

2021 ANNUAL REPORT



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Leavitt Partners

**Outgoing TFAH Board Chair (term ended December 2022)*

***Incoming TFAH Board Chair (as of January 2023)*

Trust for America's Health Leadership Staff*

J. Nadine Gracia, M.D., MSCE

President and CEO

Tekisha Dwan Everette, Ph.D., MPA, CPH

Executive Vice President

Stacy Molander

Chief Operating Officer

**In 2021, TFAH underwent a leadership transition. John Auerbach stepped down as President and CEO in June 2021, and TFAH's Board of Directors appointed J. Nadine Gracia, M.D., MSCE, then Executive Vice President and COO at TFAH, as the new President and CEO.*

Trust for America's Health (TFAH) is a nonprofit, nonpartisan public health policy, research, and advocacy organization that promotes optimal health for every person and community and making health equity foundational to policymaking at all levels. Our work is focused on the antecedents of poor health and on policies and programs to advance an evidence-based public health system that is ready to meet the challenges of the 21st century.

Chair's Message

Gail C. Christopher, D.N.

Outgoing Chair, TFAH Board of Directors



It is my privilege to welcome you to the 2021 Trust for America's Health Annual Report. During the year, our nation and the public health system continued to work to protect lives and to overcome the devastating effects of the COVID-19 pandemic. Many lessons continue to be learned as a result of this crisis, including the ways centuries of structural racism put communities of color at heightened risk during a health emergency. It is my distinct hope that these lessons will not only lead to change but to transformation, and TFAH has an important role to play in that process.

One of the important lessons of the pandemic is how destructive misinformation and disinformation can be. In addition, we have witnessed the corrosive, even deadly, effect partisanship can have on the public's health. But there is also good news. During the pandemic, nutrition access, financial security, and access to healthcare were preserved and, for some families, improved due to policy responses to the crisis. These, as we know, are social factors that determine the opportunity to be healthy and are central to TFAH's work. Keeping these policy advancements in place is front and center to TFAH's on-going work.

TFAH, through our outreach to Congress and other policymakers, our reports, special projects and initiatives, work with allied organizations, and response to news media is helping to drive policy change. I'm very proud of this work.

I want to particularly congratulate our President and CEO, Dr. J. Nadine Gracia on her first full year in that role after serving as TFAH's Executive Vice President and COO for three and a half years. Through her superb leadership, Dr. Gracia is facilitating and managing organizational growth in TFAH's external communications, government relations, strategic initiatives, and partnerships, and in its internal business management functions. My thanks and kudos go to the entire TFAH staff for their skillful work and their dedication to the mission.

Finally, I want to thank my fellow board members who continue to generously give their time and expertise to the organization. Their input helps guide TFAH in ways that brings us closer to our goal of optimal health for every person and in every community.

President and CEO Message

J. Nadine Gracia, M.D., MSCE

President and CEO



During 2021, TFAH continued to be a respected and sought-after voice on leading public health priorities, including strengthening public health infrastructure, increasing public health funding, improving emergency preparedness, advancing health equity, and addressing the social determinants of health. As a non-partisan public health policy, research, and advocacy organization, we are at the forefront of the nation's response to a number of critical health issues, including the COVID-19 pandemic, rising rates of chronic disease including obesity, the growing number of deaths due to substance misuse and suicide, and the concerning decline in routine immunizations which increases the risk of vaccine-preventable diseases and outbreaks.

It is an honor to work with such a talented and mission-driven staff that positions TFAH as a trusted source of data, analysis, policy recommendations, and communications on longstanding and emerging public health issues, such as the role of structural racism and discrimination in creating health inequities, the impact of chronic underfunding on the nation's public health readiness, the advancement of age-friendly public health systems, and the health impacts of climate change.

I express my sincere thanks to our esteemed Board of Directors and the many organizational partners with whom we collaborate across multiple sectors. Their generous sharing of time and expertise plays a critical role in TFAH's

success. It is with much appreciation that I also recognize and thank our funders. Their support has enabled TFAH to be a leader in efforts to promote and protect the nation's health and well-being.

As evidenced by the ongoing health, social, and economic impacts of the COVID-19 pandemic, the persistence of health inequities, and the importance of modernizing the nation's public health system, there is much work that remains to ensure that every person and community has a fair and just opportunity to be as healthy as possible. Working together will allow us to collectively take significant strides toward this critical goal.

Mission Impacts

TFAH Worked Across its Mission to Advance Optimal Health for Everyone

Trust for America's Health (TFAH) works to advance policies that support optimal health and health equity for every person and community. We support and amplify research, respond to challenges to the nation's health, including chronic and infectious diseases, support the public health workforce and infrastructure, and recommend policy action to the administration, Congress, and state and local officials.

Our work is focused on the antecedents of poor health and on prevention. We prioritize the necessity of ending centuries of structural racism and achieving equity. We promote optimal health for all by focusing on upstream drivers of health such as the built environment and access to affordable, nutritious food. TFAH develops reports and other resources and initiatives and recommends policies to advance an evidence-based public health system that is ready to meet the challenges of the 21st century.

During 2021, TFAH was impactful on a number of issue areas that are foundational to the nation's health including:

Supporting emergency preparedness and outbreak prevention

TFAH advocated to strengthen the national response to the COVID-19 pandemic and to better position the country for future public health emergencies. We served as a trusted source of input for legislation, congressional hearing preparation, and advocacy for and implementation of pandemic response funding. Highlights of those activities included:

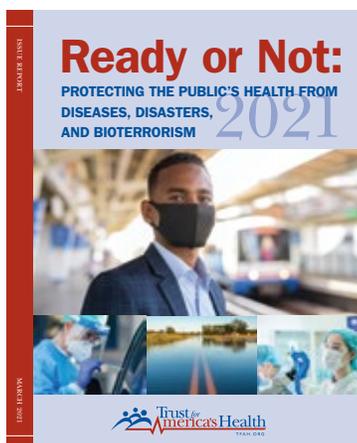
Published TFAH's annual report: *Ready or Not 2021: Protecting the Public's Health from Disasters, Diseases and Bioterrorism* and conducted a national media tour to amplify the report findings and recommendations.

Continued to lead an informal coalition of stakeholders called the Multisector COVID Partners. The group, which has met monthly

since February 2020, consists of policy and advocacy groups representing public health, medical, biotechnology, academia, civil rights, global health, and other sectors. In 2021, guest speakers to the monthly meetings included then-Acting Commissioner of the U.S. Food and Drug

Administration (FDA) Janet Woodcock, M.D., Director of the FDA Center for Biologics Evaluation and Research, Peter Marks, M.D., Director of the Biomedical Advanced Research and Development Authority (BARDA), Gary Disbrow, PhD, Leandris Liburd, PhD and Demetre Daskalakis, M.D., of the Centers for Disease Control and Prevention's (CDC) COVID equity response, Chief Medical Officer of the Assistant Secretary

for Preparedness and Response John Redd, M.D., Director of FDA's Center for Devices and Radiological Health Jeff Shuren, M.D. and others. These meetings were an opportunity to share information, develop partnerships across sectors, and have candid conversations with government officials involved in the COVID-19 response.



Earning trust and improving vaccine access

Throughout the year, TFAH served as experts and advocates on improving vaccine access and equity including by the following:

- TFAH's then-Executive Vice President and COO Dr. J. Nadine Gracia testified before the House Energy & Commerce Subcommittee on Oversight & Investigations on "A Shot at Normalcy: Building Confidence in the COVID-19 Vaccine." Her testimony highlighted the findings and recommendations of TFAH's convening and subsequent issue brief on building trust and access to COVID-19 vaccines in communities of color and Tribal Nations.
- COVID-19 Vaccine Access for Older Adults and People with Disabilities Who Are Homebound - TFAH initiated a multi-pronged project to explore the challenges and identify policy solutions to ensure older adults and people with disabilities who are homebound have access to the COVID-19 vaccine. We facilitated two national convenings that included senior White House and other administration officials as well as local public health leaders and multi-sector stakeholder representatives. Based on learnings from the convenings and interviews with key stakeholders in public health, healthcare, home-based care, and emergency services, TFAH developed a policy brief as well as a Guide to Innovative Practices, and a microsite within [AFPHS.org](https://www.afphs.org) that reports state and local plans for administering vaccines for individuals who are homebound.
- TFAH and the Asian & Pacific Islander American Health Forum authored a letter to CDC with recommendations to address demographic data collection as part of the national vaccine distribution strategy.
- TFAH spoke on a panel for the Association of Maternal & Child Health Programs webinar entitled Earning Trust, Building Vaccine Confidence: Learning from Global and Local Initiatives, discussed the current state of vaccine distribution in communities of color, historical reasons for distrust in communities of color, and provided recommendations for boosting vaccine confidence and acceptance.
- TFAH, Vaccinate Your Family, the National Association of County and City Health Officials (NACCHO), and the Association of Immunization Managers co-hosted a stakeholder webinar with experts from CDC, and FDA, who discussed the vaccine rollout. The audience was public health practitioners and others responsible for delivering the vaccine to the public.
- TFAH co-hosted a virtual congressional briefing with the Adult Vaccine Access Coalition that focused on strategies to catch up on routine immunizations during the pandemic and combat vaccine hesitancy, in addition to supporting greater vaccine access. In addition, TFAH served on the steering committee of the Adult Vaccine Access Coalition and helped lead its advocacy work on vaccine equity.
- TFAH co-hosted a congressional briefing and national webinar with the Adult Vaccine Access Coalition and Association of Maternal & Child Health Programs on maternal vaccinations before, during and after the COVID-19 pandemic. This briefing featured remarks from Congresswoman Lauren Underwood (IL – 14).

Working with the Asian & Pacific Islander American Health Forum (APIAHF) and the American Public Health Association (APHA), TFAH led a sign-on letter to Health and Human Services Secretary Xavier Becerra and CDC Director Dr. Rochelle Walensky urging continued investment in disproportionately impacted communities with American Rescue Plan Act funding; 79 groups signed on. CDC later announced COVID-19 vaccination grants with a significant focus on equity, an issue addressed in the TFAH/APIAHF/APHA letter.

TFAH hosted a congressional briefing and national webinar on our Ready or Not report and the nation's readiness for public health emergencies. The featured speakers were Cameron Webb, M.D., Senior Policy Advisor for COVID-19 Equity for the White House COVID-19 Response Team, LaQuandra Nesbitt, M.D., MPH, then-Director of the District of Columbia Department of Health, and Stephanie Mayfield, M.D., FCAP, then Director of U.S. COVID-19 Response Initiative for Resolve to Save Lives and member of the TFAH Board of Directors.

Demonstrating the role of public health in prevention, supporting the public health workforce, and advocating for public health funding

Published TFAH's annual report: *Chronic Underfunding of America's Public Health System: Trends, Risks, and Recommendations, 2021* and conducted a national media tour to amplify the report findings and recommendations.

TFAH testified before the House Appropriations Subcommittee on Labor, Health & Human Services, Education and Related Agencies regarding Fiscal Year 2022 appropriations during the public witness hearing. Our testimony

highlighted TFAH's public health funding priorities and the need for investing in modernized public health capabilities.

TFAH worked with the Senate Health, Education, Labor and Pensions Committee Chair Patty Murray (WA) on the development and reintroduction of the Public Health Infrastructure Saves Lives Act, which would provide sustained investment for foundational capabilities of public health. TFAH also gathered nearly 130 organizational endorsements for the bill. TFAH co-led a letter with other public health groups in support of a \$4.5 billion investment per year in public health infrastructure. Over 300 groups signed on. For the first time, the FY 2022 CDC spending bill included \$200 million for cross-cutting public health infrastructure.

TFAH spoke on an Alliance for Health Policy panel for the 2021 Health Policy Academy, which aimed to educate congressional staff on public health infrastructure. TFAH also gave the closing keynotes at the 2021 annual conference of the National Association of Local Boards of Health, as well as a conference organized by Trinity Health System focused on the importance of public health infrastructure and funding.

Congress passed the American Rescue Plan Act in March 2021.

The law contains investments in several TFAH priorities, including the public health workforce, COVID-19 vaccine confidence and access, public health data modernization, and nutrition. TFAH held meetings with congressional, White House, Health and Human Services, and CDC leadership and staff including Director Dr. Rochelle Walensky to discuss the importance of investing in public health infrastructure and workforce and effective implementation of these dollars.



Advancing health equity and addressing the social determinants of health

TFAH worked with Rep. Nanette Barragán (CA-44), Senator Tina Smith (MN), and Senator Chris Murphy (CT) on reintroduction of the Improving Social Determinants of Health Act of 2021, which would authorize a CDC Social Determinants of Health (SDOH) program, including research, multisector grants, and coordination across the agency. TFAH gathered endorsements for the legislation, with nearly 500 organizations supporting it by the end of 2021. The Energy & Commerce Health Subcommittee passed a combined version of the Improving Social Determinants of Health Act and Social Determinants Accelerator Act in 2021. To complement these efforts, TFAH advocated for appropriations to support CDC SDOH work and multisector grants. In FY 2021, Congress provided \$3 million to jumpstart these efforts. In the FY 2022 Budget Request, President Biden requested \$153 million for CDC's SDOH program. TFAH helped Rep. Barragán's staff develop a Dear Colleague letter to members of Congress in support of CDC SDOH funding, and TFAH led an appropriations support letter, with over 200 organizations signing on.

TFAH provided expertise to congressional and agency staff and partner organizations on SDOH issues. For example, TFAH met with White House staff to discuss the important role of public health in addressing social determinants. TFAH submitted comments to the Congressional SDOH Caucus in response to their request for information. The comments focused on actions the caucus could take to advance SDOH, including support for public health approaches. TFAH also submitted a statement for the record for a House Energy & Commerce Health Subcommittee hearing on SDOH and data. TFAH presented on a panel at the Society for Public Health Education

2021 Advocacy Summit, discussing the Improving Social Determinants of Health Act and CDC funding for SDOH.

With partners, TFAH co-led advocacy efforts in support of CDC's Racial and Ethnic Approaches to Community Health (REACH) and Good Health and Wellness in Indian Country programs. TFAH co-authored a letter in support of this funding, with 190 organizations signed on, and helped lead advocacy meetings with appropriators. The program saw a modest funding increase in FY2022.

The Biden-Harris Administration issued an executive order on advancing racial equity throughout the government, and TFAH was active in promoting policies to support health equity in response to this call to action. For example, TFAH submitted comments to the Office of Management and Budget regarding a Request for Information on methods and leading practices for advancing equity and support for underserved communities through government.

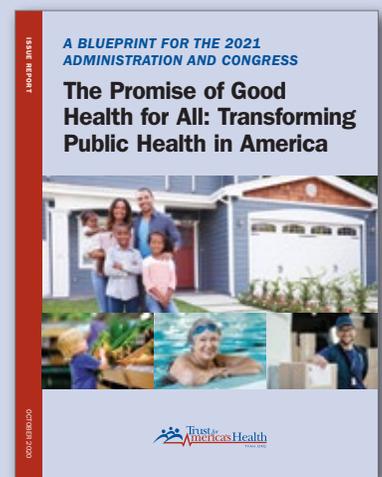
TFAH advocated to federal agencies and congressional staff on the need to strengthen demographic data collection and data equity in public health. TFAH met with the Office of the National Coordinator for Health

Information Technology, White House, and CDC staff to discuss the issue. TFAH also highlighted the importance of making equity a central principle for public health data modernization.

The Biden-Harris Administration rescinded a proposed U.S. Department of Housing and Urban Development (HUD) rule that would have limited housing assistance for families with mixed immigration status. TFAH commented on the proposed rule in 2019. President Biden also signed an executive order in January 2021 directing HUD to take all steps necessary to examine the effects of the August 7, 2020, rule entitled "Preserving Community and Neighborhood Choice", which repealed the Affirmatively Furthering Fair Housing Rule (AFFH). TFAH opposed the rule that repealed the AFFH during the previous administration.

TFAH continued its partnership with Vaccinate Your Family and the National Council of Negro Women to develop and strengthen the *Good Health Women's Immunization Networks* (Good Health WINS). Good Health WINS is a national coalition dedicated to addressing immunization disparities through education and advocacy.

TFAH published a policy blueprint to advise the incoming presidential administration and Congress on their public health policy agenda. The report, *A Blueprint for the 2021 Administration and Congress: The Promise of Good Health for All – Transforming Public Health in America*, 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.



Preventing chronic conditions including obesity and advancing healthy nutrition for all

TFAH published its 18th annual *State of Obesity 2021: Better Policies for a Healthier America* report and conducted a national media tour to amplify the report findings and recommendations. The report included a special feature on COVID-19, obesity, and the social determinants of health.

TFAH hosted a virtual congressional briefing and national webinar: *State of Obesity 2021: Better Policies for a Healthier America*. Speakers included: TFAH President and CEO Dr. J. Nadine Gracia, Chef José Andrés, Founder and Chief Feeding Officer, World Central Kitchen, Dr. Ruth Petersen, Director, Division of Nutrition, Physical Activity and Obesity, CDC, Karol Fink, Health Program Officer, State of Alaska Division of Public Health, Dariush Mozaffarian, Special Advisor to the Provost and Dean for Policy, Tufts University Friedman School of Nutrition Science and Policy. Over 550 people attended.

Through frequent meetings with CDC's chronic disease prevention program leadership and staff, we amplified and promoted TFAH's nutrition and health policy priorities, including recommendations from the *State of Obesity* report.

TFAH presented at the National WIC Association's Virtual National Policy Conference "Tackling Social Determinants" breakout panel on obesity trends and food insecurity as a social determinant of health.

TFAH submitted comments to the U.S. Department of Agriculture (USDA) on identifying barriers in USDA programs and services and advancing equity and support for underserved communities.

Advancing age-friendly public health systems

TFAH expanded its *Age-Friendly Public Health Systems* (AFPHS) initiative into the states of Mississippi and Washington, working directly with the state departments of health to enhance collaboration across sectors and facilitate strategies to improve older adult health and well-being. At the end of 2021, six states were participating in the AFPHS initiative.

TFAH worked with the Florida Department of Health to increase the number of local health departments committed to age-friendly programs and services, including the facilitation of a Social Isolation Summit and enhancements to the Aging in Florida Profiles for every Florida county.

The New York State Department of Health became the first state health department to be recognized within the AFPHS Recognition Program and the California State Department of Health became the second recognized state health department. The AFPHS Recognition Program is designed to honor and support state and local health departments as they engage in activities to improve and support older adult health. Action steps include data collection, collaboration across sectors, and listening directly to older adults to learn what matters to them. Numerous local health departments have also achieved recognition; the Department of Health in Sarasota, Florida was the first local department to be recognized.

TFAH worked with Congresswoman Lois Frankel (FL-22), Rep. Debbie Dingell (MI-12), and Rep. Gus Bilirakis (FL-12) on the development and reintroduction of the Protecting the Health of America's Older Adults Act. The bipartisan legislation would expand age-friendly public health systems and healthy aging work at CDC. Dr. J. Nadine Gracia, TFAH President and CEO, participated in a press event with Rep Lois Frankel, (FL-22) and Rep. Debbie Dingell (MI-12). We additionally issued a press release and gathered endorsements of the legislation. TFAH also advocated for funding for CDC to work on age-friendly public health.

In partnership with the HHS Office of Disease Prevention and Health Promotion, TFAH co-hosted

the National Healthy Aging Symposium focused on the social determinants of health. The Symposium hosted presenters from the White House, numerous federal agencies, and national stakeholders, as well as healthy aging experts from across the country. TFAH spoke in the following Symposium sessions: Innovation in Aging-Addressing the Social Determinants of Health plenary session, Education Access and Quality panel, and the Social and Community context panel.

Working to prevent substance misuse and suicide

TFAH published the *Pain in the Nation 2021: The Epidemics of Alcohol, Drug, and Suicide Deaths* report, the fourth annual update within the *Pain in the Nation* report series, and conducted a national media tour to amplify the report findings and recommendations. The report included a special feature on COVID-19 and trauma.

TFAH co-hosted a congressional briefing with Well Being Trust in conjunction with the Congressional Mental Health Caucus on the Pain in the Nation report. TFAH moderated the discussion with panelists Dr. Benjamin F. Miller, President, Well Being Trust, Dr. Debra Houry, Director, National Center for Injury Prevention and Control, CDC, Dr. John Rich, Co-Director, Center for Nonviolence and Social Justice, Drexel University, Isha Weerasinghe, Senior Policy Analyst, Mental Health, the Center of Law and Social Policy.

In response to recommendations from the *Pain in the Nation* report series, TFAH worked with congressional staff on the development and introduction of the bipartisan Improving Data Collection for Adverse Childhood Experiences Act (HR 3467). The bill would provide guidance to HHS and CDC to improve research and data collected on adverse childhood experiences (ACEs) and address equity. TFAH led advocacy in support of the bill, gathering the endorsement of 79 organizations.

TFAH submitted comments to the Office of National Drug Control Policy (ONDCP) regarding the National Drug Control Strategy. The letter recommended improved data collection, strengthening health equity efforts, and connecting prevention programming across federal agencies.



The TFAH/Well Being Trust Pain in the Nation Initiative has been reporting on deaths of despair and proposing solutions since 2017.

TFAH met with Regina LaBelle, then ONDCP Acting Director, to discuss the Drug Policy Priorities for Year One. TFAH also participated in an ONDCP roundtable focused on prevention. The proceedings of the discussion helped inform a report to Congress on ONDCP's policy priorities.

Through regular meetings, TFAH helped inform the work of numerous agencies working on the prevention of suicide and ACEs, including the Division of Adolescent and School Health staff of the CDC, with a particular focus on research and primary prevention of mental health challenges and substance misuse. TFAH advocated for appropriations to further expand these programs to additional states. Funding for CDC's ACEs and suicide prevention lines grew significantly in FY2022.

During the year, TFAH strengthened its partnership and advocacy with the Substance Abuse and Mental Health Services Administration, including meeting with Dr. Miriam Delphin-Rittmon, the Assistant Secretary for Mental Health and Substance Use, to discuss shared priorities.

TFAH continued to lead the Well Being Working Group, a cross-sector coalition that prioritizes primary prevention of mental health concerns, substance misuse, and suicide. Monthly meetings featured guest speakers who discussed issues such as children's behavioral health, comprehensive suicide prevention, overdose prevention, the new 988 crisis line, and ACEs and violence prevention. The Well Being Working Group held a Hill Day in September to introduce the group and its 2021 policy priorities to congressional champions. TFAH published a biweekly newsletter highlighting

research, policy updates, and opportunities within the mental health and well-being sector.

TFAH participated in a panel for the Safe States Virtual Conference entitled “Communicating for Connection: Strengthening Injury and Violence Prevention”, the panel focused on how childhood adversity, overdose, and suicide are urgent and related public health crises aggravated by the COVID-19 pandemic and can be prevented.

Inclusion Working Group within the Mental Health Liaison Group coalition. The Working Group helped the larger coalition integrate equity principles into its advocacy work.

TFAH spoke on a panel for the National Association of County Behavioral Health and Disability Directors policy conference regarding TFAH’s behavioral health priorities and opportunities in the 117th Congress.

TFAH’S COMMUNICATIONS PROGRAM IMPACT METRICS, 2021

Reports published	5
Impressions earned	287 news articles 6.2 million broadcast impressions 7.9 million Twitter impressions
TFAH.org website visitors	averaged 49,266/month
Twitter followers	up 4.5% to 12,000
Broadcast newsletter subscribers	up 6.7% to 19,809
Newsletter created touchpoints	1.8 million

TFAH spoke on a panel hosted by the Alliance for Health Policy as part of their Signature Series. The briefing, entitled “Investing in Mental Health to Support Our Workforce Health and the Economy” focused on the burgeoning mental health crisis, partially exacerbated by the COVID-19 pandemic, and explored policy options to support increased mental health wellness at work and at home.

To further the inclusion of health equity within behavioral health advocacy, TFAH helped develop and co-lead the Diversity, Equity, and

illuminating the health impacts of climate change and addressing environmental health

As a follow up to TFAH’s 2020 *Climate Change & Health: Accessing State Preparedness* report, TFAH worked with the HHS Office of Climate Change and Health Equity to discuss the newly established office’s priorities and TFAH’s work on climate change and health. TFAH continued to emphasize the impacts of climate and climate-related emergencies on physical and mental well-being and how to adapt to those impacts in effective and equitable ways.

TFAH published a case studies series on Equity in Climate Change Adaptation. The two-part series examined efforts by states and localities to conceptualize and implement climate change adaptation programs that center equity.

TFAH advocated for health equity to be integrated into the work of CDC’s National Center for Environmental Health and the National Environmental Public Health Tracking Network. In 2021, CDC added an environmental justice dashboard to the Tracking Network. In addition, TFAH presented on the National Environmental Public Health Tracking Program at the National Center for Healthy Housing’s virtual advocacy day.

TFAH'S MEDIA AND PUBLIC COMMUNICATIONS ROLES DURING THE COVID-19 PANDEMIC

The on-going pandemic caused by the novel coronavirus (SARS-CoV-2), the virus that causes COVID-19, continued to be an urgent priority for the global public health community in 2021. Communicating science-based public health guidance and correcting misinformation was a top TFAH priority throughout the year.

Among TFAH's pandemic related communications activities during 2021 were:

Daily COVID-19 news summaries – TFAH created daily news briefs summarizing the most critical COVID-19 news, including reporting and commentary. These synopses, shared with public health officials, federal agency leadership, healthcare and public health leaders, and other interested parties, provided sophisticated, easy to access summaries of the outbreak progression, data trends, and key problem areas in the response.

Response to news media inquiries – throughout the year, TFAH spoke to high-impact news media about pandemic issues, including interviews with the *Washington Post*, the Associated Press, NPR and affiliates, *U.S. News & World Report*, *Governing Magazine*, *Kaiser Health News*, and *Stat News*.

Leadership role in the Public Health

Communications Collaborative — The COVID-19 pandemic demonstrated the critical need for science-based, clear, and consistent public health messaging. During the pandemic, misinformation and conflicting messages have confused Americans, aided the spread of the infection and eroded trust in public health officials and public health guidance. In response, TFAH teamed with the de Beaumont Foundation and the CDC Foundation to create the Public Health Communications Collaborative (PHCC). Formed in June 2020, PHCC is designed to support state and local public health departments and strengthen their communications capacity.

PHCC provides state and local public health departments with timely and accurate messaging resources designed to inform, correct misinformation, and engender trust. The goal is to provide all Americans access to the information they need to make good decisions about their health. PHCC offers consistent national pandemic messaging while also empowering community messengers by providing materials that can be tailored for local needs and scenarios.

PHCC messaging resources, continually updated and available on its website, include messaging guidance, tough Q&A scripts, downloadable and brandable social graphics, webinars and a misinformation tracker. A weekly PHCC newsletter disseminates new resources to the field, including social media kits, and newly published messaging guidance.

PHCC's messaging resources are most helpful to small public health departments which often do not have their own communications staff and typically serve populations that have been at heightened risk during the pandemic, such as communities of color.

By 2021 year's end, PHCC resources had earned 425,000 website page views and 26,000 materials downloads. The PHCC newsletter subscription mailing list grew 32,800 subscribers. During the year, the collaborative hosted 12 webinars, with a total attendance of 8,500.

PHCC is managed by TFAH, the de Beaumont Foundation, and the CDC Foundation. In addition, advising 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.

2021 Financial Highlights

FUNDING WAS OBTAINED FROM:	2020	2021
Grant revenue*	9,477,739	493,220
Contract revenue	449,967	549,697
Other donations	216,822	45,924
Investment return	238,213	205,198
Total Funding	10,382,741	1,294,039

FUNDS WERE SPENT ON:	2020	2021
Program services	3,735,083	4,176,160
General and administrative costs	492,422	524,427
Fundraising	171,378	172,786
Total Expenses	4,398,883	4,873,373

ASSETS AND LIABILITIES

ASSETS:

Cash and cash equivalents	8,425,876	5,416,756
Unconditional promises to give	2,974,234	2,106,528
Accounts receivable	68,048	25,752
Investments	3,025,087	3,176,531
Other Assets	412,911	412,825
Total Assets	14,906,156	11,138,392

LIABILITIES:

Accounts payable and accrued expenses	338,648	217,151
Deferred contract revenue	71,374	39,716
Deferred lease obligation	388,738	353,463
Total Liabilities	798,760	610,330

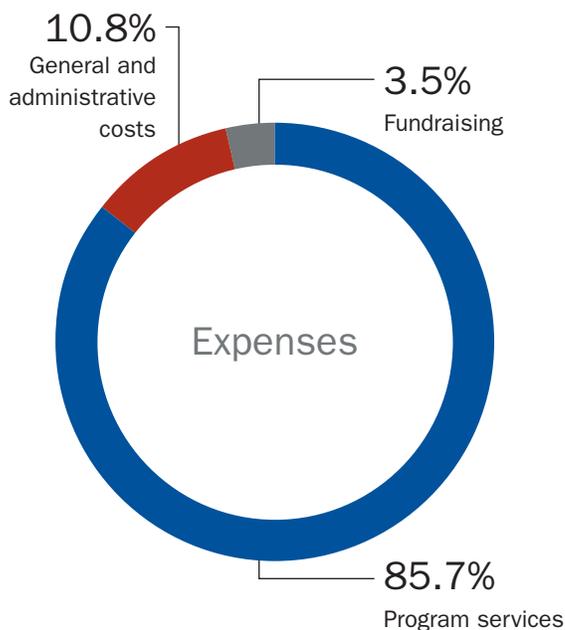
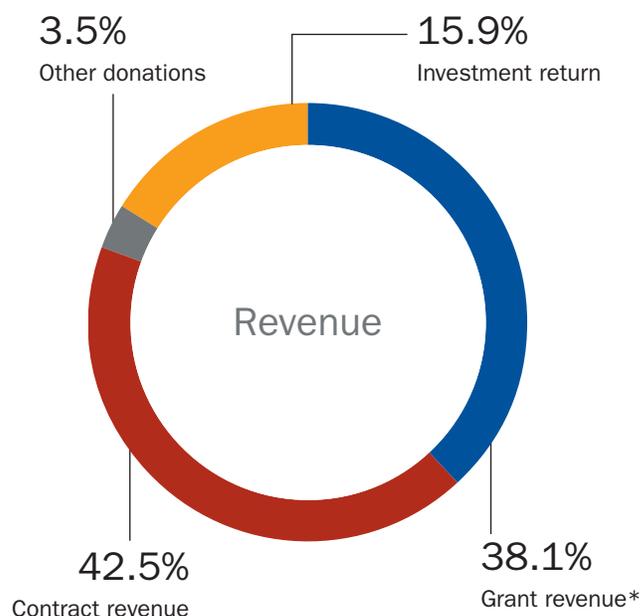
NET ASSETS:

Available for general operations	5,561,774	5,893,783
Available for designated purposes	8,545,622	4,634,279
Total Net Assets	14,107,396	10,528,062

TOTAL LIABILITIES AND NET ASSETS 14,906,156 11,138,392

*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.



2021 Funders

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

Cambia Health Foundation

CDC Foundation

Dawn Hill Fund

The John A. Hartford Foundation

Institute for Healthcare Improvement via the Michigan Health Endowment Fund

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The Kresge Foundation

Michigan Public Health Institute via the Michigan Health Endowment Fund

The California Endowment

The Robert Wood Johnson Foundation

Tufts Health Plan Foundation

Well Being Trust

W.K. Kellogg Foundation



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