

2020 ANNUAL REPORT



Trust for America's Health is working toward a nation in which health promotion, illness and injury prevention, and health equity are foundational to policymaking.

Trust for America's Health (TFAH) is a nonprofit, nonpartisan public health policy, research, and advocacy organization. Our work focuses on the antecedents of poor health and on policies and programs that promote health and well-being for every person and community, and that makes the prevention of illness and injury a national priority.

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Chair's Message

Gail C. Christopher, D.N.

Chair, TFAH Board of Directors

It is my pleasure to welcome you to Trust for America's Health's (TFAH) 2020 Annual Report. The past year has been one of unprecedented challenges for our nation's health and pursuit of equity for all. But within these challenges lay the seeds of momentous change.

The events of the year including the disproportionate harm of the COVID-19 pandemic within communities of color and the brutal and senseless killings of Breonna Taylor, Ahmaud Arbery, and George Floyd among others, have driven home the impact of historical and current day prejudice and structural racism.

The past year illuminated the ways in which the social determinants of health drive individuals' health status. Serious shortcomings in the nation's health safety net were revealed including inadequate investment in public health and emergency preparedness, poverty, food insecurity, a fragile child care system, an affordable housing crisis and inadequate mental health and substance use disorder services. These social factors are intersecting with an overburdened healthcare system that is facing unimaginable workforce demands and challenges.

The COVID-19 pandemic was felt in all communities but it had the most tragic consequences in communities of color. The ways in which we build back from the pandemic will be an opportunity to create transformational change. Public health is now center stage to our nation's health. TFAH's work has never been more urgent. I am proud to be part of an organization that responded to the events of the year with a renewed commitment to sustained investment in the public

health system, advancing the social determinants of health and racial and economic justice, and addressing the health effects of climate change. You can read more about TFAH's work in pursuit of these goals in this report.

Public health is now center stage to our nation's health.

In closing, I would like to express my deep appreciation for my colleagues on TFAH's Board of Directors. I also want to recognize and thank the entire TFAH staff, particularly John Auerbach for his skillful leadership of the organization as TFAH's President and CEO from 2017 to mid-2021 when he returned to public service at the Centers for Disease Control and Prevention. TFAH had the good fortune of having Dr. J. Nadine Gracia as our Executive Vice President and COO since 2018, working in partnership with John. The TFAH Board of Directors unanimously and enthusiastically selected Dr. Gracia to be our new President and CEO and she has seamlessly stepped into that role. We greatly benefit from her wisdom and leadership. I also want to thank our generous funders; due to their support TFAH continues to be well-positioned to create positive change in our country.



President and CEO Message

J. Nadine Gracia, M.D., MSCE

President and CEO



It is a distinct honor to report on TFAH's activities during 2020. To begin, I would like to recognize and thank my predecessor, John Auerbach, who served as TFAH's President and CEO in 2020. John's commitment to public health, his leadership at the local, state and federal levels, and his passion for health equity accelerated and strengthened TFAH's role and influence in advancing our country's health security. I am honored to now lead TFAH at such a pivotal moment in our nation.

As a nation, we continue to face the myriad of challenges illuminated and exacerbated by the COVID-19 pandemic. The pandemic highlighted the ways in which chronic underfunding of the nation's public health system made it less prepared to respond to a public health emergency. In addition, the pandemic exposed and exacerbated the ways in which longstanding systemic inequities put some population groups, particularly communities of color, at higher risk for poor health outcomes and significant economic hardship. Throughout the year, TFAH prioritized our focus, policy, research, and advocacy on addressing the COVID-19 crisis and continues to be at the forefront of helping the nation respond to the pandemic through science-based public health decision-making and messaging.

The horrific killings of Black people including George Floyd, Ahmaud Arbery, and Breonna Taylor and tragic incidents of anti-Asian violence during the pandemic, elevated national attention to the persistence of racism and racial violence in American society. As TFAH supported calls to declare racism as a public health crisis, we both continued and enhanced our focus to ensure health equity

is foundational to policymaking at all levels of society and to promote action on the social determinants of health.

COVID-19 has starkly demonstrated that our public health infrastructure is dangerously inadequate. Furthermore, the pandemic has driven home how structural racism undermines equity and opportunity and is far-reaching – in health, education, economic opportunity, employment, housing, transportation, and criminal justice, to name a few examples. The need for robust action to transform and strengthen the public health system, including growing a highly skilled and diverse workforce and modernizing its data systems, has never been more urgent. And as we do so, we must prioritize equity and multi-sector approaches to ensure that every person and community has a fair and just opportunity to be as healthy as possible.

Everyone in America deserves the opportunity to lead a healthy life. Our goal is to serve as a catalyst for health and well-being for all. I would like to sincerely thank our talented staff, the TFAH Board of Directors, our generous funders and our partners for their shared commitment to this goal.

Leadership Staff

During the year, TFAH leadership staff John Auerbach and J. Nadine Gracia represented TFAH through membership on numerous advisory committees and via presentations including:

Task Forces and Advisory Committees

- Panel reviewing and adapting Public Health Accreditation Board's Ten Essential Public Health Services
- Robert Wood Johnson Foundation Culture of Health Prize Advisory and Selection Committees
- Morehouse School of Medicine Health Equity Task Force. The Task Force focused on COVID-19's disproportionate impact on certain populations, including communities of color and other underserved populations. The Task Force was created as a result of a partnership between Morehouse School of Medicine's Satcher Health Leadership Institute and the CDC Foundation, with funding support from Google.org.
- National Black Nurses Association initiative to address the disproportionate impact of the COVID-19 pandemic on African American nurses and other nurses of color.

Speaking Engagements

- C-SPAN *Washington Journal*, discussing and taking questions on COVID-19 and the public health response
- *Five Years Since the Kelly Report on Health Disparities* during the National Minority Quality Forum's Annual Summit on Health Disparities and Health Braintrust. The Kelly Report, published by Congresswoman Robin Kelly (IL-02), was the first-ever congressional analysis of the nation's health inequities.
- U.S. Conference of Mayors webinar on strategies to promote health equity in the response to COVID-19
- The Kresge Foundation's Emerging Leaders in Public Health Cross Sector Convening on *Opportunities and Strategies for Local Health Departments to Access Resources and Funding for COVID-19 Response Efforts*
- *Putting Social Justice and Equity at the Frontline in Healthcare* at the 2020 E.R. Brown Symposium Healing a Fractured Society: Healthcare as a Right, hosted by the UCLA Center for Health Policy Research
- *Public Health and Welfare as part of the Reimagining Public Safety Series* convened by John Jay College of Criminal Justice and the National Organization of Black Law Enforcement Executives (NOBLE)

TFAH PLAYED A CRITICAL ROLE IN ADVANCING A SCIENCE-BASED RESPONSE AND IN HELPING BUILD CONFIDENCE IN PUBLIC HEALTH GUIDANCE DURING THE COVID-19 PANDEMIC

The emergence of the novel coronavirus (SARS-CoV-2), the virus that causes COVID-19, was an urgent call to action to the global public health community and to Trust for America's Health. As unimaginable as the pandemic felt to most Americans, its occurrence was something that the public health community had been concerned about for many years. TFAH's work in the areas of public health emergency preparedness and public health funding well-positioned the organization to help shape the national response to the outbreak. And as an organization, TFAH rapidly assessed all areas of our work to strategically adapt and enhance our policy priorities and initiatives to address their intersection with the health and economic impacts of the pandemic, such as emergency preparedness, health equity, substance misuse and suicide, and obesity.

Among TFAH's pandemic related activities during 2020 were:

Daily COVID-19 news summaries — TFAH created a daily newsletter that summarized the most critical COVID-19 news, including news reporting and commentary. These synopses, shared with public health officials, federal agency leadership, congressional staff, stakeholder organizations, and other interested parties, provided sophisticated, easy to access understanding of the outbreak progression, data trends and of key problem areas in the response.

COVID-19 specific publications — TFAH produced several publications on key pandemic topics including vaccine access and trust, ensuring student access to school meals, and recommended emergency response policies.

COVID-19 Policy Response: Action Steps to Ensuring America's Health Security. This brief included policy recommendations in four key areas: funding and coordination, medical countermeasures, healthcare readiness and equity and resilience.

Building Trust in and Access to COVID-19 Vaccine within Communities of Color and Tribal Nations. This brief was co-authored with the National Medical Association (NMA) and UnidosUS. It is based on an October 2020 policy convening hosted by TFAH, NMA and UnidosUS that brought together 40 leading health equity, healthcare, civil rights and public health organizations, as well as government officials, to

identify barriers and provide policy recommendations and promising strategies to ensure vaccine access and earning trust in communities of color.

Beyond School Walls: How Federal, State and Local Entities Are Adapting Policies to Ensure Student Access to Healthy Meals During the Pandemic. Over half of the nation's elementary and secondary school students depend on the National School Lunch Program for a healthy meal, access that was jeopardized by the impacts of the pandemic. The brief highlighted the ways in which state agencies and local school districts are utilizing the U.S. Department of Agriculture regulatory waivers to ensure students' access to school meals during the pandemic.

In addition, each of TFAH annual reports, *Ready or Not: Protecting the Public's Health from Diseases, Disasters and Bioterrorism*, *The Impact of Chronic Underfunding on American's Public Health System: Trends, Risks, and Recommendations*, *Pain the Nation: Alcohol, Drugs, and Suicide Epidemics*, and *State of Obesity: Better Policies for a Healthier America*, included a special section on how the pandemic was impacting Americans' health security and recommended policy responses.

All TFAH publications are available on TFAH.org, use the *Reports* menu tab.

Webinars

Throughout the year TFAH produced and hosted a series of webinars, seven in total, on COVID-19 and related issues. The series earned attendees from all 50 states and the District of Columbia and 79 percent of the attendees reported that they found the webinar content to be "very useful".

Ensuring COVID-19 Vaccine Access, Safety, and Utilization: Building Vaccination Confidence in Communities of Color. This webinar focused on issues related to vaccine hesitancy and vaccine access among communities of color. It was based on an expert convening hosted by TFAH, the National Medical Association and UnidosUS. Over 1,000 people were in attendance.

Ending the Triple Pandemic: Advancing Racial Equity by Promoting Health, Economic Opportunity and Criminal Justice

Reform Congressional briefing. This virtual briefing featured Congresswoman Robin Kelly (IL-2nd) for opening remarks and three panelists to discuss the disproportionate health and economic impacts of the COVID-19 pandemic on the Black community and other communities of color, and how structural racism drives systemic inequities in health, the economy, and criminal justice. The cosponsors include the American Public Health Association; NAACP; National Black Nurses Association; National Collaborative for Health Equity; and National Medical Association.

Mental Health and COVID-19: How the Pandemic Complicates Current Gaps in Care and What Can be Done. This briefing discussed the ways in which the pandemic created new challenges to Americans' mental health as well as exacerbated longstanding obstacles to mental health services.

Additional COVID-19 related webinars held during the year addressed the issues of housing and homelessness, protecting older adults from the harms of social isolation, and why paid sick leave matters.

Recordings of all TFAH webinars are available on TFAH.org. Use the *Webinars/Briefings* menu tab.

The Public Health Communications Collaborative — In the spring of 2020, TFAH teamed with the de Beaumont Foundation and the CDC Foundation to create the Public Health Communications Collaborative (PHCC). The collaborative's mission is to address two critical needs: 1) provide messaging support to state and local health departments as they navigated the complex pandemic landscape, and 2) amplify and help increase confidence in CDC guidance during the pandemic. Additional advisory and amplification partners include: the American Public Health Association, the Association of State and Territorial Health Officials, the National Association of County and City Health Officials, the Big Cities Health Coalition, and Resolve to Save Lives.

PHCC created a website to provide local health departments a 24/7 resource on COVID-19 breaking news opportunities and challenges www.publichealthcollaborative.org. Additional PHCC products include social media tool kits on COVID-19 topics such as social distancing, masking guidance and the vaccine development process.

Tips for Celebrating Safely This Holiday Season

| SAFE | LESS SAFE | UNSAFE |
|--|--|---|
| <p>CELEBRATE AT HOME</p> <ul style="list-style-type: none"> Prepare traditional dishes with those in your household Host a virtual dinner or gift exchange with your family and friends Put up your favorite decorations and share photos online Watch parades, sporting events, and movies at home Shop online instead of in stores | <p>IF YOU GATHER, DO SO WISELY</p> <ul style="list-style-type: none"> Keep it small and stay local Stay outside if possible and ensure proper ventilation if indoors Wear masks and social distance Wash or sanitize your hands regularly, especially before eating Avoid contact with non-attendees for 10 days before and after your gathering | <p>AVOID...</p> <ul style="list-style-type: none"> Large gatherings, especially indoors Potlucks, buffets, or other shared food Places with crowds, such as stores, parades, running events, and sports Contact with anyone who is sick or may have been exposed to COVID-19 |

These tips were developed from guidelines from the Centers for Disease Control and Prevention (CDC). You should also follow advice from your local health department.

If you are sick or have been in contact with someone who is sick or has COVID-19 symptoms, you should stay at home and away from others.

Public Health Communications COLLABORATIVE
[Learn more at publichealthcollaborative.org](http://publichealthcollaborative.org)

PHCC produced messaging graphics to help local health departments share important COVID-19 safety guidance with their constituents.

Federal advocacy — TFAH served as an important source of trusted advice to policymakers as Congress and federal agencies formulated responses to the COVID-19 pandemic across the issues of emergency preparedness, public health funding and the social determinants of health. See this report's Government Relations section of the Year in Review section for more information.

Response to media inquiries — Throughout the year, TFAH fielded inquiries from national and international news media on issues related to the pandemic, including health public funding, public health infrastructure, public health safety measures, health inequities and the role of the social determinants of health on COVID-19's impact in communities of color. TFAH completed over 100 interviews resulting in coverage in the *New York Times*, *The Washington Post*, *Associated Press*, *USA Today*, *Wall Street Journal*, *Newsweek*, *Time Magazine*, *STAT*, *Kaiser Health News*, *U.S. News & World Report*, *NPR*, *ABC News*, and *The Atlantic Magazine*.

Government Relations

Our Government Relations (GR) team serves as a conduit between TFAH and policymakers, issue allies and thought leaders. GR staff are a critical source of data and trusted advice to Congress and the federal agencies on public health and health security issues.

In 2020, TFAH's Government Relations team provided critical advice to policymakers as Congress and federal agencies responded to the COVID-19 pandemic. The Government Relations team advanced TFAH's policy priorities by informing the introduction of legislation, supporting appropriations, providing regulatory comments, testifying and preparing for congressional hearings, and monitoring the performance of federal agencies. The team met with congressional offices, worked with committee staff on legislation and hearings, provided legislative feedback, and educated policymakers. Some of TFAH's policy successes during the year included progress on advancing legislative or federal agency action on the social determinants of health, health equity, healthy aging, vaccine access, chronic disease prevention, prioritizing public health data and data equity, and strengthening public health infrastructure. TFAH testified before Congress early in the pandemic, evidence of our longstanding reputation for expert, insightful policy recommendations.

Highlights of the Government Relations team's accomplishments during 2020 included:

On Capitol Hill:

- TFAH began briefing key congressional committees on the threat of the pandemic in January 2020 and briefed committee staff throughout

the year on issues such as public health data, vaccine access, health equity, and public health preparedness.

- In March 2020, TFAH's then-Executive Vice President and COO J. Nadine Gracia testified before the House Homeland Security Subcommittee on Emergency Preparedness & Response on "Community Perspectives on Coronavirus Preparedness and Response." The testimony highlighted the need for investment in core public health infrastructure and workforce, readying the healthcare system for the surge in COVID-19 cases, and other policy recommendations from TFAH's *Ready or Not* report series.
- TFAH worked with the Senate Committee on Health, Education, Labor & Pensions staff and Senator Patty Murray (WA) on introduction of the *Public Health Infrastructure Saves Lives Act*, which would fund foundational capabilities of public health at state, local, tribal, and territorial health departments.
- The FY2021 appropriations bill included first-time funding of \$3 million for the Centers for Disease Control and Prevention's (CDC) social determinants of health (SDOH) program, a TFAH priority. TFAH also worked with congressional staff on introduction of the *Improving Social Determinants of Health Act*, which would develop public health capacity to address SDOH.

TFAH testified before Congress early in the pandemic, evidence of our longstanding reputation for expert, insightful policy recommendations.

- The FY2021 omnibus included TFAH-authored report language for CDC to develop an obesity prevention guide, a recommendation from the *State of Obesity* report.
- Based on the *Pain in the Nation* series, TFAH worked with Representatives Lucy McBath (GA-6th) and Chris Stewart (UT-2nd) on the development and introduction of the *Improving Data Collection for Adverse Childhood Experiences Act* and organized a letter of support. The bill would improve CDC's research into adverse childhood experiences (ACEs) through increased diversity of the population studied and focus on community factors that impact adverse childhood experiences.
- Modeled after its Age Friendly Public Health Systems work, TFAH worked with Representatives Lois Frankel (FL-21st), Gus Bilirakis (FL-12th), and Debbie Dingell (MI-12th) on introduction of the *Protecting the Health of Older Adults During COVID-19 and Beyond Act*, which would expand CDC's work to advance healthy aging work in public health. TFAH participated in a Facebook Live event with the bill's lead sponsor Rep. Frankel.
- GR staff co-authored an op-ed with Vaccinate Your Family published in *Health Affairs Blog* in April 2020 on the immediate need for improved vaccine infrastructure. The House Energy and Commerce Committee cited TFAH's op-ed in a letter to the White House on the Administration's readiness for the COVID-19 vaccine.
- TFAH submitted statements for the record and provided background for multiple congressional hearings, including on public health funding, the disproportionate impact of COVID-19 on communities of color, climate and health, vaccine access, and pandemic preparedness and response.



TFAH President and CEO J. Nadine Gracia, MD, MSCE with then Chair of the House Homeland Security Subcommittee on Emergency Preparedness & Response Donald Payne, Jr. (NJ-10) following Dr. Gracia's testimony before the committee. (March 10, 2020)

With Partners:

- TFAH hosted monthly meetings of the Well Being Working Group, a cross-sector coalition of more than 40 organizations focused on primary prevention of suicide, substance misuse, and mental health concerns. The Working Group had its annual Hill Day in September 2020 to introduce congressional staff to members of the coalition and its policy priorities. TFAH also published a biweekly Well Being Working Group Write Up to inform subscribers of policy and research news regarding behavioral health prevention.
- In March 2020, GR staff convened the first meeting of the multisector COVID partners, which brought together government relations and policy staff representing public health, global health, labor, biotechnology, healthcare, and other sectors to discuss COVID-19 policy challenges and strategies. The meetings featured guest speakers such as then Commissioner of the Food and Drug Administration (FDA) Stephen Hahn, FDA Center for Biologics Evaluation and Research Director Peter Marks, and Director of CDC's National Center for Immunization and Respiratory Diseases Nancy Messonnier. TFAH also produced a weekly newsletter to members of the partners group.
- TFAH hosted the following virtual congressional briefings: (1) legislative approaches to social determinants of health, with nearly 1,000 attendees and (2) findings and policy recommendations from the *2020 State of Obesity* report with a special feature on food insecurity and obesity, with over 800 attendees.

GOVERNMENT RELATIONS STAFF 2020 SPEAKING ENGAGEMENTS INCLUDED:

- Grantmakers in Health webinar on supporting public health in the pandemic
- American Public Health Association Annual Meeting on the converging crisis of opioid use, suicide, and adverse childhood experiences
- Leadership Conference on Civil and Human Rights virtual membership briefing on vaccine distribution plans and the potential impacts these plans will have on communities of color
- HHS Health and Public Health Sector Fall Engagement Session on promoting equity in emergency preparedness
- Center on Budget and Policy Priorities State Priorities Partners webinar on public health funding
- New Jersey Prevention Network Virtual Conference on TFAH's Pain in the Nation work
- U.S. Chamber Foundation to discuss the disproportionate impact of COVID-19 on communities of color
- Healthcare Ready/Council of State Governments Virtual Summit on policy approaches to address disparities in COVID-19 response
- National Association of Local Boards of Health (NALBOH) annual conference on the federal public health policy landscape
- National Climate Leadership Circle on TFAH's *Blueprint* and climate and health reports
- 2020 Preparedness Summit on TFAH's *Ready or Not* report and preparedness advocacy
- National Environmental Health Partnership Council on advocacy strategies

Policy Development

The Policy Development team seeks to identify and act on opportunities for TFAH to help advance evidence-based public health and health equity policies. Two areas of focus are building connections between the public health and aging sectors to advance a public health framework for improving the health and well-being of older adults, and in the area of leveraging evidence-based policy to improve Americans' health, control costs, and create health equity.

Age-Friendly Public Health Systems (AFPHS)

TFAH envisions a nation in which every older adult can achieve optimal health and well-being. We are working to advance the adoption of healthy aging as a priority and core function of state and local public health departments across the country. The public health sector can contribute to the health and well-being of older adults through a variety of approaches, including improving social and economic conditions, promoting upstream primary prevention, fostering multi-sector collaboration, and aligning with other age-friendly movements.

In 2020, TFAH continued to partner with The John A. Hartford Foundation to expand the Age-Friendly Public Health Systems (AFPHS) initiative. During the year, work continued with the Florida Learning and Action Network; we created an AFPHS Recognition Program to incentivize adoption of healthy aging as a core function of health departments across the country; and we worked with the

Public Health Accreditation Board to develop age-friendly standards and measures for its accreditation system.

Also, during the year, and following a Request for Proposals to state health departments, TFAH selected the states of Mississippi and Washington to expand the AFPHS initiative.

TFAH worked closely with departments of health in these states to establish Advisory Committees to guide the work and help the states identify priorities and deliverables. The Policy

Development team also collaborated at a more modest level with the non-selected states and Puerto Rico to leverage their interest in healthy aging efforts. We continued to receive positive communication from other interested states and began to build AFPHS efforts in Georgia and New York, in addition to the ongoing efforts in Florida and Michigan (in partnership with the Michigan Public Health Institute and funded by the Michigan Health Endowment Fund).



With support from the Tufts Health Plan Foundation, TFAH held a set of convenings with state public health and aging sector leaders from the six New England states to share challenges and lessons learned in addressing older adult health during the COVID-19 pandemic.

TFAH also partnered with the U.S. Department of Health and Human Services (HHS) to cosponsor a series of HHS Healthy Aging Regional COVID-19 calls with a focus on Age-Friendly Public Health Systems and the value of collaboration between

public health and the aging services sector to address challenges older adults have experienced during the pandemic. With funding from The John A. Hartford Foundation, TFAH collaborated with national healthy aging stakeholders to advance the AFPHS initiative through publications and conferences, including the Alzheimer's Association, AARP, the Association of State and Territorial Health Officials, and the National Association of County and City Health Officials.

Promoting Health and Cost Control in States (PHACCS)

The 2019 Promoting Health and Cost Control in States (PHACCS) report identified 13 evidence-based health promoting policies. Before the onset of the pandemic, TFAH hosted a regional convening on advancing a subset of the report's recommended policies. At that session, TFAH convened early childhood, education and public health agency representatives from Florida, Georgia, North Carolina, and South Carolina to discuss opportunities and barriers to expanding and bolstering universal pre-K programs in the region and their respective states.

With the emergence of the COVID-19 pandemic, TFAH pivoted the work to launch a new project to examine how the PHACCS-recommended policies may serve as potential solutions for issues surrounding local, state and federal responses to the novel coronavirus. TFAH analyzed the current set of PHACCS recommended policies to determine

how they can aid states in addressing and recovering from the pandemic. Policy Development staff also reviewed available data and the peer-reviewed literature to determine if any new policies should be recommended to educate and guide policymakers on action steps to improve health, control costs, and advance health equity. Focus areas included: healthcare access, poverty and wealth building, and place- and school-based policies.

In addition, we continued to partner with the Center for Public Health Law Research at Temple University's Beasley School of Law to release state by state legal analysis datasets on two of the report's recommended policies: Complete Streets and state Earned Income Tax Credit (EITC). These two datasets were part of a series of datasets on laws and policies that can support cost-savings for states and promote health and well-being.

Communications, Policy Research & Dissemination

The Communications and Policy Research team works with its TFAH colleagues and other sector experts to research and produce TFAH's reports, policy briefs, and position statements. The team then works to amplify the report's findings and TFAH's policy recommendations through news media outreach and response, social media and TFAH's website.

TFAH Reports and Policy Briefs

TFAH reports are an important resource to policymakers, the public health and health equities communities, and the news media. They are a key part of TFAH's contribution to advancing health and public policy. In 2020, our reports on emergency preparedness, public health funding, the alcohol, drug and suicide crisis, and obesity each earned news media coverage ranging from 700,000 to 5 million broadcast impressions and print coverage in *U.S. News & World Report*, *the Los Angeles Times*, *the Washington Post*, *Salon*, *Governing Magazine*, *the Chicago Tribune*, *National Public Radio*, *Homeland Preparedness News* and numerous state radio networks.

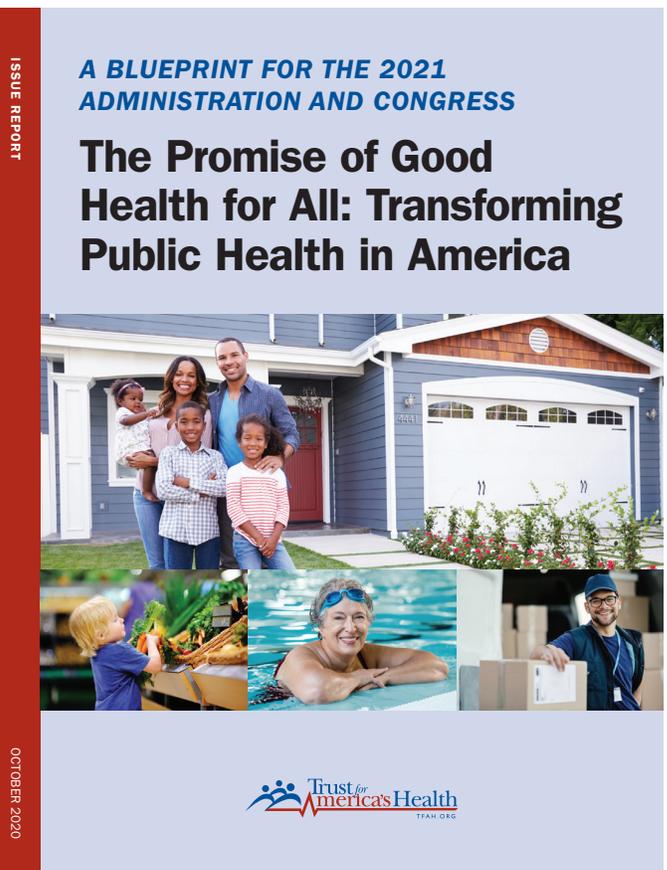
In response to COVID-19, TFAH produced three policy briefs (see the COVID-19 response sidebar on pg. 7 for more about these briefs):

COVID-19 Policy Response: Action Steps to Ensuring America's Health Security.

Beyond School Walls: How Federal, State and Local Entities Are Adapting Policies to Ensure Student Access to Healthy Meals During the Pandemic.

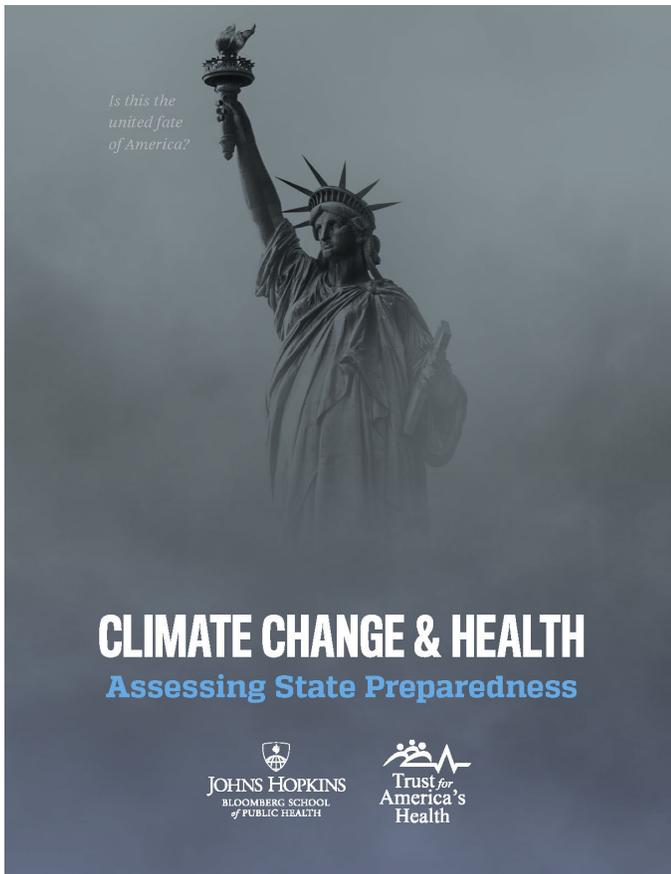
Building Trust in and Access to COVID-19 Vaccine within Communities of Color and Tribal Nations.

In addition, TFAH published op-eds on pandemic topics including the impact of underfunding public health, health inequities illuminated by the pandemic, the importance of the COVID-19 vaccine being accessible to everyone, the ways in which the pandemic exposed gaps in an already fragile behavioral healthcare system, protecting older adults during the pandemic and the importance of paid sick leave policies in controlling the virus. These commentaries were published in *STAT News*, *Aging Today*, *Health Affairs*, *The Milbank Quarterly*, *the American Journal of Public Health*, *the Coalition for Health Funding blog* and the *Journal of Public Health Management and Practice*.



Policy Blueprint for 2021 Administration and Congress

To advise the incoming 2021 presidential administration and Congress on their public health policy agenda, TFAH released its *2021 Blueprint: The Promise of Good Health for All – Transforming Public Health in America*. The report created a recommended action plan for the new administration and Congress on how to strengthen Americans' health security and equity by bolstering the nation's public health system and addressing the social determinants of health.



Climate Change & Health

In a new issue area for TFAH, we teamed with the John Hopkins Bloomberg School of Public Health to produce *Climate Change & Health: Assessing State Preparedness*, which assessed all 50 states and the District of Columbia on their level of preparedness for the health impacts of climate change. A first of its kind report, this assessment showed that the states most at risk due to climate change were the least prepared to deal with those impacts.

Web and Social Channels Strategies

Disseminating TFAH’s research analysis and policy recommendations is key to the organization’s impact. During 2020, we continued to refine and strengthen our communications and outreach tools, including by hosting webinars, growing TFAH’s social channels presence and by continually freshening and refining TFAH’s website (www.tfah.org).

Throughout the year, we used our website and social channels to amplify our content, promote TFAH activities



Throughout the year, TFAH used messaging and graphics on social channels to drive traffic to TFAH reports, including the *Impact of Chronic Underfunding on America’s Public Health System 2020: Trends, Risks and Recommendations*.

and mobilize action. Monthly visits to TFAH.org increased by 35 percent in 2020, averaging just under 33,500 visits per month. We also built and launched a redesigned web tool, *How Healthy is Your Congressional District?* This microsite provides a snapshot and analysis of 11 preventive health measures reported by Congressional district. The microsite is designed to provide policymakers and health advocates data they need to understand and act on the health and intervention needs of the most at-risk communities within their state.

Twitter continues to be TFAH’s primary social channel for messaging public health policymakers and news media. During 2020, the number of people following TFAH’s Twitter feed grew by 12.7 percent to 11,000 followers. Also, during the year, TFAH launched and is in the process of growing its LinkedIn page to communicate with allied professionals.

In addition to promoting TFAH report content and our legislative priorities, we used our social media channels to help amplify content and messaging of allies including assessments of tobacco pricing strategies, policies that enable safe routes to schools, mental and behavioral healthcare, minority health and the importance of childhood immunizations and breastfeeding. During the pandemic, we used all of our social channels to amplify and support public health guidance on masking, social distancing and the vaccine development process.

2020 Financial Highlights

| REVENUE WAS OBTAINED FROM: | 2019 | 2020 |
|----------------------------|------------------|-------------------|
| Grant revenue* | 1,504,980 | 9,477,739 |
| Contract revenue | 161,498 | 449,967 |
| Other donations | 25,609 | 216,822 |
| Investment return | 401,817 | 238,213 |
| Total Revenue | 2,093,904 | 10,382,741 |

| FUNDS WERE SPENT ON: | 2019 | 2020 |
|----------------------------------|------------------|------------------|
| Program services | 3,838,985 | 3,735,083 |
| General and administrative costs | 452,151 | 492,422 |
| Fundraising | 193,544 | 171,378 |
| Other expenses | 1,783 | - |
| Total Expenses | 4,486,463 | 4,398,883 |

ASSETS AND LIABILITIES

ASSETS:

| | | |
|--------------------------------|------------------|-------------------|
| Cash and cash equivalents | 1,361,058 | 8,425,876 |
| Unconditional promises to give | 717,055 | 2,974,234 |
| Accounts receivable | 88,402 | 68,048 |
| Investments | 6,022,534 | 3,025,087 |
| Other Assets | 484,571 | 412,911 |
| Total Assets | 8,673,620 | 14,906,156 |

LIABILITIES:

| | | |
|---------------------------------------|----------------|----------------|
| Accounts payable and accrued expenses | 134,119 | 338,648 |
| Deferred contract revenue | - | 71,374 |
| Deferred lease obligation | 415,963 | 388,738 |
| Total Liabilities | 550,082 | 798,760 |

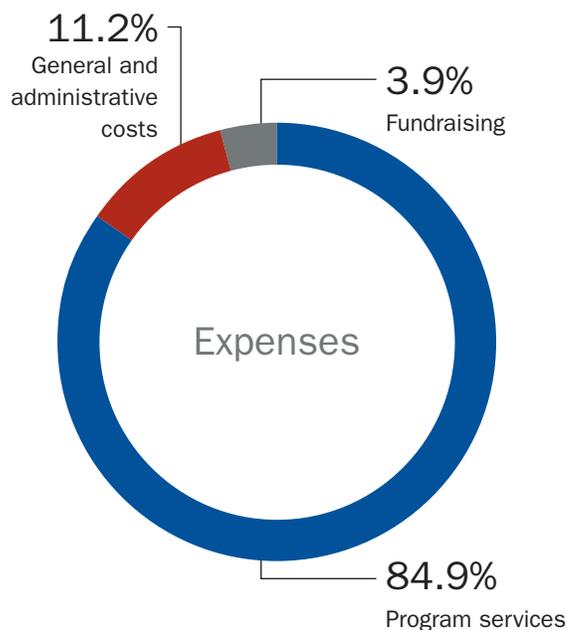
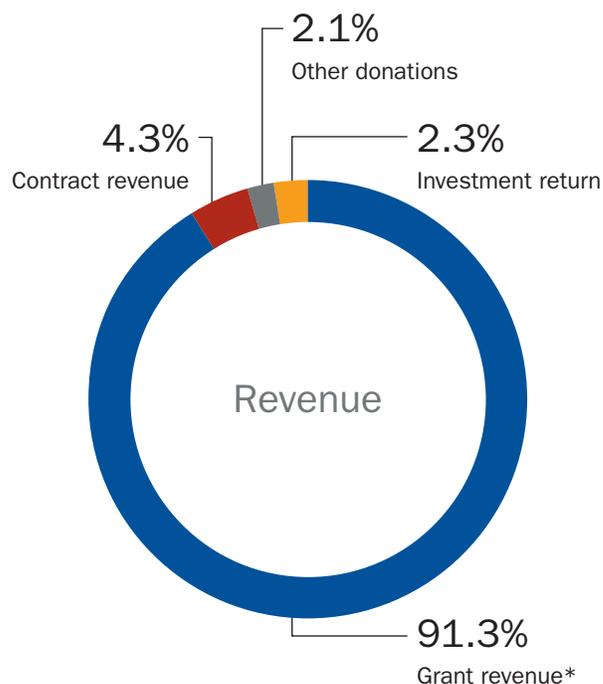
NET ASSETS:

| | | |
|-----------------------------------|------------------|-------------------|
| Available for general operations | 5,224,029 | 5,561,774 |
| Available for designated purposes | 2,899,509 | 8,545,622 |
| Total Net Assets | 8,123,538 | 14,107,396 |

TOTAL LIABILITIES AND NET ASSETS 8,673,620 14,906,156

*TFAH received multi-year grant commitments during 2020. Since the above financial information was prepared on the accrual basis of accounting, the revenues from these multi-year grants were reported in 2020.

The amounts shown are summarized from Trust for America's Health annual audit. Please contact Trust for America's Health at 202-223-9870 or at info@tfah.org for questions or additional information about the audited financial statements.



2020 Funders

In order to secure and protect our independent voice, TFAH takes no government or industry funding. We sincerely thank our generous funders:

Bloomberg American Health Initiative at Johns Hopkins University

The California Endowment

CDC Foundation

de Beaumont Foundation

The John A. Hartford Foundation

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Conrad N. Hilton Foundation

Kaiser Permanente

W.K. Kellogg Foundation

The Kresge Foundation

Michigan Public Health Institute

Robert Wood Johnson Foundation

Tufts Health Plan Foundation

Well Being Trust



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