Federally-Supported Prevention and Public Health Programs and multi-sector engagement

American Planning Association
Plan4Health Training
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About TFAH: Who We Are

Trust for America’s Health (TFAH) is a non-profit, non-partisan organization dedicated to saving lives by protecting the health of every community and working to make disease prevention a national priority.
TFAH – wide range of policy reports each year
Status quo is not an option – IOM Report

- Non-communicable disease mortality rate (16th of 17)
- Chronic disease mortality rate (14th of 17th)
- Last in life expectancy
- Highest level of income inequality; poverty; child poverty
- Third lowest rate of pre-school education and secondary school completion
What Shapes a Population’s Health – {According to County Health Rankings}

- **Health Behaviors 30%**
  - Tobacco Use
  - Physical Activity
  - Healthy Eating
  - Safe Sexual Practice

- **Clinical Care 20%**
  - Access to care
  - Quality of Care

- **Social and Economic Conditions 40%**
  - Education
  - Employment
  - Income
  - Family & social supports
  - Community Safety

- **Physical Environment - 10%**
  - Built Environment
  - Environmental Quality
Partnering to Improve Population Health

Common principles of successful partnerships:
- Identify a common goal & initial issue to focus on
- Restructure or realign existing funding mechanisms, including across organizations and government agencies
- Provide financial incentives such as a method for shared savings
- Share access to data to identify problems and measure achievements
- Establish an “integrator”
Basic premises

- Population health is too important to be left to public health agencies, or any one sector, alone
- Need to address social determinants
- Need to connect what is happening in the clinic and in the community
- Need to move from public health programs being organized around disease-specific siloes – need consolidation, mixed with flexibility
- Need to develop new financing systems and incentives to drive these changes
Prevention and Public Health Fund -
Enhanced Commitment to Public Health
Real money through mandatory appropriations

- Prevention and Public Health Fund: $14.25 billion in mandatory funding over next 10 years (reaching $2 billion a year by FY 2022)
  - $5.25 billion allocated by Congress/HHS from Fiscal Year 2010-15
The Fund was authorized by the ACA (in 2010) in Title IV, Section 4002:
- “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 sector health care costs.”
- “for prevention, wellness, and public health activities including prevention research and health screenings, such as the Community Transformation grant program, the Education and Outreach Campaign for Preventive Benefits, and immunization programs.”

Originally authorized to grow to $2 billion per year in FY 2015
PPHF allocations over time
Chronic disease funding @ CDC (including PPHF)

CDC Chronic Disease Funding
Fiscal Year 2003 to Fiscal Year 2015*

*FY2010-2015 values are supplemented by the Prevention and Public Health Fund
Non-traditional Partnerships in Action – Prevention Fund National Supporters

- Well over 900 national, state and local organization support the Fund, including a number of non-traditional partners:
  - United Way Worldwide
  - U.S. Conference of Mayors
  - United Methodist Church, General Board of Church and Society
  - AARP
  - Families USA
  - American Federation of State, County and Municipal Employees
  - American Federation of Teachers
  - Ascension Health
  - Small Business Majority
  - National Business Group on Health
Community-based Prevention Programs - CDC
A long history of community prevention programs at CDC (2000 – present) (active)

- Racial and Ethnic Approaches to Community Health (REACH) – multiple
- Steps to a Healthier US
- Strategic Alliance for Health
- U.S. State and Territorial Health Collaborative
- National Networks for Community Change
- Pioneering Healthier Communities (PHC)
- Strategic Alliance for Health (SAH)
- ACHIEVE (Action Communities for Health, Innovation, and EnVironmental changE)
- Communities Putting Prevention to Work (CPPW)
- Community Transformation Grants (CTG) Implementation and Capacity
- CTG National Networks
- CTG Small Communities
- Partnerships to Improve Community Health
- State and Local Public Health Actions to Prevent Obesity, Diabetes, and Heart Disease and Stroke (1422)
- A Comprehensive Approach to Good Health and Wellness in Indian Country (1422)
- Programs to Reduce Obesity in High Obesity Areas
- National Implementation and Dissemination for Chronic Disease Prevention
Current Federal Funding Opportunities

- A history of fits and starts: Steps to a Healthier US, Pioneering Healthier Communities, ACHIEVE, Communities Putting Prevention to Work, REACH and CTGs
- Via the FY 2014 and FY 2015 omnibus funding measures, CDC is implementing six new funding opportunities totaling over $650 million if fully implemented over 3-5 years
- In addition, the Preventive Health and Health Services Block Grant doubled to $160 million/yr. (all PPHF)
- “CDC is concentrating resources on key risk factors and major diseases that contribute substantially to suffering, disability, and premature death among Americans.”
State Public Health Actions (enhanced “1305” awards) – (Non PPHF-funded)

- Officially known as *State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health*

- This program (consolidating several disease-specific state cooperative agreements) was initiated in FY 2013 and provides basic funding to all 50 states and enhanced funding to 32 states. With FY 2014/15 resources, $33 million, all states and D.C. are at an enhanced level.
Diabetes Prevention – State and Local Public Health Actions to Prevent Obesity, Diabetes, and Heart Disease and Stroke (1422) (PPHF-funded)

- Four year project that creates environmental strategies to promote healthy lifestyle choices and supports health care system initiatives to prevent diabetes, obesity, heart disease and stroke.
  - Priority given to populations facing socioeconomic and health disparities.
- Eligible applicants: All 50 states, the District of Columbia, large cities with populations over 900,000.
- Funding allocations:
  - 21 awardees, including 17 states and four large cities, totaling $69.5 million
REACH programs are culturally-tailored interventions that use evidence- and practice-based strategies to address the root causes of chronic diseases and reduce health disparities among racial and ethnic communities.

$30 million of REACH’s funding came from the Prevention Fund in FY 2015.

- Basic Implementation (range: $300,000 - $500,000);
- Comprehensive Implementation (range: $600,000 - $1,000,000);
- Total of 39 grants awarded
A Comprehensive Approach to Good Health and Wellness in Indian Country (1422) (PPHF-funded)

- Five year project to support prevention and management of heart disease, diabetes and associated risk factors in American Indian tribes and Alaskan Native villages in culturally relevant ways.

- Eligible applicants:
  - Component 1 - American Indian Tribes/Alaskan Native Village.
  - Component 2 - American Indian/Alaskan Native tribal organizations.

- Funding amount per year
  - $11.3 million awarded to 22 tribes
Programs to Reduce Obesity in High Obesity Areas (PPHF-funded)

- Three year project to fund intervention strategies at the county level that address obesity in areas where adult obesity prevalence is over 40%.
- Eligible applicants: Land-grant colleges and universities located in states with counties where the adult obesity rate is over 40%.
- $4.2 million for six awards
Partnerships to Improve Community Health (PICH) – (Non PPHF-funded)

- Three year initiative to improve health, reduce prevalence of chronic diseases and their related risk factors like tobacco use and poor nutrition with special efforts to focus on populations with health disparities. Short/intermediate/long-term outcomes.

- Eligible applicants: Government agencies (including housing, school and transportation entities) and non-governmental organizations, tribal organizations. Requires multi-sector community coalition existing for two or more years.

- Funding -
  - Large cities/counties, Small cities/counties, Tribal organizations: 39 awards/23 states, between $120,000 and $3.6 million, totaling $49.3 million annually.
National Implementation and Dissemination for Chronic Disease (1418) Prevention (funded by PICH budget line) – (Non PPHF-funded)

- Three year project to improve community capacity building, implementation, and dissemination to address tobacco use, poor nutrition, physical inactivity.

- Eligible applicants:
  - Category A - national organizations working with multi-sector coalitions on community improvement initiatives addressing one or more chronic disease risk factors.
    - American Heart Association ($3 million) – 15 subgrantees
    - American Planning Association ($2.99 million) – 18 subgrantees
    - National WIC Association ($2.4 million) - 17 subgrantees
  - Category B - national organizations developing communications materials to support “A” groups
    - Society for Public Health Education ($480K)
    - Association of State and Territorial Directors of Health Promotion and Public Health Education ($500K).
Opportunities for Coalition Building

PICH and National Orgs

- Requires collaboration with multi-sector community organizations.
  - Ex: businesses, local health departments, housing authorities, faith-based institutions

- Requires collaboration with CDC funded and external programs with the same outcome objectives.
  - Can include data sharing, communication, implementation, etc.
Opportunities via Re-granting Requirements

**PICH**

- Required to fund local entities.
  - 20% if award is $749,999 or less
  - 40% if award is $999,999 or less
  - 50% if award is $1,000,000 or more

**1422**

- Required to sub-award 50% of funds to 4-8 communities.
Prevent Block Grant allocations doubled in FY 2014 (PPHF-funded)

- “The Preventive Health and Health Services Block Grant provides all 50 states, the District of Columbia, 2 American Indian tribes, and 8 US territories with funding to address their unique public health needs in innovative and locally defined ways. This program gives grantees the flexibility to use funds to respond rapidly to emerging health issues and to fill funding gaps in programs that deal with leading causes of death and disability.”
Sustainability

- Cost sharing or matching funds is not required, but strongly encouraged for all programs to ensure solvency beyond the funding opportunity.
Policymaker Education Strategy
Strategy

- Identify and Cultivate Congressional Champions and support with Administration
- Better Educate Policymakers on the community prevention programs and the work being done in individual states
Identify and Cultivate Champions

- Importance of securing members of Congress as Champions for public health and prevention and for specific programs
- Senate Prevention Action Committee
  - Series of appropriations letters
  - Series of issue-specific “dear colleague” letters
  - Public visibility through floor statements, news conferences, site visits, public statements
Educating policymakers

- Clear, concise messages and talking points
- Graphic tools (charts and graphs with local information)
- Short list of success stories
- Emphasize leadership teams and subgrants
- Tailor messages, short-term successes, long-term goals
- Sustainability
For more information:

- Please visit our website at www.healthyamericans.org
- Contact Rich at rhamburg@tfah.org to sign up for TFAH’s Wellness and Prevention in Health Reform Digest
APA Policy & Advocacy

APA’s policy and advocacy program works to advance planning with a combined approach speaking directly to lawmakers and empowering advocates.
APA Policy & Advocacy

Government affairs is all about building relationships, informing lawmakers, and telling your story.
Why Grassroots?

- What is Grassroots? ... Constituent-based advocacy
- Engage & deepen involvement
- Increase effectiveness
- New opportunities for leadership
- Expands, localizes programs and advocacy
Advocacy 101

Hone your message/story
Who can help you succeed
People
Champions
Persistence
Hone your message

Think about your audience
Think about your story
Keep it simple
Keep it consistent
Who can help you succeed

Who can carry the message
Identify who wants to help

People
Identify nodes
Use your network
Allies
Coalitions
Be persistent

Use your network
Keep them informed
Don’t do one thing
Repeat your message
Find your champion!

Who will take up your cause?

Find influential people in many places:

• Elected officials
• Chambers of commerce
• Advocacy groups
• Business leaders
• Think about who it is
• Think about your audience
APA’s advocacy network

- Summer 2015 online launch
- Policy and Advocacy Conference & Planners’ Day on Capitol Hill
  September 27 – 29

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