

Meeting *of the*
Public Health Leaders Roundtable

March 31, 2009, 8:45 a.m.

The 3M Room
U.S. Chamber of Commerce Headquarters
1615 H Street, NW
Washington, DC



Campaign for Public Health Brief Overview

The Campaign for Public Health was founded in 2004. To accomplish our mission of better funding the CDC, we have:

- Advocated on behalf of the CDC's work directly with key Congressional staff, members of Congress, and committees of jurisdiction;
- Led four congressional staff tours of the Centers for Disease Control and Prevention. Nearly 60 Hill staff participated in these tours to date;
- Published Op-Eds and contributed to several prominent stories in both local and national newspapers, including Congressional Quarterly, TIME, Women's Health Magazine and others;
- Led the effort to organize the Congressional Study Group on Public Health which hosted over a dozen Hill briefings and, most recently, brought 60 advocates and more than a dozen key Hill staff together to discuss health reform and the role of public health;
- Launched advertising campaigns targeting Capitol Hill.



CPH Accomplishments in 2008

Congress did not undertake much legislative work in 2008 due to the hotly contested November elections and the stalemate in Washington. Still, CPH;

- Led our third and fourth congressional staff visits to Atlanta under new ethics rules with 30 staff from both parties and chambers of Congress;
- Held receptions in New York and in Washington that broadened our support nationally among new stakeholders;
- Was publicly recognized by then - Senator Obama's senior health staff as having a positive impact on Congress' understanding of the CDC ;
- Led five Hill meetings with congressional leaders, companies and voluntary health organizations focused on adding "public health" to the health care reform debate (additional meetings will resume shortly);
- Worked with 23 partner groups on "Umbrella ad" effort that focuses on Injury, Infectious Disease, Children & Families and Chronic Disease;
- Launched the Public Health Leaders Roundtable;
- Crossed over the threshold of \$1 million raised.



So Far in 2009:

- CPH worked with local public health leaders in Georgia to craft a resolution calling for more federal support for public health programs. It was passed by the Georgia Senate and forwarded to the Obama Administration and to the Georgia Congressional delegation.
- Co-chairs of the Congressional Study Group on Public Health crafted a sign-on letter asking the Appropriations Committee to provide the CDC with a \$2 billion increase over last year's funding level. CPH worked closely with these offices on this effort. There has been widespread support for this letter from constituents all over the country.
- We are launching our Metro advertising campaign in mid-April and will simultaneously launch a related Hill flier campaign for partner groups to use in Hill meetings [see next slide]



The CPH Foundation – A New (c)(3) for 2009

CPH incorporated a sister organization early in 2009. The CPH Foundation was announced recently and is gearing up for its first major effort – a congressional Member tour of the CDC. A plan for such a tour has already been discussed with two prominent members of the LHHS Committee, who were receptive to the notion of a member tour of the agency.



Moving forward, the 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 regarding state and federal public health programs.



Strengthening our Organization in 2009

The CPH Board is committed to expand our resource base and increase the capacity of our efforts during 2009. To this end, CPH is working to:

- Extend ties with new leaders in the Executive Branch during 2009.
- Build on our already strong support of the CDC leadership, public health community and industry.
- Build on our good relations with legislators and congressional staff – particularly with the new 111th Congress.
- Develop relationships with new donors while strengthening past support.
- Strengthen the Public Health Leaders Roundtable and build recognition for the group's work.



Strengthening our Organization in 2009 (continued)

SUPPORT AND REVENUES:	
Contributions	\$ 235,110
In kind contributions (Note 2)	2,500
Interest income	1,523
Other income	290
Total Revenues	<u>\$ 239,423</u>
EXPENSES :	
Program Services:	
CDC Advocacy	<u>\$ 232,011</u>
Supporting Services:	
Management and general	\$ 16,999
Fundraising	55,021
Total supporting services	<u>72,020</u>
Total Expenses	<u>\$ 304,031</u>
CHANGE IN NET ASSETS	\$ (64,608)
NET ASSETS, BEGINNING OF YEAR	<u>96,835</u>
NET ASSETS, END OF YEAR	<u>\$ 32,227</u>

As this snapshot of our draft FY 2008 “Statement of Activities” shows, we are doing a lot on a tiny budget.

CPH Board and staff is focused on strengthening CPH and has an aggressive strategy in place to ensure we make great strides this year, even in a tight economy.

We welcome your ideas, input and support.



Support from Donors is Critical

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 need and appreciate your help and support.

We are especially grateful to our most recent donors:

The American Red Cross

Evan Jones

Abbott

Sanofi Pasteur

Wyeth

The Alliance of State and Territorial AIDS Directors

The American Diabetes Association

The National Association of County and City Health Officials

The Association of the Maternal and Child Health Programs

The Association of Schools of Public Health

Research!America

SRA International

Ogilvy Public Relations

The ALS Association

