



2017 ANNUAL REPORT



Chair's Letter

Gail C. Christopher, DN
Chair of the Board

Welcome to the Trust for America's Health (TFAH) 2017 Annual Report. It is my privilege to introduce TFAH's activities and accomplishments for the year.

TFAH's mission is to promote optimal health for every person and community and to make the prevention of illness and injury a national priority. Our work is framed by and responsive to the nation's many health imperatives including those that are impacted by the ongoing demographic shifts within our society. During the year, the Board of Directors added more expertise to its membership with the addition of five new members and we completed work on a new strategic plan for the organization. The new plan provides a framework for TFAH to continue to be strategic, future-oriented and mission-focused. It will also allow the organization to be nimble as new health challenges evolve.

Solving today's most pressing public health problems requires a multi-sector approach. During 2017 we worked to advance evidence-based programs and policies by teaming with traditional and new partners on high-impact health issues including an intentional focus on advancing health equity and addressing the social determinants of health.

In the coming year, TFAH will strive to advance its unique role as an independent think tank and watch dog on the nation's most pressing prevention and public health issues. We are committed to continuing our work to develop, support, report on and advocate for programs and policies that allow all Americans to live their healthiest lives.

In closing, I want to personally thank our generous funders, my fellow Board members, the many individuals and organizations we have partnered with throughout the year and the skilled and dedicated TFAH staff. Improving America's health requires a team approach and a sustained commitment to support and apply the best available science. Working together we can continue to amplify and leverage capacities and achieve tangible results.

A handwritten signature in black ink that reads "Gail C. Christopher". The signature is fluid and cursive, with a large initial "G".

Gail C. Christopher, DN

TFAH Board of Directors

Gail C. Christopher, DN

Chair of the Board

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Professor and Chair,
Health Management and Policy, School of
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Chief Medical Officer for Prevention and Chief
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Executive Director
Harris County Public Health

Vincente Ventimiglia, JD

Chairman, Board of Managers
Leavitt Partners





President and CEO's Letter

John Auerbach, MBA *President and Chief Executive Officer*

2017 was a time of change and uncertainty within the public health sector. During the year public health officials grappled with significant challenges— from devastating hurricanes to an ever-expanding opioid epidemic to record levels of obesity and an unusually severe seasonal flu. In addition, the year saw federal health policy shifts, deregulation and major proposed health-related budget cuts. These changes required our attention and a redoubled effort to promote evidence-based public health and prevention policies and programs at all levels of government.

As you will read in this report, in 2017 TFAH completed several projects critical to strengthening our response and ensuring our mission. We increased and diversified our funding with new grants from The John A. Hartford Foundation and the Well Being Trust. We also maintained or increased generous funding from the Robert Wood Johnson Foundation, The California Endowment, the W.K. Kellogg Foundation, and the Kresge Foundation. You can read about the numerous initiatives these funding streams supported in the report's Year in Review.

During the year, we were very fortunate to hire J. Nadine Gracia, MD, MSCE as our new Executive Vice President and Chief Operating Officer. Her experience as a physician, a policy expert and a seasoned manager have made her an invaluable asset to the organization.

The work ahead of us is formidable but so is our commitment to a healthier America. We will continue to identify and respond to key public health challenges, define effective policy approaches, convene experts, and work with partners at the national, state and local levels to help translate data into effective actions.

None of this would have been possible without our wise and dedicated Board of Directors, our funders, our hard-working employees and our many close partners. Thank you for your interest and support.

A handwritten signature in black ink that reads "John Auerbach". The signature is fluid and cursive.

John Auerbach, MBA

The Year in Review

2017

During 2017, in response to expanding national health challenges including an exploding crisis in what TFAH has called, deaths of despair — deaths due to drug and alcohol misuse and suicide — we took several steps to focus our mission and activities, grow our funding and strengthen our infrastructure.

During the year our Board of Directors led a strategic planning process; to clarify our mission, develop vision and values statements, goals and objectives, and, identify paths to reach them. The plan identified a number of action steps TFAH will undertake in support of its mission including:

- 1) expanding our work with state and local officials, agencies and organizations while maintaining a federal focus;
- 2) reaffirming our non-partisan status and practice even in a highly partisan era;
- 3) diversifying our funding base by seeking additional philanthropic grants and individual contributions;
- 4) ensuring our work is having a positive impact with multiple monitoring mechanisms and a total quality management approach; and
- 5) identifying and addressing key emerging health issues even when it involves moving into new terrain.

In each of these areas, significant progress was made in 2017.

WITHIN THE AREA OF STRATEGIC COMMUNICATIONS AND POLICY RESEARCH:

The following reports were released:

Investing in America's Health: A State-By-State Look at Public Health Spending, is the go-to resource for policymakers, media and partners/advocates for the status of public health funding and key health statistics in states and across the country.

State of Obesity: Better Policies for a Healthier America, this annual report includes obesity rates and policy trends that advance both promising and proven program and policy recommendations. We received strong feedback from our partners in the field that the report was valuable to them and it continues to receive increasing interest, even after 14 years of annual publication. This report is prepared in partnership with and funding from the Robert Wood Johnson Foundation.

“ expanding our work with state and local officials, agencies and organizations while maintaining a federal focus ”

Ready or Not? Protecting the Public's Health from Diseases, Disasters and Bioterrorism, is the leading publication advocating for sustained and continued improvements in public health preparedness. Feedback from local, state and federal officials indicated that this report was useful in focusing attention on public health emergency preparedness, through widespread media coverage and its impact on federal agencies.

Pain in the Nation: The Drug, Alcohol and Suicide Crises and the Need for a National Resilience Strategy is a groundbreaking new report, responding to the dramatic increase in the death rates for these three epidemics. The report reviewed the data, projected the potential impact over the coming decade, focused on promising practices and evidence-based interventions and highlighted action steps for the future. It was very well received and garnered significant attention in the media and among federal and state policy makers. The report and its related activities were



supported with funding from the Well Being Trust and the Robert Wood Johnson Foundation.

We were highly successful in garnering news coverage for TFAH's reports including stories in national news outlets about the *State of Obesity*, *Ready or Not* and *Pain in the Nation* releases. *State of Obesity* was reported on by *U.S. News and World Report*, *Politico* and the Associated Press among other outlets. An op-ed about the report findings by John Auerbach and Richard Besser, Robert Wood Johnson Foundation President and CEO, was placed in *The Hill*. *Pain in the Nation* was reported on by NPR, NBC, *USA Today* and *U.S. News and World Report*. Throughout the year news based on TFAH reports reached over 11 million radio listeners. We also increased our presence on social media with 2.1 million Twitter impressions, 8,800 link clicks and 4,700 re-tweets.

WITHIN THE AREA OF POLICY DEVELOPMENT AND PROMOTION

In 2017, TFAH focused on several priority issues including obesity, emergency preparedness, the

health and well-being of children, and the promotion of equity, among others. Our activities included:

Healthy Students, Promising Futures (HSPF):

A learning collaborative co-led by TFAH and Healthy Schools Campaign, brings together representatives from state Medicaid agencies, state departments of education and local school districts to: 1) increase the provision of health services in schools, particularly for children enrolled in Medicaid; and 2) promote healthy school environments. In 2017, the cross-sector learning collaborative grew to 15 state teams, engaged more than 25 national organizations and federal agency partners, and expanded its technical assistance activities--including hosting two in-person convenings, quarterly peer-to-peer calls, and expert webinars.

Promoting Health and Cost Control in States

(PHACCS): This project, which received funding from the Robert Wood Johnson Foundation and Kaiser Permanente this year, is another example of TFAH's focus on state level policy. The project's objective is to inform state policymakers and public health advocates of policies that can

improve health outcomes and control costs. Because the current political environment makes it less likely that there will be major new public health and prevention initiatives at the federal level, attention to policies and practices at the state level and communication and coordination with state organizations and key stakeholders are particularly important.

Age-Friendly Public Health: This project, supported by The John A. Hartford Foundation, identified ways that the public health sector can prioritize efforts to promote the health and well-being of older adults. TFAH convened national, state, and local public health officials; aging experts, advocates, and service providers; and healthcare officials in October 2017 to explore how public health can improve the health and well-being of older adults. The result is a Framework for an Age-Friendly Public Health System that describes key roles public health can adopt to improve the health and wellbeing of older Americans. Working closely with The John A.

Hartford Foundation and senior health and aging government officials in Florida and other states, the project team is moving beyond this feasibility analysis to further develop the Framework and engage local and state public health in Florida and across the nation in efforts to promote healthy aging.

State Hospital Association & State Health Department Learning Collaborative: In November 2017, TFAH partnered with the American Hospital Association to launch a learning collaborative which convenes executives from state hospital associations and state health departments to promote collaboration on priority population health issues, such as opioid use, diabetes and maternal mortality. Twelve state teams participated in the inaugural convening.

Future of Prevention: In March 2017, TFAH convened local, state and national policymakers and government officials, providers, insurers, and advocates to create a forum for constructive dialogue on the future of prevention and public



health policy in the United States. The summary of the deliberations included general consensus on the principles to advance a federal prevention and public health agenda—notably supporting critical infrastructure for health security and a modernized public health system; guaranteeing insurance coverage of clinical preventive services; and nurturing local and state community health improvement, including community prevention strategies.

Additionally, TFAH continued to promote the need for a modern public health agency in every community; one capable of implementing foundational capacities and serving as the Chief Health Strategist for the community, consistent with the Public Health 3.0 concept.

TFAH leadership and staff regularly spoke at local, regional and national conferences about the need and ways to strengthen public health. In 2017, TFAH staff presented major addresses at the national conferences of the Association of State and Territorial Health Officials, the National Association of County and City Health Officials, the American Public Health Association, and Society for Public Health Education, the Association of Community Health Improvement, and the Midwest Forum on Hospitals, Health Systems and Population Health: Partnerships to Build a Culture of Health as well as presented at six state public health annual conferences.

WITHIN THE AREA OF ADVOCACY AND GOVERNMENT RELATIONS:

During 2017, TFAH regularly interacted with members of Congress and their staff and with representatives of the Administration; educating policymakers and advocating in a non-partisan manner about evidence-based policies that promote the health and well-being of the public.

Our materials were frequently used by advocates and policymakers to make the case for investments in public health programs.

A focus of our outreach to policymakers throughout the year was to make them aware of the potential impact repeal of the Affordable Care Act might have on public health and prevention.

Among our activities were:

Supporting the Work of the U.S. Centers for Disease Control and Prevention (CDC), including the Prevention and Public Health Fund

– TFAH continued its focus on supporting the CDC’s important work and advancing evidence-based policy recommendations. As an independent, non-partisan and evidence-based voice, TFAH plays a watchdog role in ensuring that public health funds are appropriately allocated and lead to effective public health programs. A TFAH led campaign to protect the Prevention and Public Health Fund was largely successful in preserving the current level of funding. During the year, TFAH made more than 100 educational visits to the offices of members of Congress, key committees and subcommittees and leadership offices. TFAH also met with scores of federal officials and regularly provides information to Congressional and/or Administration staff.

Customizing Educational Programs for Congress

– TFAH hosted three Congressional briefings in 2017 on emergency preparedness, health security and childhood lead poisoning. In addition, we co-hosted briefings with partners, served as speakers on numerous panels and held dozens of meetings with Congressional staff on TFAH’s report topics, such as preparedness, infectious disease, obesity and opioids. We also organized a specialized webinar on public health’s role in hurricane response in the aftermath of storms in Texas, Florida, Puerto Rico and the U.S. Virgin Islands.

Financial Highlights 2016 & 2017

FUNDING WAS OBTAINED FROM:	2016	2017
Grant Revenue*	5,339,161	2,946,229
Contract revenue	26,844	-
Contributed services	180,000	-
Other donations	4,250	13,591
Investment return	105,322	159,592
Total Funding	5,655,577	3,119,412

FUNDS WERE SPENT ON:		
Program services	3,042,597	3,441,219
General and administrative costs	313,316	342,907
Fundraising	86,880	161,548
Other expenses	-	40,034
Total Expenses	3,442,793	3,985,708

ASSETS AND LIABILITIES

ASSETS:

Cash and cash equivalents	1,601,591	2,732,949
Unconditional promises to give	4,022,590	2,825,568
Investments	3,284,653	2,746,635
Other Assets	152,379	364,396
Total Assets	9,061,213	8,669,548

LIABILITIES:

Accounts payable and accrued expenses	125,582	317,247
Deferred lease obligation	106,054	389,020
Total Liabilities	231,636	706,267

NET ASSETS:

Available for general operations	4,386,523	4,599,929
Available for designated purposes	4,443,054	3,363,352
Total Net Assets	8,829,577	7,963,281
TOTAL LIABILITIES AND NET ASSETS	9,061,213	8,669,548

*TFAH received multi-year grant commitments during 2016. Since the above financial information was prepared on the accrual basis of accounting, the revenues from these multi-year grants were reported in 2016.

The amounts shown are summarized from Trust for America's Health annual audit. To obtain a copy of the complete set of audited financial statements for the years ended December 31, 2017 and 2016, including footnotes and the independent auditors' report, please contact Trust for America's Health at 202-223-9870 or at info@tfah.org

Funders

TFAH takes no government or industry funding.

We sincerely thank our generous funders including:

- ◆ **The California Endowment**
- ◆ **John A. Hartford Foundation**
- ◆ **Dawn Hill Fund**
- ◆ **Conrad A. Hilton Foundation**
- ◆ **Robert Wood Johnson Foundation**
- ◆ **Kaiser Permanente**
- ◆ **W.K. Kellogg Foundation**
- ◆ **Kresge Foundation**
- ◆ **Well Being Trust**





1730 M Street, NW
Suite 900
Washington, DC 20036
www.HealthyAmericans.org