

Creating the Healthiest Nation



Funder Prospectus



AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.

We are the AMERICAN PUBLIC HEALTH ASSOCIATION

We invite you to join us as we embark on a new and ambitious chapter in our more than 140-year history: To create the healthiest nation by 2030. Despite the United States being home to the best doctors and medical technology in the world, Americans live shorter lives and suffer from more health issues than peers in many other high-income nations. We can do better. The bottom line is this: If the U.S. wants to remain a global economic leader, we have to invest more in disease prevention and health promotion.

When APHA talks about **creating the healthiest nation**, we mean making the healthy choice the easy choice. That means:

- making it easier for people to eat healthy, exercise regularly and access preventive clinical services.
- ensuring all children have a chance at academic success and the lifelong health advantages that come with it.
- creating the community conditions that allow all people, regardless of income, an opportunity to live free from preventable disease and injury.

Creating the healthiest nation is an achievable goal, but it will require an enormous amount of work and cooperation across all sectors of society. That's why **we're seeking the support of funders and donors like you**. When you give to APHA, you're supporting a new and powerful movement to transform the way our country thinks about and approaches good health — a movement that believes preventing disease is just as important as treating disease.

In the following pages, you'll learn more about key opportunities to support APHA and the hundreds of thousands of public health workers who make our communities healthier and safer every day. We hope you will join us in creating the healthiest nation in one generation!

www.apha.org

Our vision for 2030: The path to the healthiest nation

Expanding access to medical care is critical to people's health, but building the healthiest nation takes more than insurance cards. Creating the healthiest nation means acknowledging that nearly every decision made in the public sphere — from federal clean air regulations to local sidewalk zoning — has an impact on people's health. We call this a **health-in-all-policies** approach. This approach has the potential to unite stakeholders across sectors in helping them understand their distinct roles in healthier communities and how they can affect positive change.

While the web of social, environmental and economic determinants that shape people's health and risk for disease is deeply complex, it is still well within our power to influence. When enough people commit to considering the health implications of their decisions — both as individuals and as a society — we will slowly, but surely, create a healthier nation for ourselves and future generations.

At its very core, a health-in-all-policies approach supports the ideal of prevention.

Examples of this approach in action include:

- A community planner designs sidewalks that safely connect residential areas and schools. This means more children can walk and bike, gaining the immediate benefits of exercise and hopefully developing a lifelong appreciation for physical activity.
- A principal may decide to post “No Idling” signs in the school pick-up area to reduce emissions that aggravate childhood asthma. Her decision spurs other facilities in the community to do the same, resulting in cleaner, healthier air for all.
- City officials debating where to locate a new farmers' market decide to put it in a neighborhood where few stores sell fresh fruits and veggies. The new market creates an opportunity for nutritious eating and brings new economic stimulus to the community.
- At the federal level, officials who work on agricultural subsidies consider how such funding impacts the nutritional quality of the food supply and the affordability of healthy produce. Fellow federal officials working on subsidized housing development use the approach to leverage community design toward healthy opportunities, such as ensuring proximity to medical resources and the inclusion of green spaces where children can safely play.

A health-in-all-policies approach is the perfect tool to help us achieve our vision for 2030 — a nation that values prevention on level ground with medical care and that views disease prevention as a vital investment in our nation's success and security. APHA and our members are well versed in building partnerships and coalitions using the health-in-all-policies framework. We know prevention works, and we're uniquely positioned to lead a new public health movement.

*Learn more about APHA's newest effort to build a cross-sector movement toward a healthier nation — a movement we call **Generation Public Health™** — at www.apha.org/GPH.*

What is public health?

Public health improves the lives of all people and all communities. While doctors work with patients one-on-one to treat specific diseases or injuries, public health practitioners monitor and pinpoint health concerns across communities and populations. Doctors examine the biological systems inside our bodies to find and treat disease. Public health practitioners examine the complex environmental and social systems in our communities to find ways to promote health and prevent disease and injury in the first place.

What does this unique perspective look like in practice? Instead of treating respiratory diseases, public health practitioners develop programs and policies that protect people from tobacco smoke and environmental pollutants in the first place. Instead of treating babies born prematurely, public health nurses study the barriers to prenatal care and assist at-risk women in having healthy pregnancies and carrying their babies to full term. Instead of treating traffic-related injuries, public health researchers partner with transportation planners to design safer streets for drivers, pedestrians and bicyclists.

Instead of treating measles cases, public health practitioners work to ensure vaccines are used to prevent its re-emergence. During infectious disease outbreaks, epidemiologists study the patterns, causes and effects of the disease across populations in order to deploy vaccines and other resources where they are needed most. Instead of treating chronic diseases such as obesity and diabetes, public health educators develop evidence-based programs that encourage healthy weights and habits from an early age. Instead of treating water-borne illness, environmental public health workers continually monitor the quality of drinking and recreational water to prevent the transmission of disease.

These public health examples are just the tip of the iceberg. However, the common thread that weaves its way throughout all these examples can be summed up in one powerful word: prevention.

To gain a greater sense of how public health and the science of prevention have changed our lives for the better, visit the Centers for Disease Control and Prevention's website to read about "The Ten Great Public Health Achievements in the 20th Century": www.cdc.gov/about/history/tengpha.htm.

Why do you support APHA?

"A logical expression of my passion for public health is to financially support APHA's work to create the healthiest nation in one generation. I find it exhilarating to be part of building a public health movement and strengthening public health practice. It has been relatively easy then to decide to prioritize my spending a bit differently to make sure that I have money to give to APHA."

PAMELA AALTONEN *PhD, RN*

APHA Executive Board chair (2014-2015)

Associate professor and associate head, Purdue University School of Nursing

Who is APHA?

Our mission

Improve the health of the public and achieve equity in health status.

Our vision

Create the healthiest nation in one generation.

Our guiding principles

Build public health infrastructure and capacity, create health equity and ensure the right to health and health care.

APHA is the collective voice for the health of all people. We are the only organization that brings together a global community of stakeholders with a trusted 140-plus year perspective to improve the health of the public and achieve health equity. We advocate for effective federal policies, promote evidenced-based research and support public health workforce development.

Our members include state and local health officials, researchers, advocates, physicians, educators, lawyers, counselors, social workers, administrators, nurses, policymakers, epidemiologists, students, community health workers and many, many more — all who seek to improve people's health through the science of prevention. In addition to APHA's 25,000 members, we represent another 25,000 individuals who are members of our more than 50 affiliated state and regional public health associations and others who are committed to creating a healthy global society.

Our core duty is to support our members — thousands of public health workers across the country who are investigating disease outbreaks, testing drinking water, providing vaccines, offering nutrition counseling, ensuring a safe food supply and so much more. APHA develops, creates and distributes the highest-quality professional resources to help our members improve the practice of public health, create healthier communities and advocate for evidence-based policies.

Why do you support APHA?

"APHA offers indispensable opportunities for young professionals and students to experience the public health profession firsthand and be inspired by their seasoned peers in the field. And because APHA's membership reflects the broad diversity of the public health discipline, young people have the unique opportunity to explore the many ways they can serve as agents of healthy change in their communities. For me, an investment in APHA is an investment in the future of the public health profession and in bringing new talent, ideas and energy to a growing public health movement."

AYMAN EL-MOHANDES *MBBCh, MD, MPH*

APHA Executive Board member (2012-2016)

Dean, City University of New York School of Public Health

Among our flagship products, events and activities:

- **APHA Annual Meeting** — The seminal event is the largest gathering of public health professionals in the world, attracting more than 12,000 attendees.
- **American Journal of Public Health** — This is the nation's leading peer-reviewed public health journal.
- **The Nation's Health** — APHA's award-winning public health newspaper offers in-depth reporting.
- **National Public Health Week** — The annual observance engages hundreds of communities nationwide in a week of public health celebrations, awareness and service.
- **APHA Press** — Our press is the foremost publisher of books and periodicals on public health including the best-selling, "Control of Communicable Diseases Manual."
- **Advocacy** — APHA is among the nation's foremost advocates for strong public health systems and evidence-based health policy. With APHA's help, our members and followers support dozens of priority public health issues throughout the year.
- **Social Media** — APHA is a leader in public health social media. Our Twitter @PublicHealth, with nearly 500,000 followers, was named one of the best Twitter accounts in the world by *Time* magazine.
- **Get Ready** — APHA's Get Ready campaign is dedicated to helping Americans prepare themselves, their families and communities for disasters and emergencies.
- **Public health policy** — APHA's Center for Public Health Policy and our Center for School, Health and Education develop and disseminate reports, issue briefs, fact sheets and webinars on a wide variety of public health topics.

APHA is the most diverse organization of public health practitioners and most reflective of the broad public health discipline. Our members work in every field of public health from maternal and child health to occupational health and safety to public health nursing. To gain a better understanding of our members and the work they do, visit www.apha.org/member-sections.

Why do you support APHA?

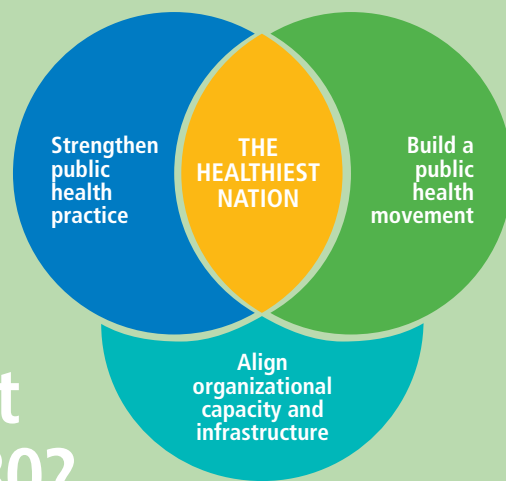
"I have found APHA membership to provide me with a global perspective on public health. The articles and topics help shift my perspective and enhance my understanding of the field of public health. The staff at APHA have served as thought partners over the years and provided invaluable insights that have improved my work with the school-based health center field. Today, APHA helps inform the work that I lead at Kaiser Permanente as well as my service on the California School-Based Health Alliance board and on the First 5 Alameda County Commission."

CECILIA ECHEVERRIA MPH, MPP

APHA member

Director of Safety Net Partnerships, Kaiser Permanente

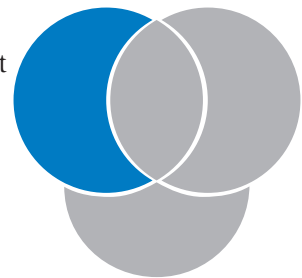
How can you support APHA's vision for 2030?



Below are opportunities to support APHA's vision to create the healthiest nation in one generation. The opportunities are divided according to the three objectives of APHA's strategic plan: strengthen public health practice, build a public health movement capacity and align organizational capacity and infrastructure.

Strengthen public health practice

Creating the healthiest nation will require the knowledge and skills of resilient public health practitioners who are always adapting to meet new challenges and integrate new science. APHA believes that strengthening the practice of public health provides and maintains the foundation of a healthier nation.



- **Educational technology platform:** APHA is a leading provider of public health continuing education courses and institutes. With additional funding support, we will build a more robust and dynamic continuing education platform offering a greater number and variety of continuing education resources.
- **Precision advertising with the *American Journal of Public Health*:** The nation's leading peer-reviewed public health journal, *AJPH* publishes cutting-edge research related to every discipline and topic within public health. This opportunity offers sponsoring organizations static advertisements on specially curated content pages. Prospective funders will work with journal staff to identify published works that coincide with their interests and develop content-collection pages to complement their advertising.
- **K-12 public health education kits:** With funding support, APHA will develop age-appropriate education kits to build public health awareness, promote the value of public health and enhance the pipeline of young people interested in pursuing public health degrees and careers in the field. The sponsoring organization would work with APHA's Student Assembly, the nation's largest student-led public health organization.
- **Mentoring Database:** In direct response to interest among our membership, APHA will develop a comprehensive mentoring program in which members — from students to retired professionals — can serve as mentors to those in earlier stages of their public health careers. Funding will be used to train mentors, provide technical assistance, develop helpful tools and resources and ensure productive mentor-mentee relationships.

Build a public health movement

Creating the healthiest nation requires a movement of people across sectors who believe in the power of prevention and have pledged to do their part in creating healthier communities. With its diverse membership, trusted voice and a track record of making a difference, APHA is uniquely positioned to bring together new partners on behalf of better health.



- **National Public Health Week:** Every year, during the first full week of April, APHA brings hundreds of communities across the nation together to celebrate National Public Health Week (NPHW), which first began in 1995. The week serves as a time to promote public health and evidence-based prevention. As the event's organizer, APHA develops a national campaign around a specific theme, including a suite of education and advocacy materials that can be used during NPHW and beyond. Each year, NPHW reaches more places, finds new partners and introduces new people to the world of public health. With additional support, APHA will ensure NPHW continues to grow into every community.
- **Get Ready campaign:** Launched in 2006, APHA's Get Ready campaign helps Americans prepare themselves, their families and their communities for disasters and hazards including: pandemic flu, infectious diseases, natural disasters and other emergencies. Major highlights of the campaign include: a national Get Ready Day, held the third Tuesday of each September; Get Ready: Set Your Clocks, Check Your Stocks, which encourages people to check their emergency stockpiles when they change their clocks for daylight saving time; and the Get Ready Scholarship. APHA produces materials available at no cost by public health practitioners and the general public. With new funding, APHA will expand Get Ready to new venues and audiences.
- **Public Health ACTION (PHACT) Campaign:** PHACT is an annual APHA-led campaign that offers members and the public tools to advocate on behalf of healthier communities at the federal, state and local levels. Each year, the campaign develops new infographics, webinars, fact sheets, easy-to-use templates and other resources to make advocacy easy and accessible. With additional support, APHA will engage more individuals in the public health policy process.

Why do you support APHA?

"I joined in 1976 and my appreciation for APHA keeps growing. Many organizations contribute to preventing disease and improving health, and we work together with them, but we are the leaders of the broad movement. We take essential responsibility for keeping many moving parts and different perspectives working together to protect and promote the health of the public. Our goal of making America the healthiest nation is a call-to-action for all who are invested in our society to see the promise of a healthier society and help make it happen."

SHIRIKI KUMANYIKA *PhD, MPH*

APHA president (2014-2015)

Emeritus professor, Epidemiology, University of Pennsylvania Perelman School of Medicine

- **APHA Roundtables:** Building on its success as a convener, APHA will recruit representatives from private and nonprofit organizations to join its Public Health Roundtables. Roundtable members will discuss public health issues, hear from leaders in the field and pinpoint new opportunities for health-promoting partnerships. The Roundtables, to be held two times per year, will be key in our efforts to create a sustainable public health movement.
- **APHA Fireside Chats:** Even though public health impacts nearly every aspect of our lives, many people and potential partners have a limited understanding of what public health workers actually do. APHA Fireside Chats will address this knowledge gap, while building support for a strong public health system. With the support of funders, APHA will organize six lectures per year on a variety of public health topics and upload recordings to our website. With sponsorship, we will engage noted leaders in the field, purchase recording equipment, host post-lecture receptions and much more.
- **Annual Report on the State of the Nation's Health:** APHA will develop a yearly status report to measure progress toward creating the healthiest nation as well as to keep practitioners and policymakers updated on workforce issues, funding challenges and population health outcomes. The report will be released during a nationally publicized news event and distributed to stakeholders at the local, state and federal levels.

Why do you support APHA?

“APHA is an indispensable voice for public health — and an essential partner in improving the workforce, educating the public and policymakers and advocating for resources. APHA works every day, often against considerable odds, to help create the conditions for all people to live healthy lives.”

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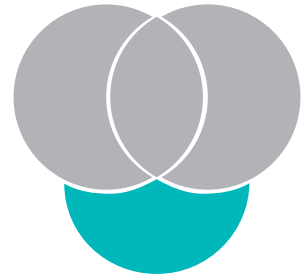
APHA member

President and CEO, de Beaumont Foundation

Former director, CDC - Washington, D.C., office

Align organizational capacity and infrastructure

Creating the healthiest nation will require nimble, adaptive and resilient organizations to lead the way. APHA is working to align its resources and skills toward one overriding goal and to identify new needs and solutions.



- **APHA Center for Social Media and Communications:** APHA seeks to launch a new center dedicated to engaging members and the public through new communication channels and techniques. The center will serve as a clearinghouse for information related to public health communication as well as host engagement and training events for practitioners and the public. The center will act as a meeting place where public health professionals can learn about social media tools, cutting-edge communication science and the latest technology.
- **Capital Campaign to Retire the Mortgage:** APHA will roll out a campaign to raise \$6.5 million to retire the Association's mortgage. By retiring the mortgage, APHA frees up approximately \$550,000 annually that can be redirected to supporting its members in creating the healthiest nation.
- **APHA Center for Public Health Policy:** With new funding support, the APHA Center for Public Health Policy will strengthen its role as a leading voice in public health policy, practice and innovation. The center already has an impressive record of developing and creating high-quality resources on a variety of priority public health topics, such as climate change, environmental health, health equity, violence prevention and health-in-all-policies. Additional support will allow the Center to expand its portfolio, reach new and nontraditional audiences and more widely distribute today's most promising public health practices.

Let's discuss our shared vision for creating the healthiest nation. To learn more about existing funding opportunities or to discuss fresh ideas, call 202-777-2486 or email development@apha.org.

The value of Prevention

Donating to APHA is an investment in prevention. Every day, APHA works to support public health workers in the field as they look for new and creative ways to bring opportunities for better health to all communities and all people. As a nation, we have no time to waste — the time for prevention is now.

- The U.S. spends more on health care than any nation in the world, yet only 3 percent of health care dollars is spent on prevention.
- Chronic diseases, which are often preventable, are the number one cause of death and disability in the U.S. Treating people living with chronic diseases accounts for 86 percent of health care costs.
- Chronic disease and obesity rates are responsible for more than \$1 trillion in lost productivity in the U.S. every year.
- Many relatively inexpensive public health interventions yield a significant return on investment. For example, routine childhood immunizations save millions in health care costs and thousands of lives each year. Even seemingly simple prevention tools can yield impressive returns. Case in point, a \$12 investment in a child's bicycle helmet prevents nearly \$600 in medical costs resulting from treating a preventable head injury, for a return of \$48 for every \$1 invested.
- Researchers have linked increased funds for local public health systems to better health. In fact, each 10 percent increase in local public health spending was associated with a significant decrease in infant deaths, deaths from heart disease, deaths from diabetes and deaths from cancer.



VISION

Create the healthiest nation in one generation

MISSION

Improve the health of the public and achieve equity in health status

The American Public Health Association champions the health of all people and all communities. We strengthen the profession of public health, promote best practices and share the latest public health research and information. We are the only organization that influences federal policy, has a 140-plus year perspective and brings together members from all fields of public health. Learn more at www.apha.org.



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