



*Promoting Optimal Health in Every Person and Community*  
2018 ANNUAL REPORT

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Leavitt Partners

## TFAH Leadership Staff

### **John Auerbach, MBA**

***President and CEO***

### **J. Nadine Gracia, MD, MSCE**

***Executive Vice President and COO***

## TFAH Senior Management Staff

### **Anne De Biasi, MHA**

***Director of Policy Development***

### **Rhea K. Farberman, APR**

***Director of Strategic Communications and Policy Research***

### **Dara Alpert Lieberman, MPP**

***Director of Government Relations***

## Mission

Trust for America's Health is a non-profit, non-partisan organization that promotes optimal health for every person and community and makes the prevention of illness and injury a national priority.

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## Board Chair's Letter

### Gail C. Christopher, DN

*Chair of the Board*

Welcome to the Trust for America's Health's (TFAH) 2018 Annual Report.

Throughout the year, TFAH worked in support of its mission to promote optimal health for every person and community and to make the prevention of illness and injury a national priority.

Solving today's urgent public health problems requires non-partisan, multi-sector collaborations informed by evidence and with sustained funding and courageous leadership. This work needs to have an intentional focus on advancing health equity and on addressing the social determinants of health. It additionally must acknowledge the legacies of discrimination and racism and be responsive to the ongoing demographic shifts within our society. These goals are at the core of TFAH's work.

I was particularly pleased to take part in TFAH's four-part webinar series, *Taking Action to Promote Health Equity – Using the Lessons from Cutting-Edge Practices to Improve Health and Well Being* and to lead, with nationally known social justice and health equity leader (and my daughter) Heather McGhee, a segment of the webinar series on the importance of individual and organizational leadership in efforts to achieve true health equity. I will share with you what I shared with those who joined us during the webinar broadcast:

*We have a moment in history where fear is driving levels of division and actual hatred that are unprecedented in my adult lifetime. More than ever we have to step into this work with a focus on healing. We have to do it from a place not of animus and not of incivility but from a place of engagement, engagement for ourselves and for future generations.*

In closing, I want to personally thank TFAH's generous funders. Without their support, TFAH would not exist. I also want to thank my fellow Board members for sharing their time and expertise to advance our mission. I furthermore want to thank the many individuals and organizations we have partnered with throughout the year. Finally, I want to congratulate our dynamic staff leadership team – President and CEO John Auerbach and Executive Vice President and COO Dr. J. Nadine Gracia. Thanks to their vision and efforts our funding has increased, our talented staff team has grown and TFAH is well-positioned to continue to implement its important mission.

TFAH's unique role as an independent think tank and watch-dog on the nation's most pressing prevention and public health issues is more critical than ever. We are committed to continuing our work to develop, support and advocate for programs and policies that will allow all Americans to live their healthiest lives.



A handwritten signature in black ink that reads "Gail C. Christopher".

Gail C. Christopher, DN

## President and CEO's Letter

### John Auerbach, MBA

*President and CEO*

Growing TFAH's organizational capacities was an important goal for 2018. Toward that end I am pleased to report that in terms of both funding support and staff capacity we finished 2018 better positioned and with more resources to help the nation address its ever-increasing public health challenges.

Foundation support is critical to TFAH – we don't take industry or government funding to ensure our independence. New, renewal and expanded funding we received in 2018 helped advance our mission readiness and impact. During the year new or increased funding included additional support from the Robert Wood Johnson Foundation and Kaiser Permanente to support our new Promoting Health and Cost Control in States (PHACCS) initiative, funding from The John A. Hartford Foundation to launch an Age-Friendly Public Health Initiative, and a grant renewal from Well Being Trust to continue our joint work on the Pain in the Nation initiative to draw attention to the alcohol, drug and suicide crisis in America and the need for a national resilience strategy.

Also during the year, we expanded our team and breath of expertise, hiring talented and diverse staff in communications and policy research, government relations, policy development, and state policy to lead and advance our work.

Specific to TFAH's Strategic Plan and its emphasis on health equity and the social determinants of health, we launched or advanced numerous projects including a national health equity webinar series and a Healthy Students, Promising Futures initiative. We also took a lead role in organizing and leading a new Washington, DC based Well Being Working Group which brings together 25 health and advocacy organizations to jointly advance effective policies on substance use disorders and suicide including primary prevention strategies to address the root causes of these deaths of despair.


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### **“New, renewal and expanded funding we received in 2018 helped ensure our mission readiness and impact”**

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In addition, we continue to advance TFAH's important roles in the areas of policy research, synthesis and reporting, policy development, and policymaker outreach and advocacy. We are working through the news media and social channels to inform policymakers, the public health community and the public about evidence-based solutions to today's most critical public health issues. In 2018, we released two reports – on obesity and public health funding, three issues briefs on the alcohol, drugs and suicide crisis, and, launched a new website ([www.tfah.org](http://www.tfah.org)).

I invite you to read this report to learn more about TFAH's work. We are proud of what we have achieved but also cognizant that there is much more work left to do before our nation is one in which every person has an equal opportunity to enjoy optimal health.



John Auerbach, MBA



# Year in Review 2018

## GOVERNMENT RELATIONS

TFAH's Government Relations (GR) team leads the organization's development and implementation of federal advocacy strategies and works to advance implementation of TFAH policy priorities. The GR team works with other TFAH departments on policy recommendations and legislative priorities that span the TFAH mission.

Among the Department's 2018 accomplishments were:

- **Pandemic and All-Hazards Preparedness and Advancing Innovation Act:** Using TFAH's Ready or Not report as a guide, our GR team developed policy priorities for the reauthorization of the Pandemic and All-Hazards Preparedness and Advancing Innovation Act (PAHPAI) and worked with partners to identify areas of mutual interest. The PAHPAI legislation is the backbone of the nation's public health emergency infrastructure. Staff advocated for inclusion of TFAH recommendations as the legislation was being drafted and negotiated. At the end of the year, the legislation passed the House of Representatives with several legislative provisions supported by TFAH and awaited action by the Senate\*.

- **Well Being Working Group:** In response to the growing need for a primary prevention strategy around substance misuse and suicide and with support from Well Being Trust, TFAH formed and is leading the Well Being Working Group, a coalition of 25 organizations from public health, substance misuse, mental health, suicide prevention and other fields. The Working Group has fostered dialogue and education across sectors to identify areas of mutual interest and help advance important program development and policy recommendations.
- **Public Health Funding:** TFAH continues to advocate for investment in public health and prevention and communicates about the risks created by the system's chronic underfunding. We identified priority federal programs in need of increased investment, including in public health preparedness, chronic disease and substance misuse prevention and tracking of environmental health threats. President and CEO John Auerbach testified before the House Subcommittee on Labor, Health and Human Services, Education and Related Agencies in support of prevention priorities. We also continued to lead advocacy efforts in support of the Prevention and Public Health Fund.

\* Editor's note: as of this report's publication date, PAHPAI had been reauthorized.

## Wellness and Prevention Digest

TODAY'S NEWS – DECEMBER 18, 2018

This will be the last Prevention & Wellness Digest of 2018. Happy holidays from everyone on the TFAH team, and thank you for another year of partnership.

### Reports and Announcements



- Last week, U.S. Food and Drug Administration (FDA) Commissioner Scott Gottlieb [announced](#) a plan to ban the sale of menthol cigarettes and flavored cigars as well as new strategies to curb the use of youth e-cigarette use. The announcement comes on the heels of the [2018 National Youth Tobacco Survey](#), which showed a dramatic rise in youth e-cigarette use amongst youth over the past year. [American Academy of Pediatrics](#), [American Cancer Society Cancer Action Network](#), [American Heart Association](#), [American Lung Association](#), [Campaign for Tobacco-Free Kids](#), and [Truth Initiative](#) all released statements.
- U.S. Health and Human Services Secretary Alex Azar delivered a speech on the social determinants of health last week at the Hatch Foundation for Civility and Solutions. The Secretary said, "We believe we could spend less money on healthcare-and, most important, help Americans live healthier lives-if we did a better job of aligning federal health investments with our investments in non-healthcare needs."
- This week, the Centers for Disease Control and Prevention (CDC) released the report [Global Health Security: Protecting the United States in an Interconnected World](#). The report highlights "the link CDC's programs play in helping to safeguard

*TFAH's Digest Newsletter*

TFAH's Digest newsletter, produced by the GR team, was redesigned during the year. It has reached a circulation of nearly 15,000 subscribers and is one of the primary channels by which we share information and support the public health community.

## POLICY RESEARCH, COMMUNICATIONS AND OUTREACH

### TFAH Reports

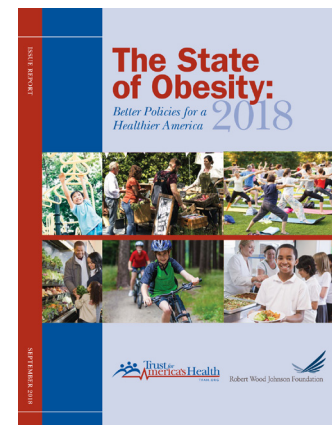
TFAH released two reports during the year, *A Funding Crisis for Public Health and Safety* and, with the Robert Wood Johnson Foundation, *State of Obesity 2018: Better Policies for a Healthier America*.

Also produced were three issue briefs within the Pain in the Nation series TFAH co-produces with Well Being Trust. The three Pain in the Nation issue briefs addressed: newly released alcohol, drug and suicide mortality data and the roles of the healthcare and education sectors in stemming the tide of the deaths of despair crisis.

### Outreach and Joint Initiatives

Benefiting from the expertise of the broad public health community and sharing and amplifying our publications and policy recommendations is a central part of TFAH's work to strengthen the nation's public health and emergency preparedness infrastructure. Throughout the year we led or participated in dozens of meetings and convenings with this information sharing purpose and to help guide our report-writing, including:

- An advisory meeting to plan for the 2019 Ready or Not report. The goals of the meeting were to consider ways to improve TFAH's selection of indicators for the report and to





improve alignment between Ready or Not and the University of Kentucky's National Health Security Preparedness Index. Attendees included staff from the Association of State and Territorial Health Officials (ASTHO), Centers for Disease Control and Prevention (CDC), the HHS Office of the Assistant Secretary for Preparedness and Response (ASPR), and several state health officials. This meeting followed two earlier focus groups with federal and state policymakers and advocates to solicit feedback on the Ready or Not reports.

- Two focus group calls to discuss the usefulness of the State of Obesity report and to solicit feedback on how to make it more effective in the future. One focus group was with state health officials and chronic disease directors. The other focus group included current and former congressional staff and U.S. Department of Health and Human Services (including CDC) staff and advocates.

**National Webinars** - In 2018, TFAH produced and hosted several webinars in collaboration with partners to support advocacy and policy efforts and to share best practices and strategies to improve population health.

The first webinar was *New Year's Resolutions for Public Health: Reflecting Back on 2017 and Moving Forward in 2018*. A joint project with the American Public Health Association, the Public Health Institute, and the Prevention Institute, the webinar reflected on what has worked to strengthen public health, what has been learned from challenges confronting the field, and how to best seize opportunities for progress.

A second webinar, held in partnership with Well Being Trust, focused on our joint report *Pain in the Nation: The Drug, Alcohol and Suicide Crises and the Need for a National Resilience Strategy*. This webinar highlighted the report and its



*TFAH is pleased to be teaming with The Kennedy Forum and Well Being Trust to help all Americans get the treatment they need for substance misuse and mental health issues.*

recommendations.

In addition, we planned and hosted a four-part webinar series, *Taking Action to Promote Health Equity – Using the Lessons from Cutting-Edge Practices to Improve Health and Well Being*. The series was supported by The California Endowment, the Robert Wood Johnson Foundation, and the W.K. Kellogg Foundation. The series informed a broad national audience about compelling and replicable health equity initiatives and the grass roots issues which impact their effectiveness. It featured a cadre of insightful leaders from public health, philanthropy, government, advocacy, and nonprofit- and community-based organizations, including TFAH Board Chair Dr. Gail Christopher, all sharing their experiences shaping and implementing diverse approaches to advance health equity across multiple sectors.

The Taking Action to Promote Health Equity webinar series was highly successful. Each segment had an average registration of 1,500 people and participants from all 50 states and the District



of Columbia. A survey of participants after the series found that 92 percent reported having gained useful information about strategies to fund health equity programs and 88 percent said they gained new ideas on how to advance health equity in their community.



TFAH's Redesigned Website

**Website Redesign** – In August, TFAH released its new website, [tfah.org](http://tfah.org). The goals of the site redesign included an improved user experience, enhanced search capacity and the tools to better promote and deliver TFAH content especially TFAH reports and policy briefs. Since the summer relaunch, traffic to the site has increased by 19 percent.

**News Media and Social Channels Outreach** - All TFAH reports are shared through various communication channels including the news media, broadcast emails and social media campaigns.

Through these channels, TFAH reports reach a diverse group of partners, policymakers and advocates across national, state and local levels.

Throughout the year, the TFAH/Well Being Trust Pain in the Nation initiative continued to call attention to the tragic surge in alcohol, drug and suicide deaths across the country and emphasized the need for primary prevention. The Pain in the Nation website (<http://www.paininthenation.org/>) and its social media messaging has earned over 1 million web and social channels impressions.



*State of Obesity 2018: Better Policies for a Healthier America* report was particularly successful earning news media coverage in 138 markets including 431 television and radio placements and print coverage in *USA Today*, *Associated Press state wires*, *U.S. News & World Report*, *Politico*, *Men's Health*, *STAT*, *Atlanta Journal Constitution* and *The Denver Post*.



Finally, we continue to use Twitter as our primary social media channel to bring TFAH's voice and expertise to news media and policymakers and to work with partners to advance our shared goals. As of December 2018, TFAH had over 10,600 followers on Twitter.

## PROMOTING HEALTH AND COST CONTROL IN STATES (PHACCS)

This initiative, funded by the Robert Wood Johnson Foundation and Kaiser Permanente, seeks to inform state policymakers and public health advocates about policies states can employ to improve health outcomes and control costs. TFAH convened an Advisory Group, comprised of experts in the fields of public health, education, racial equity, economic mobility, policy development, law and others, to provide guidance on the initiative's goals and selection of recommended policies. The work of the TFAH staff, with guidance from the initiative's expert advisory group, identified six goals for the project's policy focus:

- Support the Connections Between Health and Learning
- Employ Harm-Reduction Strategies to Prevent Substance Misuse Deaths and Related Diseases
- Promote Healthy Behavior
- Promote Active Living and Connectedness
- Ensure Safe, Healthy, and Affordable Housing for All
- Create Opportunities for Economic Well-Being

The first phase of the initiative culminated with the publication of a report, including specific policy recommendations in support of the above-mentioned goals, in early 2019.

## POLICY DEVELOPMENT INITIATIVES

### Age-Friendly Public Health

With generous support from The John A. Hartford Foundation and in partnership with the Florida Departments of Health and Elder Affairs, TFAH launched the Florida-based Age-Friendly Public Health Learning and Action Network to expand public health's role in improving the health and well-being of older adults. Network teams, representing 37 of Florida's 67 county

health departments, convened in Orlando to implement TFAH's Framework for Creating an Age-Friendly Public Health System and develop partnerships and action plans to expand their role in healthy aging. The Network benefits from the strategic guidance and leadership of an Advisory Committee of Florida-based aging sector experts, public health and health care professionals and researchers.

### **Healthy Students, Promising Futures (HSPF)**

TFAH, in partnership with Healthy Schools Campaign, expanded its technical assistance activities under HSPF—a 15-state learning collaborative that brings together state departments of education, Medicaid agencies and local school districts to improve equity in health and educational outcomes by increasing access to Medicaid services in schools and promoting safe and supportive school environments. In 2018, HSPF scaled up its technical assistance to state teams, hosted two symposiums (one that included a keynote address from U.S. Surgeon General Dr. Jerome Adams), held expert webinars, and garnered interest from five additional state teams.

### **Advancing Health Equity: What We Have Learned from Community-based Health Equity Initiatives**

This convening of national leaders, hosted in Oakland, California in partnership with The California Endowment, explored promising practices from existing community-based health equity initiatives – including the work of The California Endowment – that could be replicated or scaled, as a means to advance health equity at the national level. The convening summary identifies core strategies of successful community-based health equity initiatives (including building community voice, creating a culture of inclusion, and explicitly analyzing structural oppression, among others), as well as the policies needed to build, spread and sustain community health equity initiatives.

### **Connecting the Dots: Aligning Cross-sector Approaches to Reduce Adolescent Substance Use Disorder and Suicide**

TFAH convened 30 cross-sector thought leaders and federal policymakers in Washington, DC to explore the roles of the health, education, justice, and youth development sectors in reducing the prevalence of adolescent substance misuse and suicide. The convening summary includes policy recommendations for advancing a multi-sector agenda to reduce risk and increase protective factors for adolescent substance misuse and suicide through alignment of interventions and investments.

### **Population Health Financing**

TFAH expanded its work on population health financing, including presenting TFAH's Healthy Communities Funding Hub model at 10 national conferences and disseminating blogs and two issue briefs on how to braid and blend funding streams to sustain multi-sector initiatives that address the social determinants of health.



*Attendees at the June convening of the Healthy Students, Promising Futures Learning Collaborative were inspired by 2018 U.S. Surgeon General Jerome Adams', MD remarks on every citizen's role in stemming the opioid crisis.*



# Financial Highlights

## FUNDING WAS OBTAINED FROM:

	2017	2018
Grant revenue*	2,946,229	6,571,283
Contract revenue	-	51,381
Contributed services	-	-
Other donations	13,591	11,031
Investment return	159,592	25,620
<b>Total Funding</b>	<b>3,119,412</b>	<b>6,659,315</b>

## FUNDS WERE SPENT ON:

Program services	3,441,219	3,511,617
General and administrative costs	342,907	342,907
Fundraising	161,548	161,548
Other expenses	40,034	-
<b>Total Expenses</b>	<b>3,985,708</b>	<b>4,016,072</b>

## ASSETS AND LIABILITIES

### ASSETS:

Cash and cash equivalents	2,732,949	6,200,847
Unconditional promises to give	2,825,568	1,223,774
Investments	2,746,635	3,251,659
Other Assets	364,396	442,019
<b>Total Assets</b>	<b>8,669,548</b>	<b>11,118,299</b>

### LIABILITIES:

	2017	2018
Accounts payable and accrued expenses	317,247	202,552
Deferred lease obligation	389,020	399,650
<b>Total Liabilities</b>	<b>706,267</b>	<b>602,202</b>
<b>NET ASSETS:</b>		
Available for general operations	4,599,929	4,747,751
Available for designated purposes	3,363,352	5,768,346
<b>Total Net Assets</b>	<b>7,963,281</b>	<b>10,516,097</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>8,669,548</b>	<b>11,118,299</b>

\*TFAH received multi-year grant commitments during 2018. Since the above financial information was prepared on the accrual basis of accounting, the revenues from these multi-year grants were reported in 2018.

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, 2018 and 2017, including footnotes and the independent auditors' report, please contact Trust for America's Health at 202-223-9870 or at [info@tfah.org](mailto:info@tfah.org)

# Funders

TFAH takes no government or industry funding.

We sincerely thank our generous funders:

**The California Endowment**

**The John A. Hartford Foundation**

**Dawn Hill Fund**

**Conrad N. Hilton Foundation**

**Robert Wood Johnson Foundation**

**Kaiser Permanente**

**W.K. Kellogg Foundation**

**Kresge Foundation**

**Well Being Trust**



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