

COALITION *for* HEALTH FUNDING

www.publichealthfunding.org



2017 Year in Review

At a Glance...

For more than 45 years, the Coalition for Health Funding has been the leading voice in strengthening public health and health research through advocacy and education. Our dues-paying, nonprofit member organizations represent the interests of more than 100 million patients and consumers, health providers, professionals, and researchers.

Among the 2017 achievements and offerings to member organizations, the Coalition for Health Funding:

- Met face-to-face with more than 50 policymakers, including several Members of Congress.
- Issued 17 letters and statements to protect and promote health funding;
- Hosted the Coalition for Health Funding's Second Annual Public Health Fair, allowing members and public health agencies to showcase their work;
- Organized a Hill briefing on the public health infrastructure with the Congressional Public Health Caucus that promoted health funding and the Coalition's brand visibility on Capitol Hill;
- Led a delegation of members to Atlanta for the Coalition's second annual tour of the Centers for Disease Control and Prevention (CDC);
- Led the community in NDD United's efforts to stop sequestration through the "Raise the Caps" campaign and publication and widespread dissemination of the second Faces of Austerity report;
- Kept our members informed about federal funding developments through the intelligence and expert analysis provided in our daily e-newsletter.

The Unified Voice for Health Investments

For more than 45 years, the Coalition for Health Funding has been the leading voice in strengthening public health and health research through advocacy and education. Our dues-paying, nonprofit member organizations represent the interests of more than 100 million patients and consumers, health providers, professionals, and researchers.

With the collective appreciation that “a rising tide lifts all boats,” Coalition members work collaboratively to increase discretionary funding for the Department of Health and Human Services (HHS), its principle agencies—Agency for Healthcare Research and Quality (AHRQ), Centers for Disease Control and Prevention (CDC), Food and Drug Administration (FDA), Health Resources and Services Administration (HRSA), Indian Health Service, National Institutes of Health (NIH), Substance Abuse and Mental Health Services Administration (SAMHSA)—operating divisions, and offices and programs that support and protect America’s health. Together, these investments spur innovation through scientific discovery, prevent disease, disability, and injury, assure food and drug safety, protect and respond in times of crisis, educate the next generation of scientists, health care providers and public health professionals, and provide our nation’s most vulnerable access to care.

The Coalition works to influence all aspects of the federal budget process—from the preparation of the president’s budget to the development of appropriations bills—as well as all macro fiscal policies that stand to impact public health and health research.

Advocacy and Outreach Activities

The Coalition for Health Funding had several achievements this year that helped to promote the health community’s funding priorities. Each year, the Coalition tracks its advocacy activities and provides a report to its members. The following report outlines the Coalition’s activities and accomplishments in greater detail.

Snapshot of Advocacy and Outreach Activities, 2016	No.
Congressional Meetings*	52
Administration Meetings**	2
Events***	16
Letters, Statements****	31
Media Appearances	3
Twitter Followers	2,562
Grassroots Toolkits	4

*Includes Executive Director and Board meetings with committee and leadership staff, as well as Hill Day meetings and conference calls with lawmakers.

**Includes Executive Director and Board meetings with administration staff, as well as meetings open to all members.

***Includes Meetings of Members, Public Health 101 Briefing, NDD Town Halls, Tours, and the Public Health Fair

****Includes Coalition for Health Funding letters and statements (17), as well as those of our campaign, NDD United (14).

Letters and Statements

The Coalition for Health Funding undertook several advocacy activities to advance our health funding priorities on Capitol Hill and within the administration. We drafted 17 letters and statements in response to the House, Senate, and President's budgets and appropriations proposals, threats to the Prevention and Public Health Fund, and more.

Copies of the Coalition's letters and statements are available at:
<http://www.publichealthfunding.org/action/correspondence1>

COALITION *for* HEALTH FUNDING

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PRESIDENT'S BUDGET SHOWS CHALLENGES POSED BY AUSTERE BUDGET CAPS

The President's fiscal year (FY) 2017 budget request attempts to restore some of the harmful public health and research cuts of recent years and make new investments in emerging health challenges. However, the unprecedented use of mandatory funds to supplant discretionary funding for these critical functions is indicative of the effects that years of austerity have had, and continue to have, on the discretionary budget.

Total funding for public health and health research remains too low, as discretionary funding in many cases remain below FY 2010 levels. The fiscal pressures imposed by austerity afford little opportunity for growth in the President's budget. In fact, due to the austere caps on discretionary funding, many of the President's major health initiatives, including the cancer "moonshot" and his efforts to combat opioid abuse, are funded through mandatory streams of funding for the National Institutes of Health, Centers for Disease Control and Prevention, Food and Drug Administration, and other key public health agencies. While these mandatory accounts are fully offset in the President's budget, they are indicative of the inability to invest in new health programs under the current discretionary budget caps.

Earned and Social Media

The Coalition for Health Funding's media presence continued this year with Executive Director Emily Holubowich being quoted in five major publications—USA Today, Washington Times, Bloomberg News, CNN.com, CQ Magazine—and other trade publications regarding federal funding for public health programs, as well as the federal budget.

The Coalition's social media presence was enhanced in 2017, as well. In just our sixth year on Twitter, @healthfunding now has 2,562 followers, a 27 percent increase from 2016.



Public Health Fair

Together with the Congressional Public Health Caucus, the Coalition for Health Funding held its Second Annual Public Health Fair on Capitol Hill where Coalition members and federal Public Health Service agencies hosted booths to educate members of Congress and their staff about the public health continuum. This first of its kind event drew more than 250 attendees. Altogether, there were more than 30 educational booths, representing the breadth of federal public health programs, where attendees could gather information and participate in interactive activities, such as guided meditation sessions and ensuring their blood sugar level is safe while getting some “puppy love.”

CDC Tour

The Coalition for Health Funding led a delegation of nearly 20 members to tour the CDC’s headquarters in Atlanta. Coalition members had the opportunity to meet with senior leadership across the agency and visit areas typically closed to the public, including the Emergency Operations Center, the insectary, and the pathology and environmental health laboratories. Participants came away with a greater appreciation of the agency and its broad mission to protect and promote public health.



NDD UNITED



Working Together to Strengthen America

NDD United

For the sixth consecutive year, the Coalition for Health Funding continued its efforts to influence macro fiscal policy and prevent further cuts to public health, health research, and other nondefense discretionary (NDD) programs by co-chairing NDD United—the first such effort of its kind.

Our work founding and leading NDD United has afforded the Coalition greater visibility throughout the community, Capitol Hill, the White House, and the media as a leading voice in the budget debate. With the expiration of the Bipartisan Budget Act of 2015 and the scheduled return of sequestration, 2017 was a particularly busy year for the campaign. Specifically, NDD United led two major efforts this year:

- **#RaisetheCaps:** In January, NDD United once again organized a sign-on letter spanning across the NDD sectors calling on Congress to raise the caps and maintain the parity principle set forth in the Budget Control Act of 2011 and both Bipartisan Budget Acts of 2013 and 2015 that provided relief from the austerity of sequestered caps. NDD United recirculated the letter for additional signatures for distribution again in September and initiated the process for a January 2018 distribution. Each letter had more than 2,000 signatures from national, state, and local organizations.

In September, NDD United organized the community for a day of action as Congress returned from the August recess. Staff developed an advocacy toolkit that provided templates for participating national, state, and local organizations to help their grassroots engage in the budget debate via social media, traditional media, and contact with their Members of Congress. Volunteers distributed NDD United’s “Raise the Caps” baseball caps and the sign-on letter to each congressional office. Our efforts were echoed by leaders in Congress in an afternoon press conference featuring representatives from the NDD United Steering Committee including Coalition for Health Funding Board Member and NDD United Co-Chair Ben Corb, and Representatives Steny Hoyer, John Yarmuth, Barbara Lee, and Pramila Jayapal.

**NDD
UNITED**



- **Faces of Austerity 2.0:** With funding from the Annie E. Casey Foundation, NDD United published its second report on the impact of budget cuts across nondefense programs. *Faces of Austerity: How Budget Cuts Continue to Make Us Sicker, Poorer, and Less Secure*, available at www.raisethecaps.org, featured 12 stories of Americans hurt by budget cuts, including two from the public health sector. To accompany the release of the report, and with support of sponsors throughout the community, NDD United brought four individuals featured in the report to Washington to tell their stories on Capitol Hill. On October 25, they participated both in a Facebook Live interview with Representatives Steny Hoyer and Jan Schakowsky that had nearly 5,000 views, and a congressional briefing featuring Representative John Yarmuth that drew more than 120 in person attendees, as well as more than 450 online viewers via Periscope. Coalition for Health Funding Deputy Director Tiffany Kaszuba also published an Op Ed in *The Hill* to help publicize the report's release (available here: <http://thehill.com/blogs/congress-blog/economy-budget/357217-meet-the-people-hurt-by-congress-budget>).

In addition to these major initiatives, NDD United also:

- Organized a press conference with Democratic Leadership of the House Appropriations and Budget Committees (May 2017)
- Hosted a webinar on messaging (June 2017)
- Hosted a community call on tax reform (October 2017)
- Developed and distributed a Tax Advocacy Toolkit (October 2017)

In support of NDD United's operations, Coalition for Health Funding staff continued to build relationships in the community bringing the total number of subscribers on the distribution list to more than 800. In addition, Coalition staff spearheaded the Coalition's fundraising, organized events, managed the campaign's Twitter account @NDDUnited, which ended the year with 855 followers (250 new followers added in 2017), and issued fourteen letters and statements in response to fiscal policy.

Copies of NDD United's statements are available at:
<http://www.nddunited.org/action/>.



Member Services

Meetings of Members

As a service to its members, the Coalition for Health Funding organizes educational meetings, informal networking events, and briefings with policymakers and experts. Meetings this year included:

- Budget Bootcamp with Emily Holubowich (January)
- Open House with Representative Mike Simpson (February)
- Hill Day (March)
- Panel on messaging with Republican congressional staff (April)
- 100 Days Happy Hour (April)
- Annual Meeting with Office of Management and Budget Public Health Team (June)
- Briefing with Laura Friedel and Alex Keenan, Labor, Health and Human Services, Education and Related Agencies Appropriations Subcommittee Majority and Minority Clerks (June)
- Budget 101 Webinar (July)
- Meet and Greet with Colleen Boyle, Director, CDC's National Center for Birth Defects and Developmental Disabilities (September)
- Annual "Public Health 101" Hill Briefing (September)
- Briefing with Bruce Evans & Chuck Kieffer, Senate Appropriations Committee Majority & Minority Clerks (October)
- Second Annual CDC Tour (November)
- Second Annual Public Health Fair (November)
- Annual Meeting of Members with Representative Raul Ruiz (December)

Intelligence Sharing

Throughout the year, Coalition members received via the “Member Update” emails important intelligence and analysis on issues related to federal budget and appropriations, including reminders about key dates, bill text and reports, and related white papers and policy briefs, as well as “breaking news” alerts. Coalition members in 2017 received a total of 257 of such emails.

Guest Speaker Appearances

As a service to members, Coalition for Health Funding staff frequently speak at members’ conferences, webinars, and other events at their request. This year, Coalition staff spoke at 12 such event on topics related to fiscal policy and best practices in advocacy and communications.

Administration

In 2017, the Coalition for Health Funding Board of Directors met monthly and oversaw the Coalition’s activities and operations.

The Coalition started 2017 with 90 members—down nine from the previous year. Through strong recruitment efforts of our members and staff, and bundling of membership and Public Health Fair sponsorships, the Coalition ended the year with 99 members. While the Coalition has not yet met its goal of 100 members, it is well positioned to exceed that target next year as threats to public health funding continue.

Because of strong member recruitment and retention, the Coalition for Health Funding was able to maintain its dues revenue and ultimately grow its reserve for the second consecutive year. The Coalition for Health Funding Board of Directors set a new goal for the reserve – to establish a minimum reserve of \$100,000 to sustain the Coalition’s staff and services for three months in the event of a financial hardship. The Coalition for Health Funding is on track to meet this goal by the end of 2019.

Due to the implementation of changes in the dues structure in late 2015, the Coalition lost members in 2016, beginning the year with just 90 members. However, through recruitment efforts by our members and staff and bundling of membership for the Public Health Fair sponsorships, the Coalition ended the year with 99 members, unchanged from 2015. While the Coalition has not yet met its goal of 100 members, it is well positioned to exceed that target next year as threats to public health funding continue.

