

Prevention and Public Health Fund and the National Prevention Strategy & Your Role

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Who We Are

- Trust for America's Health (TFAH) is a non-profit, non-partisan organization dedicated to saving lives by protecting the health of every community and working to make disease prevention a national priority.

Our mission:

- **Prevention: A Vital Prescription**
 - More than 90 million Americans live with chronic disease, accounting for seven of ten deaths in the US. Amazingly, the majority of these deaths are preventable, yet America continues to accept that people will inevitably become sick. Rather than concentrating primarily on treatment, we need to prevent illnesses in the first place, particularly for those most at risk. TFAH believes that preventing disease and stopping epidemics everyday requires a strong, effective, and responsive public health system.
- **Protection: Accountability and Action**
 - It is important to hold officials accountable for their performance on public health issues and activities. TFAH provides real leadership to ensure that systems are constantly being evaluated, assessed, and enhanced. By motivating officials to improve and by advocating for increased resources and support for public health, TFAH is the non-profit, independent voice advocating to improve our lives, our communities, and our health.
- **Community: Improving the Health of Every American**
 - Improving people's health begins with strong, well-prepared communities, and we will not succeed until we can move people from apathy to alarm and from alarm into action. We conduct science-based research, issues meaningful reports that spark change, shares best practices, and demands that our public health system works to fight current and emerging health threats of all kinds.

Blueprint for a Healthier America

- Even though the United States spends more than \$2 trillion annually on health care, tens of millions of Americans suffer from preventable diseases and major vulnerabilities exist in the nation's preparedness to respond to health emergencies.
- More than 150 experts and organizations helped identify gaps and fixes for federal public health agencies and programs through a year-long consensus-building process.



Blueprint Recommendations

- Setting new, realistic short and long-term health goals for the country;
- Investing in disease prevention as a cornerstone of health care reform;
- Ensuring a stable and reliable funding stream for core public health functions and preventive services, such as immunizations and screening and public health emergency preparedness;
- Creating an independent, science-driven National Public Health Board;
- Implementing a National Health and Prevention Strategy focused on lowering disease rates, including a strategy to combat obesity;
- Addressing the public health workforce crisis with stepped-up recruitment efforts; and

Prevention for a Healthier America: Financial Return on Investment?

With a Strategic Investment in Proven Community-Based Prevention Programs to Increase Physical Activity and Good Nutrition and Prevent Smoking and Other Tobacco Use

INVESTMENT:	\$10 per person per year
HEALTH CARE COST NET SAVINGS:	\$16 Billion annually within 5 years
RETURN ON INVESTMENT (ROI):	\$5.60 for every \$1

Public health spoke with unified voice

- Pillars for public health in health reform:
 - Universal coverage, including first \$ coverage of clinical preventive services
 - National Prevention Strategy
 - Reliable funding stream through creation of a Trust Fund (mandatory appropriation) to support:
 - Core public health functions
 - Community prevention
 - Public health workforce
 - Public health and prevention research



Coverage of Preventive Services

□ **ACA:**

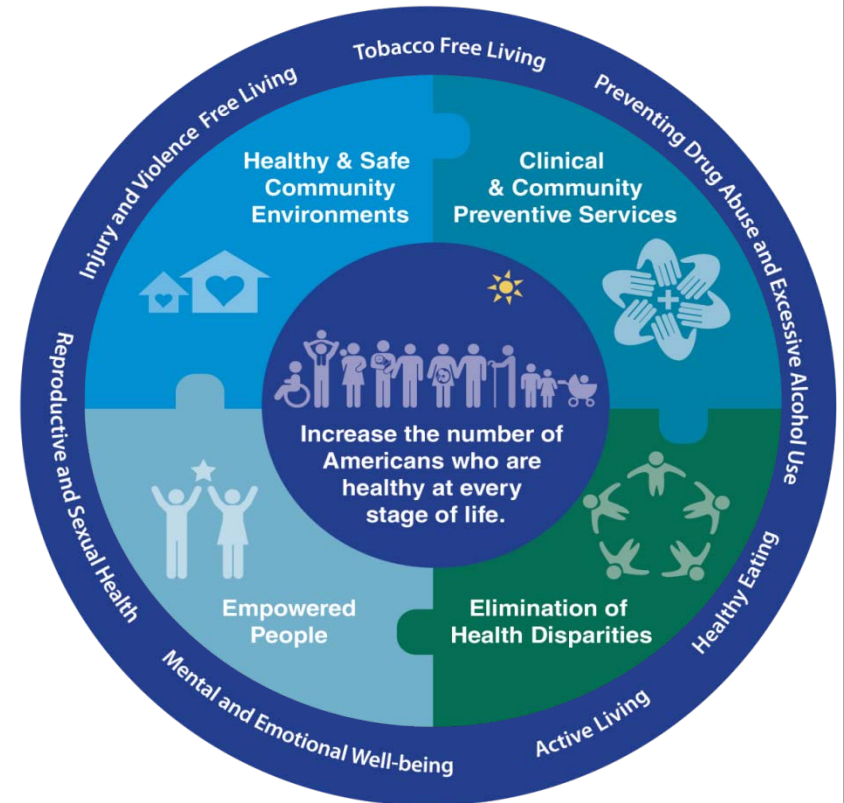
- Eliminates cost-sharing for preventive services in Medicare and Medicaid.
- Provides Medicare coverage, with no co-payment or deductible for an annual wellness visit, as well as a personalized prevention plan that includes a health risk assessment.
- Requires states to provide Medicaid coverage for tobacco cessation for pregnant women, without cost sharing.
- Creates an essential health benefits package whose benefits shall be defined by the Secretary. Included in general categories are preventive and wellness services and chronic disease management.
- Stipulates that group health plans shall provide coverage, without cost-sharing, for preventive services with an “A” or “B” rating from the US Preventive Services Task Force and immunizations recommended by the Advisory Committee on Immunization Practices.

Other Public Health Provisions

- ❑ Requires nutrition labeling of standard menu items at restaurants operating in 20 locations or more under the same name
- ❑ Requires CDC to provide employers with technical assistance and other tools to evaluate workplace wellness programs {Prevention Fund}
- ❑ Directs CDC to fund research in the area of public health services and systems research, including best practices {Prevention Fund}
- ❑ Directs HHS to establish an Epidemiology and Laboratory Capacity (ELC) Grant Program {Prevention Fund}
- ❑ Appropriates \$25 million for CMS to carry out the CHIPRA Childhood Obesity Demonstration Project

National Prevention Strategy

- Four pillars
 - Healthy and Safe Community Environments
 - Clinical and Community Preventive Services
 - Empowered People
 - Elimination of Health Disparities



National Prevention and Health Promotion Strategy

- National Prevention, Health Promotion and Public Health Council
 - Chaired by Surgeon General
 - HHS, USDA, ED, FTC, DOT, DOL, DHS, EPA, ONDCP, DPC, Asst. Secretary for Indian Affairs
 - Others: VA, DOD
 - Health in all policies approach
 - Expected June, 2011
 - External advisory committee

National Prevention Strategy

- A vision of prevention that ranges from traditional clinical services to community change that addresses the policies and structures that affect healthy choices, to the social determinants of health
- A recognition that all agencies of the federal government have a role to play – and by extension all levels of government and all sectors of society

Real money through mandatory appropriations



- Prevention and Public Health Fund: **\$17.75 billion** over next 10 years (permanent authorization at **\$2 billion** a year)
 - \$500 million allocated for FY 2010, and \$750 million for FY 2011. President's budget, released February 14th proposes additional \$1 billion for FY 2012

True community-based prevention

- **Community Transformation Grants (Sec.4201)**
 - Requires detailed plan for policy, environmental, programmatic and infrastructure changes to promote healthy living and reduce disparities
 - Create healthier school environments, including healthy food options, physical activity opportunities, promotion of healthy lifestyles
 - Develop and promote programs targeting increased access to nutrition, physical activity, smoking cessation and safety
 - Highlight healthy options at restaurants and food venues
 - NOT limited to chronic diseases or one disease at a time

Fiscal Year 2010 – \$250 million for public health and prevention

- ❑ \$44 million for approved but not funded ARRA grants
- ❑ \$16 million for tobacco cessation activities
- ❑ \$16 million for obesity prevention and fitness
- ❑ \$20 million for Epi and Lab Capacity state grants
- ❑ \$50 million for state public health infrastructure
- ❑ \$30 million for HIV/AIDS
- ❑ \$8 million for public health workforce
- ❑ \$10 million for Community and clinical preventive services task forces

FY 2011 - \$750 million

- CDC operating plan submitted to Congress – 5/13/11
 - \$145 million for Community Transformation Grants
 - \$42.2 million for Chronic Disease State Grants
 - \$40 million for Epidemiology and Lab Capacity
 - \$10 million for Prevention Research Centers
 - \$14 million for community and clinical task forces
 - \$100 million for childhood immunizations
 - \$40.2 million for public health infrastructure

FY 2012 (proposed) - \$1 billion

- Proposed in President's Budget on February 14th
 - \$221 million for Community Transformation Grants
 - \$157.7 million for Chronic Disease State Grants
 - \$79 million for tobacco cessation
 - \$40 million for Epidemiology and Lab Capacity
 - \$20 million for injury prevention
 - \$40 million for public health infrastructure
 - \$30 million for HIV/AIDS

Coordinated Chronic Disease Prevention and Health Promotion Grant Program

- \$705 million for FY 2012, including \$157.7 million from the Prevention and Public Health Fund
- Provide Centers for Disease Control and Prevention greater flexibility to address the significant national burden of chronic diseases
- Combines existing Heart and Stroke, Diabetes, Cancer, Arthritis and School Health activities.
- Addresses five leading chronic disease causes of death and disability – heart disease, cancer, stroke diabetes and arthritis and associated risk factors.

ACA implementation update

- Funding opportunity announcements (FOAs) posted throughout Spring and Summer – including CTGs, public health infrastructure, and consolidated chronic disease grants
- Multiple opportunities for regulatory comments – including nutrition labeling, NPS, exchanges, etc.
- Over 900 Letters of Intent for CTGs alone
- Funding announcements expected in late summer and early fall

Defense of ACA, including the Prevention Fund

- House repeal of Affordable Care Act and the Prevention Fund
- Nearly 670 national, state and local organizational supporters
- House amendments in FY 2011 budget to defund Affordable Care Act and eliminate funding to implement ACA
- Oversight hearings – “unlimited tap into the U.S. Treasury,” “\$2 billion annual appropriation, regardless of the effectiveness of the programs,” “unfettered” power of the Secretary to distribute funds
- Cuts in CDC base undermine value of Fund

Challenges to the Prevention Fund

- Why defend it?
 - Mandatory nature – only source of assured new funding in tight fiscal times
 - Source of \$ for transformative change
- What's the objection?
 - It's part of the ACA
 - Mandatory = contributes to deficit
 - Claim that Congress has no control over how spent
 - Untrue: Secretary only acts if Congress doesn't

Community Transformation Grants

- The attack:
 - It's the nanny state
 - It's lobbying
 - It's promoting taxes (soda taxes)
 - People know what to do anyway
- The response:
 - Make the programs visible
 - Stay away from lobbying activities as part of the grant (and taxes in particular)
 - Talk about personal responsibility – but that these programs make it possible for people to make the responsible (healthy) choice

Debt Ceiling Agreement

- 10 year discretionary spending caps, \$900+ billion in savings.
- Increases debt limit by \$2.1 trillion.
- Bipartisan committee will identify another \$1.5 trillion in deficit reduction.
- If committee doesn't complete its job by 11/23, and no full vote by 12/23 spending reductions are triggered.
 - Trigger would split cuts 50/50 between domestic/defense spending, with Social Security, Medicaid and low-income programs exempted.
- Once committee allocations are made, we will have a better sense of the scope of cuts for FY 2012.

Remaining questions

- How will the deal affect health programs in the FY 2012 budget process?
 - Even under the President's proposed FY 2012 budget, CDC would have faced a \$574 million cut (8.8%).
 - Spending caps appear slightly higher under new agreement (\$359B) than House Republican budget (\$324B).
- Who will be on the “supercommittee”? Any prevention champions?
- What will be included in that round of cuts? Will need to continue working to keep the Prevention Fund off the table.

What can we do?

- Public believes in prevention
 - Consistent polling data shows public believes prevention saves money and worth the investment even if it doesn't save money
- Show members of Congress where the money is going – need for transparency by CDC and need for relationship building by grantees with elected officials
 - Create relationships with elected officials
 - Give visibility to success stories in local media

Congressional Recess

August 8 – September 5, 2011

Ask to Members of Congress:

Don't cut the Prevention and Public Health Fund (PPHF)

Take at least one action during the recess;

- Join the supporters list for the PPHF &/or recruit other organizations
- Schedule in-district meetings with Members of Congress
- Attend town hall meetings
- Take action online
- Send a letter
- Blog or write an op-ed/Letter-to-the-Editor
- Report back!

Questions about 'educating' Members of Congress?

Congressional March Recess

August 8 – September 5, 2011

Key points:

- The public health and prevention fund is working
 - Share your story and the results/impact it's making on real people.
 - Educate Members of Congress about the changes you're seeing:
 - What's happening now that hasn't happened before?
 - How is this fund saving lives, money, etc.
 - Why is this investment important to continue?

Congressional Recess

August 8 – September 5, 2011

Messaging Prevention

- **Personal responsibility** is entrenched in public opinion on this issue – people will accept a limited role for government: It's up to each individual to keep themselves and their families healthy, but investing in the right types of LOCAL initiatives helps people do what they are responsible for: making healthy choices easier choices.

- **Prevention is popular:** Across the political spectrum and coast-to-coast. *Voters come to the debate believing prevention saves money. And regardless, voters say prevention would be worth investing in even if it didn't save money.*

- **Future, kids, an aspirational tone and achievable goals:** Top messages center on kids – there is a perception that it's hard for kids to take personal responsibility and we can help parents protect their kids, particularly in schools: Today's kids could be the first generation to live shorter, less healthy lives...but we can turn it around.

Congressional Recess

August 8 – September 5, 2011

Resources: [Advocate Toolkit](#)

- The toolkit includes:
 - ✓ Backgrounder for advocates
 - ✓ Key messages
 - ✓ Fact sheet
 - ✓ Media/blog post
 - ✓ Sample letter to Members of Congress
 - ✓ Report-back form
 - ✓ Questions for town hall meetings

Contact information

Please visit www.healthyamericans.org to view the full range of Trust for America's health policy reports.

www.healthyamericans.org/health-reform

Thank you!