Experiences & Challenges for Influencing Public Health Policy: do we make a difference?

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American Public Health Association

Protect, Prevent, Live Well

- The oldest & most diverse organization of public health professionals in world
  - Founded on April 18, 1972
  - 501C(3) & Nonpartisan
  - 53 Affiliates- every U.S. State & D.C.
  - 27 Sections, 6 SPIGS, 18 Caucuses
APHA Organizational Chart in brief

- APHA Members
- (e.g. Sections, SPIGS, Unaffiliated)

- Governing Council
- (Sections, Affiliates, Executive Board)

- Executive Board
- (Members at large, Pres, Treasurer, Student Assembly, ISC, COA, Ex Officio, Exec. Director)
APHA Strategic Map: 2010-2013

Be the “Go To” Organization for Public Health

- Improve Impact of Policy and Advocacy
- Provide Service To Members and The Profession to Build Capacity
- Use Strategic Communications To Frame Issues & Increase Impact
- Implement a Sustainable Business Model

Create, Implement and Assess the Engagement Strategy Required for Future Success

November 9, 2010
APHA’s Policy Priorities

- Rebuilding the Public Health Infrastructure
- Ensuring Access to Care
- Reducing Health Disparities

http://www.apha.org/advocacy/priorities/
Federal Advocacy

- Appropriations and funding (HHS, CDC, HRSA, FDA, global health)
- Protecting the Affordable Care Act (including the Prevention and Public Health Fund)
- Protecting the Clean Air Act
- Reauthorization of federal transportation programs
- Reauthorization of the Farm Bill
Making Public Health a Priority

- Advocacy
  - FDA authority over tobacco
  - SCHIP
  - Food Safety
  - Child Nutrition
  - Transportation Bill
  - Health Reform
    - Protecting Prevention Fund and ACA
  - Antibiotic resistance
  - Appropriations for Public Health Service
  - Antibiotics in agriculture
  - Climate change (mainly opposing repeal of EPA GHG regs)
  - CDC chronic consolidation
  - Nutrition funding in Ag Appropriations
    - (including opposing cuts to WIC)
  - Oppose efforts to restrict FDA tobacco implementation
  - Healthy Families Act/paid sick leave
  - Reauthorization of the Pandemic and All-Hazards Preparedness Act
  - ESEA reauthorization (school health issues)
  - Oppose efforts to restrict access to abortion
  - Oppose efforts to eliminate Title X funding
APHA Advocates

Total Advocacy Messages
Sent in 2011: 14,001

- Public health funding: 6025
- Prevention and Public Health Fund: 306
- Affordable Care Act: 204
- Clean Air Act: 60
- Reproductive Health: 79
- EPA Clean Air Standards: 4016
- Transportation policy: 2957
- National Public Health Week: 354
So far in 2012

- More than **175 visits by APHA members with Congressional offices** were scheduled by APHA staff
- 13 action alert emails sent on issues including public health funding, PPHF, House budget resolution, clean air legislation, Affordable Care Act, transportation reauthorization, farm bill
- More than **26,000 messages** sent to Hill/federal agencies
- Percentage of APHA members who took action on at least one email alert: **10.2%**
- **PHACT (Public Health Action Campaign)** during August recess; toolkit, visits with congressional offices, op-eds, letters to the editor. Target states included Mont., Ohio, Maine and Miss.
- More than **50 letters to Congress and White House** related to protecting public health funding, opposing overturn of ACA, protecting the Clean Air Act, nutrition provisions in the farm bill etc.
- Coordinate **100+ member organizations** on funding requests for both the CDC Coalition and Friends of HRSA coalition
- APHA hosted **FY 2013 budget briefings** with CDC Director Tom Frieden and HRSA Administrator Mary Wakefield for CDC and HRSA coalitions
- **8 Regulatory comments** submitted on issues including clean air regulations, antibiotics in agriculture, influenza vaccinations and sodium reduction and health reform implementation
- Dr. Georges Benjamin presented **congressional testimony** on behalf of APHA regarding public health emergency preparedness; testimony also submitted on public health funding
- APHA **cosponsored Capitol Hill briefings** on public health funding, children’s environmental health, and the Toxic Substances Control Act
- **7 legal briefs** joined on issues including U.S. Supreme Court briefs on Medicaid expansion and prevention provisions under ACA, U.S. Court of Appeals (DC) brief supporting EPA’s mercury and air toxics standards, WTO brief supporting the U.S. ban on importation of clove cigarettes
Challenges

- Hostile Environment
- Public health community finding its way to new partners
- Budget realities
- Political stalemate
ACTUALLY, THIS HAPPENED BEFORE THE EARTHQUAKE...
Appropriations

- Affordable Care Act
  - Prevention Fund
- Public Health Infrastructure funding
  - CDC
  - HRSA
  - EPA
  - FDA
  - AHRQ
  - SAMHSA
CDC’s overall budget

CDC Actual

fy06 fy07 fy08 fy09 fy10 fy11 fy12 prez fy13

CDCActual

American Public Health Association
Cuts to the Prevention Fund

![Bar chart showing cuts to the Prevention Fund from FY10 to FY22. The chart includes three categories: PF proposed, PF revised, and an unspecified category. The bars indicate the level of funding for each fiscal year.]
CUT TO THE CORE

The budget of the US Centers for Disease Control and Prevention (CDC) is increasingly floating on funds that may not materialize.

- Prevention and Public Health Fund
- Transfers from other agencies (requires approval by Congress)
- Core programme funding

![Bar chart showing CDC budget (US$ billion) from 2000 to 2013.](chart)

*President’s FY2013 budget request*
Patient Protection and Affordable Care Act

- Opportunities
  - Major health policy achievement

- Challenges
  - Opposition from the beginning
  - Misunderstanding of public health and its role in a reformed health system
  - Misinformed public on implications of the Affordable Care Act
Prevention Fund

- The Fund is intended “to provide for expanded and sustained national investment in prevention and public health programs to improve health and help restrain the rate of growth in private and public health care costs.”

- Supplement not supplant
Cutting through the Clutter
Prevention in the Media

- **Enewspf.com** - The Affordable Care Act Helps States Prevent, Fight Infectious Diseases
- **Philly.com** - Obamacare also tackles childhood obesity
- **Healthcare Business News** - Almost $49 million in grants awarded to fight infectious diseases
- **Coburn press release: GAO report proves slushiness**
- **OIG:** ACA prevention fund may be violating anti-lobbying statute
- **Politico.com** - Republicans jam Tom Harkin on preventive health fund
- **RollCall.com** – Health care ruling energizes Tea Party
Budget/Appropriations

- Opportunities
  - Every community benefits from public health funding

- Challenges
  - Budget/deficit concerns
  - What is Public Health?
  - Competing priorities
APHA tools

- Issue Briefs
- Legislative updates
- Advocacy Alerts
- Monthly legislative update calls
- PHACT
Protect public health funding!

The threats to public health funding are greater than ever before. Public health agencies, including the Centers for Disease Control and Prevention and the Health Resources and Services Administration are facing significant budget cuts of 8.2 percent in January under the pending sequester. Additionally, the Prevention and Public Health Fund – mandatory funding for prevention programs created under the Affordable Care Act – would be subject to a 7.6 percent cut, or a $76 million reduction in 2013.

Tell your senators and representative to oppose the cuts to public health under sequestration and instead work to develop a bipartisan and balanced approach to deficit reduction.

Use state-specific information from Sen. Harkin's report to highlight how the pending sequestration will impact critical public health programs in your state when contacting your members of Congress.

Recipients

- Your Senators
- Your Representative

Contact

- Required fields
- Title:
- First Name:
- Last Name:
- Your Email:
- Address 1:
- Address 2:
- City:

Message

- Subject: Protect public health funding!
- Dear [Decision Maker],

As a constituent and American Public Health Association advocate, I write to urge you to develop a bipartisan and balanced approach to deficit reduction that does not rely on additional cuts to public health funding. A recent report from the White House estimates that most discretionary health programs at the Centers for Disease Control and Prevention, Health Resources and Services Administration and other public health agencies would be cut by 8.2 percent under the pending sequestration that is set to begin on January 2, 2013. In addition, the report estimates that the mandatory Prevention and Public Health Fund would be cut by 7.6 percent, or $76 million. These cuts would leave American families less healthy and at higher risk in the event of a public health emergency.

- Personalize your message

Adequate funding for CDC, HRSA and the prevention fund is needed to support a strong public health system to promote the health and respond to everyday health threats, unexpected public health emergencies, and to ensure that all individuals have access to the
APHA Advocacy Players and Process: What an Affiliate can do to Advocate for the Public’s Health

- Identify and develop new policy with APHA members and usher through process to Governing Council
- Assign members to review policy
- Send state Affiliate alert to members
- Engage APHA members in your state with issue expertise
- Send APHA Advocacy Alerts and legislative information to members
- Respond to requests From COA Regional Representatives
- Encourage members to join APHA

- Send letters to state delegation on issues of importance
- Work with APHA staff to find areas of common interest
- Plan visits with congressional delegation during recesses
- Work in coalition to support federal priorities
- Help APHA understand impact of federal changes on state public health initiatives
- Letters to the editor on important federal public health initiatives
- Participate in public events and rallies

- Send letters to state legislature on state issues of importance
- Actively educate state policymakers on public health
- Work with other Affiliates to share best practices
- Work in coalition to support State PHA priorities
- Send letters to editor and press
- Releases in support of priorities
- Participate in public events and rallies
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