

# 2019 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.*

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**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 that makes the prevention of illness and injury a national priority.**

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*Executive Director*

National Collaborative for Health Equity

Former Senior Advisor and Vice President

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Resolve to Save Lives

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## TFAH Leadership Staff

### **John Auerbach, MBA**

*President and CEO*

### **J. Nadine Gracia, M.D., MSCE**

*Executive Vice President and COO*

## TFAH Senior Management Staff

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

*Director of Strategic Communications and Policy Research*

### **Jeanette Kowalik, PhD, MPH, MCHES**

*Director of Policy Development*

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

*Director of Government Relations*

## Chair's Message

Gail C. Christopher, D.N.

*Chair, TFAH Board of Directors*

### **EVERYONE IN AMERICA SHOULD HAVE THE OPPORTUNITY TO LIVE A HEALTHY LIFE.**



Welcome to the Trust for America's Health's (TFAH) 2019 Annual Report. I am pleased to share this summary of TFAH's work.

During this past year TFAH worked to ensure that every person and community were free from threats to their health and had access to those opportunities and resources that support health and well-being.

A strong public health system, policies that address the social determinants of health, and those that advance health equity are key to ensuring that every person and every community can thrive. TFAH works to inform and advance policies that are based in science. We support the need for a robust and well-resourced public health infrastructure and workforce. We support policies that recognize and seek to correct the ways in which structural racism has harmed and continues to harm health within communities of color and the overall health of the nation.

These are ambitious goals, and we recognize that there is much work yet to be done. I'm also proud to report that our commitment to achieving these goals is just as big.

In closing, I want to express my sincere thanks for the dynamic leadership of the TFAH Board of Directors and its executive staff, President and CEO, John Auerbach and Executive Vice President and COO, Dr. J. Nadine Gracia. Due to their efforts and expertise the organization is well-positioned to continue to make progress toward an America in which no person's health is negatively determined by their race or zip code. I also want to thank our generous funders. Their support enables TFAH to do its important work.

**Gail Christopher, DN**  
*Chair*

## President and CEO Column

**John Auerbach**

***President and CEO***



It is a distinct honor to report on the 2019 goals, activities and accomplishments of Trust for America's Health.

Throughout the year we continued and grew efforts to execute TFAH's mission of supporting optimal health for everyone and every community. Toward that end, much of our work is focused on the social determinants of health, the need for increased investment in the public health system and the drive to achieve health equity.

Building and strengthening ties with all levels of the public health community and with allied organizations in healthcare, racial equity, environmental justice, education, housing, transportation and criminal justice is an important mechanism to increase the impact of our work. You can read more about the many meetings, convenings, briefings and presentations TFAH held or participated in during the year, all of which increased information sharing among allies and strengthened our combined policy impact.

TFAH's work to analyze and publish reports on high-impact health issues, emergency preparedness and public health funding, all including actionable public policy recommendations, is central to our work. You can read more about TFAH's 2019 publications in the body of this report.

The challenges facing the nation's public health are many. From shifts in federal policy to the persistence of racial and ethnic health inequities, and the increasing impact of climate change to reemerging infectious diseases, there is much work to be done.

In closing, I want to express my sincere thanks to the TFAH Board of Directors, our funders, partners and staff; without whom our work would not be possible.

**John Auerbach**

***President and CEO***



## Government Relations

During 2019, TFAH's Government Relations team continued its work to position the organization as a reliable resource for evidence-based, non-partisan information on issues involving promoting and protecting the public's health, being prepared for public health emergencies, addressing the social determinants of health and advancing health equity. During the course of the year, Government Relations staff responded to inquiries and met with dozens of Congressional and agency offices. TFAH testified before Congress and briefed and assisted Congressional staff and committees. In our growing efforts to work with partners across the numerous sectors that impact Americans' health, TFAH participated in convenings and presented at meetings with public health, healthcare, mental health, health equity and all-hazards preparedness partners.

Highlights of the Government Relations team's work during the year include:

In January, TFAH released its Legislative Priorities brief for the 116th Congress.

### On the Hill:

John Auerbach testified before the House Energy & Commerce Committee on the Leading Infrastructure for Tomorrow's America (LIFT) Act, focusing on the importance of ongoing investment in the public health infrastructure.

Congress passed and the President signed the Pandemic and All-Hazards Preparedness and Advancing Innovation Act, which was a top priority in our *2019 Ready or Not: Protecting the Public's Health from Diseases, Disasters and Bioterrorism* report. The legislation reauthorized key preparedness programs and

codified the roles of federal agencies in certain preparedness activities. TFAH called for Congress to adequately fund the programs in the law.

The Senate Committee on Health, Education, Labor & Pensions introduced the Lower Health Care Costs Act, which incorporated several TFAH priorities, including grants to support vaccinations and public health data modernization and guidance for evidence-based strategies for obesity prevention programs.

TFAH hosted or co-hosted a number of congressional briefings to update members of Congress and their staff on key public health issues including:

- *Ready or Not* report briefing with John Auerbach; Lori Upton, Southeast Texas Regional Advisory Council; and Dr. Celeste Philip, Former Florida Surgeon General; as well as Rachel Fybel, staff for Rep. Anna Eshoo (CA). Over 70 people attended, including many congressional staff.
- Dr. J. Nadine Gracia spoke on a panel highlighting the *Pain in the Nation Report* with Dr. Debra Houry, CDC's National Center for



Injury Prevention and Control. Rep. John Katko (NY), Rep. Don Beyer (VA), and Rep. Grace F. Napolitano (CA) hosted the briefing and gave remarks.

- TFAH co-sponsored a briefing entitled “Preventing Outbreaks: Working Together to Increase Vaccine Confidence.” Rep. Michael Burgess (TX) and Rep. Kim Schrier (WA) delivered opening remarks. The groups co-sponsoring the briefing with TFAH included: American Academy of Pediatrics, Biotechnology Innovation Organization (BIO), Adult Vaccines Access Coalition, Vaccinate Your Family, the National Association of County and City Health Officials (NACCHO) and Association of State and Territorial Health Officials (ASTHO). The goal for the briefing was to educate Congressional staff on the importance of vaccines, the role of public health and other stakeholders in preventing and responding to outbreaks, and what policymakers can do to strengthen vaccine acceptance and access. The panelists included Dr. Nancy Messonnier, National Center for Immunization and Respiratory Diseases, CDC; Dr. Jeffrey Duchin, Health Officer, Public Health-Seattle and King County, Washington; Riki Graves, The Immunization Partnership; and Erica DeWald, Vaccinate Your Family.
- TFAH hosted a Congressional briefing on the *2019 State of Obesity* report with John Auerbach; Jamie Bussel, Robert Wood Johnson Foundation; Dr. Ruth Petersen, Division of Nutrition, Physical Activity and Obesity, CDC; and Dr. Renée Boyton-Jarrett, Boston University.

## Within the Advocacy Community:

TFAH continued to grow the Well Being Working Group (WBWG), a coalition of public health, suicide prevention, mental health and substance misuse prevention organizations. TFAH organized a WBWG Hill Day in September to introduce the coalition to Congressional staff.

TFAH joined the American Lung Association’s “Year of Air Pollution and Health” campaign as a partner for the month of September, which focused on the health impact of extreme storms. The campaign gave TFAH another opportunity to share the recommendations from our *Ready or Not* report.

Government relations staff 2019 speaking engagements included:

- American Foundation for Suicide Prevention’s Advocacy Forum
- American Society for Microbiology Biothreats Conference
- America’s Blood Centers Conference
- Congressional Black Caucus Annual Legislative Conference-Health Braintrust Futures Expo
- Congressional Hispanic Caucus Institute Leadership Conference
- Mental Health Liaison Group
- National Academies of Sciences Healthy Parenting Collaborative
- National Association of Community Health Centers Policy & Issues Forum
- National Association of County Behavioral Health and Disability Directors Conference
- Obesity Care Action Network
- Preparedness Summit, including a town hall panel on the importance of storytelling in advocacy and policymaking.

## VOICES FROM THE FIELD:

# What are TFAH's Strengths and Contributions?

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“The Trust for America’s Health has proven to be a leader in catalyzing effective action for policy change. Their work is an essential component in the national effort to promote optimal health for every person and community.”

**Georges C. Benjamin, M.D.**

Executive Director

American Public Health Association

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TFAH is one of the few Washington, DC-based organizations that provides evidence-based information on our nation’s most challenging public health issues. By focusing on the power of prevention at all levels of government, the private sector, and in communities, TFAH’s recommendations and advocacy inform all Americans — from policymakers to individuals — on how we can become a healthier nation.

**Anand Parekh, M.D.**

Chief Medical Advisor

Bipartisan Policy Center

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“For years, and often speaking alone, TFAH has been a clear and courageous voice for the need for robust human talent, infrastructure, and preparedness in public health and a dedicated leader in the effort to support the health, spirit, and well-being of all people by addressing the social determinants of health.”

**Vince Ventimiglia**

President, Collaborative Advocates

Leavitt Partners

TFAH Board Member

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TFAH is a trusted partner and collaborator for so many of us in the field of public health. Their policy expertise, strong advocacy, and hardworking, mission-driven staff are critical as we fight to prevent disease and protect and promote the health of the nation. TFAH supports partners and creates space for key discussion and collaborative activities. BCHC looks forward to continuing to work alongside them in the year to come and always.

**Chrissie Juliano, MPP**

Executive Director

Big Cities Health Coalition



# Policy Development

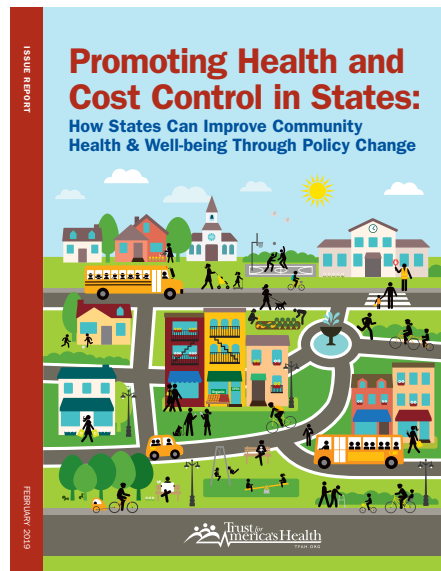
## Age-Friendly Public Health Systems

TFAH envisions a nation in which every older adult has the opportunity to live in optimal health and well-being. TFAH strives to achieve this by advancing the adoption of healthy aging as a priority and core function of public health departments throughout the nation. 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 2019, TFAH continued to partner with The John A. Hartford Foundation to facilitate a pilot in Florida demonstrating the feasibility of the Age-Friendly Public Health Systems (AFPHS) framework designed to guide and inform the expansion of public health roles in aging through Florida's county health system. This effort has included creating and supporting collaborations between the public health and aging sectors, collecting and disseminating data on the state's older adult population, and ensuring all planning and programming are done with an aging lens. This successful pilot validates the importance of public health's engagement in promoting the health of older adults, and, importantly, proves it is possible to garner the support of elected and appointed officials and community-based organizations, establishing the potential for sustainability and more widespread adoption.

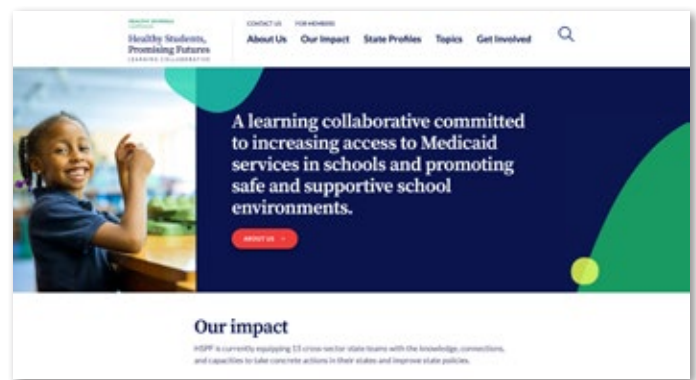
## Promoting Health and Cost Control in States (PHACCS)

*The Promoting Health and Cost Controls in States (PHACCS)* report, released in February, identified 13 evidence-based policies, all outside the healthcare sector, that if adopted by states can improve their residents' health and well-being and lower healthcare spending. Recommendations included policies such as support for universal Pre-K and school nutrition programs, taxing alcohol and tobacco products, supporting syringe access programs and creating or increasing earned income tax credits.



The PHACCS team built on the report's release through presentations at numerous meetings and convenings including Association of State and Territorial Health Officials (ASTHO) and National Association of County and City Health Officials (NACCHO) national meetings. TFAH also partnered with the Center for Public Health Law Research at Temple University's Beasley School of Law to release state by state legal analysis data sets on two of the report's recommended policies: tobacco pricing and syringe service programs.

## Healthy Students, Promising Futures Learning Collaborative



Working with the Healthy Schools Campaign, TFAH continued to support the Healthy Students, Promising Futures Learning Collaborative to include 15 states.

The program 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 by promoting safe and supportive school environments.

*The Healthy Students, Promising Futures* website ([www.healthystudentspromisingfutures.org](http://www.healthystudentspromisingfutures.org)) was launched during the year as a hub resource for educators, public health agencies, the social service sector and other stakeholders nationwide.

# Policy Research, Communications and Outreach

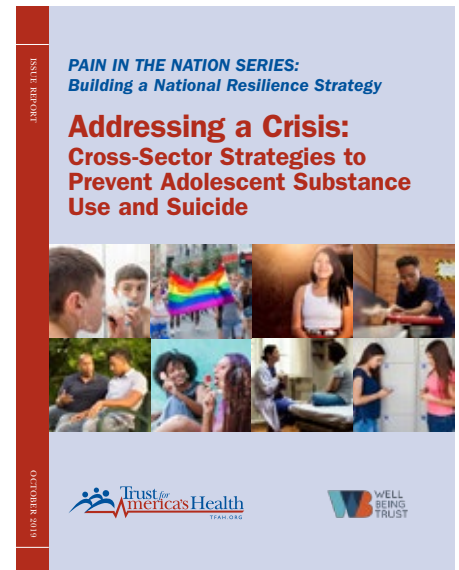
## Publications

TFAH staff researched, wrote, produced and released six reports during 2019, four annual reports: on public health funding, all-hazards preparedness, alcohol, drugs and suicide trends and mortality, and obesity, and two one-time theme reports within our Pain in the Nation initiative, on *Cross-Sector Strategies to Prevent Adolescent Substance Use and Suicide* and *Alcohol and Drug Misuse and the Millennial Generation – A Devastating Impact*.

All TFAH reports are widely distributed to policymakers, the public health community and the news media. As a result, TFAH staff were interviewed by national, regional and local media outlets throughout the year. Coverage of TFAH reports during 2019 included in the *New York Times*, *USA Today*, *NPR*, *NBC*, *U.S. News & World Report*, *Kaiser Health News*, the *Associated Press* and *Telemundo*.

## Webinars

In November, TFAH hosted a PHACCS webinar on *Promoting Health and Cost Control in States: Exploring the Health and Economic Impacts of Tobacco Pricing Strategies*. The webinar highlighted the legal landscape of tobacco pricing strategies, the health impacts of tobacco pricing strategies, and how advocates are working at the local and state level to reduce tobacco use. The panelists also discussed the latest research and public health efforts focused on tobacco control programs. The webinar featured Dr. Corinne Graffunder, Office on Smoking and Health, CDC; Claudia Rodas, Campaign for Tobacco-Free Kids; and Lindsay Cloud, Temple University Center for Public Health Law Research.



## Web and Social Channels Strategies

Throughout the year, TFAH was active on social channels to support and amplify its activities, raise awareness and mobilize action. Toward that end TFAH participated with allies and partners in the following national social messaging campaigns: *Minority Mental Health Awareness Month*, *Immunization Awareness Month*, *National Breastfeeding Month* and *Racial and Ethnic Approaches to Community Health* (CDC REACH Program) 20th anniversary, flu vaccination campaigns, and *Salud America!* child health messaging.

TFAH continued to grow and tailor its web and social media presence in 2019. For the year, traffic to TFAH.org was up by 148 percent from year prior. On Twitter the organization's followers were up by 6.8 percent and on LinkedIn the size of the following audience grew by 31 percent.

# 2019 Financial Highlights

<b>FUNDING WAS OBTAINED FROM:</b>	<b>2018</b>	<b>2019</b>
Grant revenue*	6,571,283	1,504,980
Contract revenue	51,381	161,498
Contributed services	-	-
Other donations	11,031	25,609
Investment return	25,620	401,817
<b>Total Funding</b>	<b>6,659,315</b>	<b>2,093,904</b>

<b>FUNDS WERE SPENT ON:</b>		
Program services	3,511,617	3,838,985
General and administrative costs	431,889	452,151
Fundraising	162,993	193,544
Other expenses	-	1,783
<b>Total Expenses</b>	<b>4,106,499</b>	<b>4,486,463</b>

## ASSETS AND LIABILITIES

### ASSETS:

Cash and cash equivalents	6,200,847	1,361,058
Unconditional promises to give	1,223,774	717,055
Accounts receivable	313	88,402
Investments	3,251,659	6,022,534
Other Assets	441,706	484,571
<b>Total Assets</b>	<b>11,118,299</b>	<b>8,673,620</b>

### LIABILITIES:

Accounts payable and accrued expenses	202,552	134,119
Deferred lease obligation	399,650	415,963
<b>Total Liabilities</b>	<b>602,202</b>	<b>550,082</b>

### NET ASSETS:

Available for general operations	4,747,751	5,224,029
Available for designated purposes	5,768,346	2,899,509
<b>Total Net Assets</b>	<b>10,516,097</b>	<b>8,123,538</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>11,118,299</b>	<b>8,673,620</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. Please contact Trust for America's Health at 202-223-9870 or at [info@tfah.org](mailto:info@tfah.org) for questions or additional information about the audited financial statements.

## 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

The John A. Hartford Foundation

Dawn Hill Fund

Conrad N. Hilton Foundation

Kaiser Permanente

W.K. Kellogg Foundation

The Kresge Foundation

Michigan Public Health Institute

Robert Wood Johnson Foundation

Well Being Trust



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