



Electronic Update
March 26, 2009

BREAKING NEWS – SUPPORT THE CONGRESSIONAL ASK: \$2 BILLION FOR CDC

The three bipartisan co-chairs of the Congressional Study Group on Public Health have begun circulating a sign-on letter among members of Congress. The letter asks the Appropriations Committee to provide the Centers for Disease Control and Prevention with a \$2 billion increase over last year’s funding level. These leaders for wellness and prevention need your help to ensure this request letter is widely supported by others in Congress. Write your member of Congress today and ask them to call Representatives McGovern, Granger or Roybal-Allard to be added to the CDC funding request letter. The number of members who sign on to the letter is critically important. Your message must be sent in time for your member of Congress to join the letter by April 3. Use our advocacy Web site to quickly e-mail a prewritten request to your members of Congress.

EDUCATIONAL FOUNDATION LAUNCHED

The Campaign for Public Health incorporated a sister organization early in 2009, and we are now pleased to announce the launch of the Campaign for Public Health Foundation.



This new not-for-profit organization will assume the educational programs formerly undertaken by CPH. The CPH Foundation will lead tours of federal public health agencies, hold briefings on important public health topics and publish informative and non-partisan analyses of state and federal public health programs.

The Campaign for Public Health will continue to advocate for a stronger CDC with leaders in Congress and the Administration. CPH will also continue to lead our Public Health Leaders Roundtable.

Learn more about the Foundation's work and find out how you can help at www.CPHFoundation.org.

TWO MAJOR FUNDING BILLS ENACTED - FY2010 DEBATE BEGINS

CDC advocates rode a rollercoaster during the debate over the **American Recovery and Reinvestment Act** (ARRA) that was signed into law in February. Ultimately this stimulus bill provides \$1 billion in much needed funding for “prevention and wellness.” Specifically, \$650 million is provided to the Secretary of HHS who is directed to “carry out evidence-based clinical and community-based prevention and wellness strategies that deliver specific, measurable health outcomes that address chronic disease rates.” Also, \$300 million will be used to strengthen the 317 immunization program, and \$50 million targets health care-associated infections.

Congressional champions for public health and prevention originally proposed between \$3 billion to \$5.8 billion for prevention and wellness funding. During debate on the bill, prevention funding was slashed back to zero before returning to the final \$1 billion mark. CPH applauds US Senators Tom Harkin, Ted Kennedy and others who worked to keep wellness funding in the bill.

In March, **Congress wrapped up several overdue FY09 funding bills**, including the LHHS Appropriations bill which designates funding for the CDC. In that bill, researched-based core programs of the CDC were given a \$239 million increase over last year’s funding levels. We commend Congress for this important step in the right direction. Our updated funding chart showing how the LHHS appropriates these funds by Center is available on our home page: www.FundCDC.org.

Inflation is still taking a toll on the CDC. Had the CDC’s core programs simply grown with inflation since 2005, today’s core program budget line would be more than \$6.8 billion, or more than \$220 million OVER the level appropriated by Congress just weeks ago. With trillions of tax dollars going toward treatment and care of those who become victims of preventable conditions, CPH implores Congress to direct more funding to prevention and public health efforts.

President Obama set a hopeful tone for prevention efforts during his first address to Congress in February. During his speech, the President stressed that prevention must be a priority “because that is one of the best ways to keep our people healthy and our costs under control.” While a complete budget request to congress is not expected from the White House until April, the Administration’s budget outline is published and health sections are also on our Web site’s homepage.

GEORGIA SENATE PASSES PUBLIC HEALTH FUNDING RESOLUTION

Earlier this year, CPH worked with local public health leaders in Georgia to craft a resolution calling for more federal support for public health programs. Six Republican State Senators introduced the resolution calling for increased federal support of public health funding. Senate Resolution 263 was introduced on February 12 by state Senators Renee Unterman, Don Thomas, Cecil Stanton, Lee Hawkins, Judson Hill and Preston Smith. The measure passed the State Senate and was forwarded to the President Obama, Congress and the Georgia Congressional Delegation in early March.

The resolution details the far reaching work of public health workers in Georgia, recognizes the importance of federal support for prevention and wellness and calls on President Obama and Congress to do more to support public health funding - particularly for the CDC.

To build awareness and support for the important work of public health, CPH would like to work on similar resolutions in other key states. A goal for our organization in 2009 is to encourage more state legislators and governors to join the effort to strengthen public health and the important work of the CDC. CPH asks you to join us in commending these legislators for their leadership on this issue.

ADMINISTRATION INVITES CPH TO MEETINGS ON WELLNESS & PREVENTION

CPH participated in two recent meetings; first with Dr. Dora Hughes and soon after with Acting Surgeon General Steven K. Glason. In both gatherings, CPH was asked to share our thoughts on the Department of Health and Human Services' use of the Prevention and Wellness Trust funding within ARRA. CPH Executive Director Karl Moeller attended both gatherings and asked that CDC be given a lead role in any effort the Administration puts forward. We were encouraged to see Dr. Kathleen E. Toomey of the CDC take a prominent role at both gatherings. Stay tuned as details of the Administration's effort on prevention and wellness takes shape.

CPH and OGILVY PUBLIC RELATIONS PRODUCE NEW ADS

CDC PROTECTS CHILDREN & FAMILIES IN MORE WAYS THAN YOU MAY KNOW

THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC) HAS A PROVEN TRACK RECORD OF PROTECTING OUR NATION FROM EXISTING AND EMERGING HEALTH THREATS, PUTTING SCIENCE INTO PUBLIC HEALTH ACTION THROUGH ITS NATIONAL, STATE AND LOCAL PARTNERS. THE CDC WORKS TO PREVENT AND CONTROL INFECTIOUS AND CHRONIC DISEASES, INJURIES, WORKPLACE HAZARDS, DISABILITIES, ENVIRONMENTAL HEALTH THREATS AND MUCH MORE.

PROTECT CHILDREN & FAMILIES... INCREASE THE CDC'S BUDGET

TO SUPPORT INCREASING THE CDC'S BUDGET AND TO LEARN MORE ABOUT THIS EFFORT, VISIT www.FundCDC.org

CDC PROTECTS US ALL FROM INFECTIOUS DISEASES IN MORE WAYS THAN YOU MAY KNOW

THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC) HAS A PROVEN TRACK RECORD OF PROTECTING OUR NATION FROM EXISTING AND EMERGING HEALTH THREATS, PUTTING SCIENCE INTO PUBLIC HEALTH ACTION THROUGH ITS NATIONAL, STATE AND LOCAL PARTNERS. THE CDC WORKS TO PREVENT AND CONTROL INFECTIOUS AND CHRONIC DISEASES, INJURIES, WORKPLACE HAZARDS, DISABILITIES, ENVIRONMENTAL HEALTH THREATS AND MUCH MORE.

THE ANSWER TO RISING INFECTIOUS DISEASE RATES IS A STRONGER CDC

TO SUPPORT INCREASING THE CDC'S BUDGET AND TO LEARN MORE ABOUT THIS EFFORT, VISIT www.FundCDC.org

Two of the four ads CPH produced that will begin running on Metro trains in April. Also in production are 8,000 fliers to be distributed to Capitol Hill.

With support from Ogilvy Public Relations and in partnership with 23 non-profit organizations, CPH developed an issue-specific series of advertisements highlighting the extremely diverse and important work of the Centers for Disease Control and Prevention. The distribution strategy for the ad includes the production of 2,000 mailers using the final ad copy of each ad. These will be postmarked to each congressional office and will be used as Hill handouts during lobbying visits of the participating organizations. **Several hundred ads will also run in Metro trains** for a month, beginning in mid April. This timing coincides with the release of the President's detailed budget request to Congress.

The four ads created focus on chronic disease, infectious disease, injury and the work CDC does on behalf of children and families. On each ad, terms that threaten the public in that issue area are highlighted in color and are shown as rain. CPH is very grateful to all who joined in the ad campaign and particularly to Ogilvy for their help and support.

PUBLIC HEALTH LEADERS ROUNDTABLE MEETING

Roundtable Co-chairs Larry Hausner (CEO, American Diabetes Association) and Jennifer Luray (Abbott) are hosting a meeting of our Public Health Leaders Roundtable on March 31. Senior government officials will join the discussion, and we look forward to a lively conversation with them and among the Roundtable members. Topics will include the role of public health in health reform, the FY 2010 budget prospects for the CDC, CPH plans for the coming year and other topics of interest to the Roundtable members.

DEVELOPMENT

While these are clearly challenging times for non-profit organizations, the Campaign for Public Health is adjusting to the current economic realities. Thanks to the help and support of many non-profit groups, companies and individuals, we continue our mission of strengthening the budget of the Centers for Disease Control and Prevention.

CPH has traditionally impacted policy makers by developing effective programs, often in spite of limited resources. Our experience of doing more with less has proven to be an asset in this tight economy. We are especially grateful to our most recent donors.

The American Red Cross
Research!America
SRA International
The Association of the Maternal and Child
Health Programs
The Association of Schools of Public Health
Abbott

Ogilvy Public Relations
The National Association of County and City
Health Officials
sanofi pasteur
The American Diabetes Association
The Alliance of State and Territorial AIDS
Directors

OTHER ADMINISTRATIVE NEWS

- Our FundCDC.org Web site has a new and more streamlined look. Please give us your feedback as we strive to make the site easier to navigate.
- CPH has just completed our audit for 2008 and will begin production of our related Annual Report shortly. We will post this report on our Web site when completed.
- We have moved to new office space on Capitol Hill. Please update your address books if you haven't done so already. Our contact information is:
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Phone 202.898.9060 • Fax 202.608.1395

Please contact CPH your ideas and input on this report.

Sincerely,
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