

Public Health Advocates Forum: Hosted by the American Public Health Association and Public Health Institute

August 24, 2010

4:00 PM to 5:00 PM, Eastern Time



Don Hoppert Director of Government Relations American Public Health Association (APHA)

Don Hoppert is the Director of Government Relations at APHA. In this role, he leads the association's government relations and legislative advocacy activities on a variety of legislative issues including health reform, environmental health, funding for the Centers for Disease Control and Prevention, injury control and prevention and physical activity, nutrition and obesity. He also served as Director of Federal and Congressional Affairs at APHA from 1998 through 2004.

From 2004-2006, Don was a public policy and public affairs consultant in San Francisco, CA where he worked for both corporate and nonprofit clients on a variety of public policy issues, including prescription drug access, tobacco control, and emergency health services.

Don served as a Congressional aide to U.S. Representative Sherrod Brown from 1994 through 1998. He advised Representative Brown on several legislative issues including the environment, financial services, education and crime and judicial matters.



Jesseca Boyer
Government Relations Manager
American Public Health Association (APHA)

As Government Relations Manager for APHA Jesseca Boyer oversees member advocacy and coalition activity related to a broad policy portfolio including, but not limited to, health workforce development, infectious diseases, food safety, reproductive health, and global health. In addition, she coordinates Friends of HRSA (Health Resources Services Administration), a public health funding advocacy coalition comprised of more than 170 organizations collectively representing millions of public health and health care professionals, academicians, and consumers.

Prior to joining APHA, Boyer worked for Chairman Waxman on the Oversight and Government Reform Committee's health team. While with the Committee, Jesseca focused primarily on global and reproductive health issues, working on the President's Emergency Plan for AIDS Relief reauthorization and staffing other health related investigations, delegation trips, and hearings.



Matthew Marsom Director of Public Policy Public Health Institute (PHI)

As Director of Public Health Policy and Advocacy for the Public Health Institute (PHI), Matthew is responsible for designing and implementing PHI strategy for monitoring and influencing public policy, legislation and regulations affecting PHI projects and public health policy relevant to PHI interests.

Matthew was previously Chief of the Policy, Partnerships and Planning Unit within the Cancer Prevention and Nutrition Section of the California Department of Public Health, where he provided support for policy development, legislative analysis and government relations, and oversaw the policy and partnership activities of the *Network for a Healthy California*. Website: www.phi.org

Today's Agenda

1. Welcome and Introduction
2. Overview of APHA and PHI Advocacy Work
3. Advocacy Update and Call to Action
4. Q&A and Discussion Forum
5. Horizon Calendar

Take part in the conversation on the
Dialogue4Health social network:

<http://dialogue4health.ning.com>

Send in your comments and questions using the
D4H WebEx Q&A feature.

Public Health Advocates Forum: Hosted by the APHA & PHI

Segment One

Overview of APHA Advocacy

Don Hoppert
Director of Government Relations

Overview of PHI Advocacy

Matthew Marsom
Director of Public Policy

Take part in this conversation
on the Dialogue4Health social network:

<http://dialogue4health.ning.com>

Send in your comments and questions
using the D4H WebEx Q&A feature.

Lobbying vs. Advocacy

Lobbying VS Advocacy

NOT LOBBYING

Clearly Advocacy – Organizations entitled to do this:

1. Publicizing your project's findings and accomplishments in reports and publications distributed to government officials, legislators, or legislators' staff.
2. Tracking legislative proposals and communicating factual information about them to the general public.

Lobbying VS Advocacy

CAREFUL

Not lobbying but may be specifically prohibited by your funding source:

1. Communicating your opinions about a specific legislative proposal to the general public.
2. Analyzing legislative proposals and providing balanced information about the arguments for and against them to the general public.
3. Encouraging the general public to contact their legislators about a specific legislative proposal.

Lobbying VS Advocacy

LOBBYING

Organizations must have designated choice of funds

1. Communicating your position supporting or opposing a specific legislative proposal to a legislator or legislative staff in oral or written communications, testimony, etc.
2. Participating in a political campaign on behalf of or in opposition to a candidate for office.

Public Health Advocates Forum Hosted by the APHA & PHI

Segment Two

FY 2011 Appropriations

- FY 2011 CDC and HRSA funding:
 - House Appropriations Subcommittee passed bill on July 15 ([summary](#)).
 - Outlook in the House.
 - Senate full Appropriations Committee passed bill on July 29 ([bill and report](#)).
 - Outlook in the Senate.
- FY 2010 ends September 30.

FY 2011 Appropriations

- FY 2011 State/Foreign Operations Appropriations :
 - Marked up by both the Senate Appropriations Committee and the House Appropriations Subcommittee for State Department and Foreign Operations.
 - President Obama requested \$8.513 billion for global health in FY11.
 - Senate = \$8.239 billion; House = \$8.25 billion.

Child Nutrition Reauthorization

- Senate passed bill by unanimous consent on 8/5:
 - Reauthorizes federal child nutrition programs;
 - Calls for \$4.5 billion in new spending;
 - First increase in meal reimbursements since 1973;
 - Gives USDA authority to set nutrition standards for foods sold in vending machines and in a la carte lines in schools.

Child Nutrition Reauthorization

- House set to take action upon return from summer recess:
 - House bill is similar to the Senate bill but calls for \$8 billion in increased spending – most new spending not offset.
- Offsets in Senate bill opposed by some in House.
- Programs expire September 30.

Health Reform Update

- Senator Mike Johanns' (R-Nebraska) amendment to eliminate the Prevention and Public Health Fund:
 - APHA [letter](#)
 - APHA [Action alert](#)
 - TFAH [sign-on letter](#)
 - [Talking points](#) on the Johanns Amendment
 - APHA Affiliate letter

Health Reform Update

- Surgeon General 2010 Annual Status Report—National Prevention, Health Promotion and Public Health Council:
<http://www.hhs.gov/news/reports/nationalprevention2010report.pdf>
- Healthcare.gov website – understanding the law, implementation.
- APHA compilation of [health reform resources](#).

Global Health Initiative

GHI will prioritize:

- A woman- and girl-centered approach;
- Coordination and integration across global health issues;
- Strengthening country ownership;
- Building sustainability through health systems strengthening;
- Improving metrics, monitoring and evaluation; and
- Promoting research and innovation.

For more information: USAID Factsheet:

<http://www.usaid.gov/ghi/factsheet.html>

Foreign Assistance Reform

Concerted effort in House Foreign Affairs Committee under Chairman Howard Berman (D-CA) to redraft the 1961 Foreign Assistance Act.

- The goal is to modernize the bill and provide greater clarity.

The Administration is also looking to modernize foreign assistance:

- State Department launched a Quadrennial Diplomacy and Development Review.
- White House working on Presidential Study Directive about Foreign Assistance.

Taking Action

APHA Advocacy Resources

- **Take Action!**
 - [Tell Your Senators to Oppose the Johanns Amendment and Protect Public Health Funding!](#)
 - Urge Congress to Support Public Health Funding in FY 2011
 - Urge Congress to Support Child Nutrition Reauthorization
- **Public Health ACTION Campaign (PHACT)**
 - Public Health Funding, Child Nutrition, and Transportation
 - PHACT Toolkit includes fact sheets, letter, media outreach templates
 - PHACT [state fact sheet templates](#) for each issue

APHA Advocacy Resources

- [Legislative Update](#)
 - E-newsletter first Wednesday of every month
 - Conference call the following Monday 1:00pm (EST)
Call (800) 442-5794; Passcode is 141930
- **Stay Informed!**
 - Sign-up [HERE](#) to receive APHA's Action Alerts, Legislative, Health Reform, and PHACT updates

Discussion and Q&A

Horizon Calendar

APHA Summit on Health Reform

Saturday, November 6, 8:30am – 4:30pm
Denver, Colorado

Speakers include:

Georges, Benjamin, MD, FACP, FACEP (E) Executive Director, APHA

Thomas R. Frieden, MD, MPH - Director, CDC

Mary Wakefield, PhD, RN - Administrator, Health Resources and Service Administration

Regina Benjamin, MD, MBA, United States Surgeon General

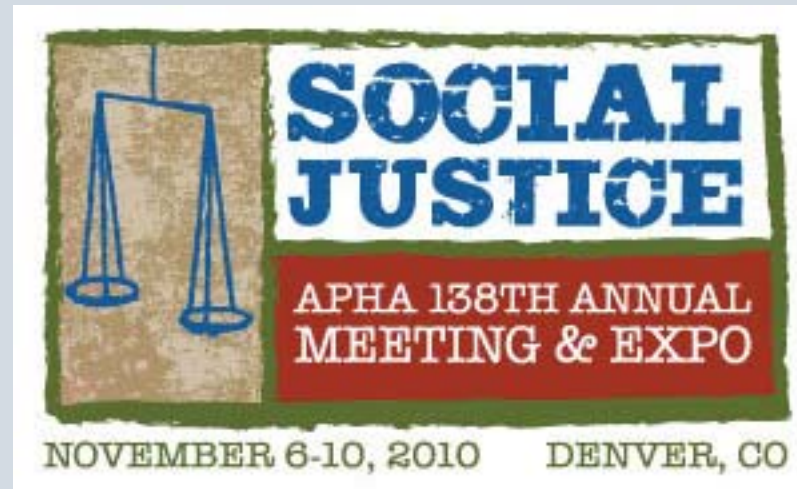
Howard Koh, MD, MPH, Assistant Secretary for Health, DHHS

Commissioner John Auerbach, MBA, Massachusetts Department of Public Health, Executive office of Health and Human Services

Robert Ross, MD, MPH, President, California Endowment

To register visit: <http://www.apha.org/meetings/highlights/Summit>

APHA 138th Annual Meeting & Exposition Denver, CO, November 6-10, 2010



The APHA Annual Meeting & Exposition is *the* premier Public Health Educational Forum! Learn from the experts in the field, hear about cutting edge research and exceptional best practices, discover the latest public health products and services, and share your public health experience with your peers. The world of public health is in continual motion, and there is no better way to stay abreast of the research and learn about emerging issues.

To Register: <http://www.apha.org/meetings/>

Dialogue4Health

Wednesday, September 8: D4H Web Forum:

- *“Taking Action for Prevention”*: Sponsored by Public Health Institute, Trust For Americas Health, Prevention Institute and PolicyLink

Coming Soon: PHI and APHA advocates web forum

- *“The 2012 Farm Bill: A Foundation for Health”*

Global Health Meetings

UN General Assembly Special Session on the Millennium Development Goals:

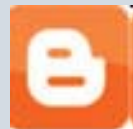
- New York City , September 20-22.
- Eight goals: Poverty/hunger, education, gender equality, child health, maternal and reproductive health, HIV/AIDS, environment, global partnership.

United Nations Climate Change Conference:

- COP 16: Cancun, Mexico, Nov 29-Dec 10, 2010.

Learn More About APHA

- [About APHA](#)
- [Join APHA](#)
- [Advocacy](#)
- [Annual Meeting](#)
- [Donate](#)
- [Publications](#)



LinkedIn



Continue this conversation
on the Dialogue4Health social network:

<http://dialogue4health.ning.com>

Contact Information

Donald P Hoppert

donald.hoppert@apha.org

Jesseca Boyer

jesseca.boyer@apha.org

Matthew Marsom

matthew.marsom@phi.org



Thank You

www.dialogue4health.org

www.apha.org

www.phi.org