the Roundtable included CPH Board members, CPH staff, individual members and senior representatives from Abbott Laboratories, the American Diabetes Association, the American Public Health Association, the Association of Schools of Public Health, the Maternal and Child Health Association, Northrop Grumman, Ogilvy Public Relations, Pfizer, Research!America, SRA International and Wyeth Pharmaceuticals.

Dr. Gerberding attended the opening of the meeting and gave participants an overview of the CDC and its public health programs heading into 2009. Dr. Gerberding stressed that three things have never been greater: the opportunities that exist in public health, need for the CDC's work and the challenges facing the agency. The question and answer period with the CDC Director was extremely informative.

During the meeting, CPH Chairman Evan Jones gave an overview of the organization and our major efforts while board member Jennifer Luray led discussions on positioning the CDC for 2009 and beyond. Ms. Luray and the group discussed ways the Roundtable could bolster CPH efforts and support our goals while ensuring the group provides members with value. It was announced that Larry Hausner, CEO of the American Diabetes Association, would co-chair future meetings of the Roundtable with Ms. Luray.

The Roundtable is expected to meet again early next year, and CPH board members look forward to expanding membership in this work group. Organizations interested in taking part in future meetings should contact our executive director, Karl Moeller at [KarlM@FundCDC.org](mailto:KarlM@FundCDC.org).

### STUDY GROUP AND CPH HOST "HEALTH REFORM" MEETING ON CAPITOL HILL

In partnership with the Congressional Study Group on Public Health, CPH organized a meeting on Capitol Hill to discuss the important role of public health in the ongoing health care reform debate. A diverse group of the nation's leading health organizations\*\* came to the first meeting in mid-September. Several additional strategy sessions are planned for October.

In addition to discussing the details of health bills currently being drafted, the group also explored several essential public health topics that must be included in any health reform discussion. Some of the overarching topics discussed at the meeting included: using science- and evidence-based research as the foundation of public health programs, public health surveillance and data collection systems, the important role of community-based public health programs, the need to project health challenges farther into the future and set priorities accordingly, the possibility of "scoring" the cost savings associated with prevention and public health programs and considering "mandatory" or dedicated funding streams for crucial public health threats as was done for childhood vaccinations. Specific public health issues discussed included a critical need for public health workforce development, workplace wellness programs and the need to combat obesity. For further details please email Kristen Latona at [KristenL@FundCDC.org](mailto:KristenL@FundCDC.org).

\*\* *Organizations represented included: Alliance for Health Reform, American Cancer Society Cancer Action Network, American Diabetes Association, American Heart Association, American Public Health Association, American Veterinary Medical Association, Association of State and Territorial Health Officials, Center on Budget and Policy Priorities, Cornerstone Government Affairs, Infectious Disease Society of America, National Association of County and City Health Officials, Partnership for Prevention and Trust for America's Health as well as a bipartisan group of more than a dozen House and Senate staff representing both personal offices and committees of jurisdiction.*

### CHRONIC DISEASE, CHILDREN AND FAMILIES & INJURY: FOCUS OF 3 NEW ADS

Ogilvy Public Relations will continue its in-kind support of our pro-CDC ad campaign of 2007 and 2008. With Ogilvy's help, CPH will produce up to six new ads in preparation for the opening of the next federal budget cycle in 2009. In partnership with many national organizations and Advisory Council members, CPH has begun updating our "rain" ad. Revised ads will focus on several specific public health issue areas. Using the familiar layout and look of our successful "rain" ad, this campaign will build awareness of child and maternal health programs, chronic disease prevention efforts and injury prevention work at the CDC. The "rain" for these ads will be adjusted to include key words related to each topic based upon the recommendations of participating organizations. The ads will also feature the logos of sponsoring organizations. Three additional issue ads may also be developed pending interest from other coalitions.

Completed ads will be placed in Hill publications and will be available to hand out during "lobby day" meetings with legislators. Please contact a CPH staff member if you would like your organization to be a part of this new messaging effort.

## FUNDING BILLS POSTPONED UNTIL AFTER ELECTION

Both the House of Representatives and the U.S. Senate passed a Continuing Resolution that will fund government operations until early March of next year. President Bush is expected to sign the measure – pushing any final conclusion of the FY09 funding debate onto the plate of the next Congress and the next President.

This stop-gap “CR” funding legislation became necessary when Congress and the White House could not agree on several outstanding annual funding bills prior to the end of the federal fiscal year (including the Health, Labor and Education funding measure). Technically, without either an agreement on the outstanding spending bills or an agreement to continue funding the government at last year’s levels, Congress and the White House would need to shut down non-emergency agencies of the government whose spending bills had not passed. Clearly this would be an unattractive option for anyone in Washington this close to national elections. The CR allows the government to continue operating at last year’s funding levels until an agreement on future funding levels can be reached.

## McCain & Obama Comment on CDC Funding

In a web survey recently completed by both John McCain and Barack Obama, the presidential candidates detail their positions on the funding needs of the CDC. The “Your Candidates-Your Health” web site asked questions on several critical health topics. Complete responses to these and other health and research-related questions can be found at [www.yourcandidatesyourhealth.org](http://www.yourcandidatesyourhealth.org).

Regarding funding for the Centers for Disease Control and Prevention: **Senator McCain** stated: “I strongly support funding for CDC. CDC plays an important role in not only promoting better health for Americans through better management of chronic care diseases and encouraging healthier lifestyle habits but also strengthens our homeland security by combating bioterrorism threats, pandemics and promoting emergency preparedness.” Senator McCain did not check any of the multiple choice statements that appear as part of this question. These multiple choice positions include: 1) CDC funding is not a priority, 2) CDC funding is adequate, or 3) the CDC needs more funding.

In response to the same multiple choice statements, **Senator Obama** chose the third option, indicating he would like to see an increase in funding for the CDC’s core programs. Senator Obama’s written response stated, “I believe that the CDC plays a critical role in our nation’s health care and national security infrastructure, and I will ensure the CDC has the resources it needs to fulfill its public health mission.”

## 2007 Annual Report Available on Our Homepage

The Campaign for Public Health has published its 2007 Annual Report and made the document available on our homepage. The document reviews some of our past successes and details future plans for our organization.

## CPH Staffer Returns from Work on HIV/AIDS in Africa

Kristen Latona has returned to Washington, DC, after spending three months working at The AIDS Support Organization (TASO) in Uganda. CPH is pleased she had an opportunity to participate in this invaluable on-the-ground public health experience. While in Uganda, Ms. Latona aided TASO in strengthening a program to prevent mother-to-child transmission of HIV. This experience gave Ms. Latona firsthand knowledge on the benefit of global health programs and the positive impact these efforts can have health and global relations. Visit [kristenlatona.blogspot.com](http://kristenlatona.blogspot.com) for more details on her summer in Uganda.

## Corporate Receptions Expand Interest and Awareness

The Campaign for Public Health hosted evening receptions in New York City and Washington, DC, over the summer. Leaders from a broad array of corporations, non-profit organizations, local governments and academia participated. The Chairman of the Campaign for Public Health, Evan Jones, spoke at these events about the importance of our mission and gave attendees an update on our recent efforts. These receptions ensured CPH connected with a wide array of business groups and leaders in the health field and enabled CPH to meet new partners in our effort to strengthening the Centers for Disease Control and Prevention. CPH is now working with major Atlanta-based companies on a possible reception in Atlanta this fall. We are hopeful that our colleagues in the CDC’s home city will join us, and we encourage those in Atlanta to stay tuned.

**Please make a donation to CPH today.** Visit <http://www.fundcdc.org/DONATE.htm> to support our efforts.

## CAMPAIGN FOR PUBLIC HEALTH

900 2nd STREET, NE  
Suite 118  
WASHINGTON, DC 20002

*The Campaign for Public Health is an independent, not-for-profit, 501(c)(4) organization comprised of prominent leaders in the public health community dedicated to advocating for legislation that will accelerate the growth of federal appropriations for the Centers for Disease Control and Prevention.*

**Learn more at: [www.FundCDC.org](http://www.FundCDC.org)**