



COLORADO
PUBLIC HEALTH
ASSOCIATION

2011-2012 Annual Report
Colorado Public Health Association

Prepared for the 2012 CPHA Business Meeting

Pueblo, Colorado



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WELCOME LETTER

Greetings Colorado Public Health Association (CPHA) Members,

It has been another successful year for the Colorado Public Health Association. Please enjoy our 2011-2012 Annual Report and learn more about the work of CPHA.

CPHA appreciates the notable contributions that our members, our board, and our partners make to the Association and to support public health in our state. CPHA continues to focus and improve our key role as an Association which includes advocating for public health priorities, as determined by our annual survey, as well as connecting members and offering professional education through our networking events and collaboration for the Public Health in the Rockies Conference. In 2012, CPHA celebrates:

- Partnering with COSOPHE and PHNAC for the well-attended Public Health in the Rockies Conference in our history, with plans in place for our 2013 conference well in advance.
- Promoting public health priorities through our legislative efforts.
- Offering numerous networking events and opportunities for members to connect.
- Growing our student membership to an all-time record.
- Establishing a new mentoring program to be kicked-off this coming year.
- Continuing to expand our membership offerings with a new and improved organizational membership option.

Looking ahead, CPHA will continue to engage our members and our partners in even more exciting opportunities to lead and to grow as professionals as we come together to improve the health of Coloradans in communities across the state. Thank you for your continued partnership and support that makes CPHA and all that we do possible.

In health,

2011-2012 CPHA Board of Directors



SECRETARY'S REPORT

Prepared by Alix Hopkins
Motions from September 2011-July 2012

September 2011-Business Meeting Motions (to be approved at 2012 Business Meeting)

MOTION by Jim Dale to approve the 2010 Business Meeting Minutes
SECOND by Christine Billings
Discussion: none
Passed by unanimous vote

MOTION by CPHA Member to accept the Resolution in Favor of Relationship Recognition and Recognizing LGBT Health Disparities
SECOND by CPHA Member
Discussion: none
Passed by majority vote

MOTION by CPHA Member to accept the Proposed Resolution Requiring Vaccination for Dogs and Cats in Colorado
SECOND by CPHA Member
Discussion: none
Passed by majority vote

MOTION by CPHA Member to accept the Resolution on Tobacco Retail Licensing
SECOND by CPHA Member
Discussion: none
Passed by majority vote

MOTION by CPHA Member to accept the Resolution on R.J. Reynolds Camel Sticks, Strips, and Orbs
SECOND by CPHA Member
Discussion: none
Passed by majority vote

MOTION by Mark Johnson to accept the Slate of Nominees for the CPHA board as all those nominated are running unopposed.
SECOND by Jim Dale
Discussion: none
Passed by unanimous vote

December 2012

MOTION by Mark Thrun that the board adopt the recommendations from the legislative committee to adopt the following three priorities 1) Reserve part of Miles Consulting time to defend funding cuts if



needed; 2) Explore and consider supporting the removal of barriers to local licensing of tobacco retailers;
3) Support the bulk purchase of vaccine if CDPHE moves forward.

SECOND by Jim Dale

Discussion: There is the possibility that the board may alter the priorities after the session begins in January, this is to give direction to Miles Consulting for moving forward at this time. Also possible that Miles Consulting time may be used to start future planning for the 2013 legislative session.

Passed by unanimous vote.

MOTION by Mark Thrun to accept Proposal 1 as the 2012 contract with the Public Health Alliance.

SECOND by Jan Gascoigne

Discussion: This will not include the social media component, will work to develop that within the membership committee.

Passed by unanimous vote.

MOTION by Amy Dillon to approve the contract with Tracy Hardeman for 2012.

SECOND by Burke Fishburn

Discussion: none

Passed by unanimous vote

MOTION by Mark Thrun to add Suzy Shimasaki to the CPHA account with US Bank.

SECOND by Jan Gascoigne

Discussion: none

Passed by unanimous vote.

January 2012

MOTION by Jim Dale to approve the August minutes

SECOND by Christine Billings

Discussion: None

Passed by unanimous vote

MOTION by Jim Dale to approve the December Retreat minutes

SECOND by Christine Billings

Discussion: none

Passed by unanimous vote

MOTION by Mark Thrun to accept the conference policy agreement

SECOND by Jim Dale

Discussion none

Passed by unanimous vote

MOTION by Amy Dillon to approve \$10,300 in a contract with the Public Health Alliance for the conference planning expenses to be shared amongst the affiliate groups with negotiation on payment dates with the Public Health Alliance.

SECOND by Jim Dale



Discussion: Does it all have to be paid now or can that be negotiated, will finalize when invoicing will take place after January 25 treasurer transition.

Passed by unanimous vote

MOTION by Jim Dale to add Amy Dillon to the CPHA US Bank account

SECOND by Mark Thrun

Discussion none

Passed by unanimous vote, Amy Dillon abstained.

February 2012

MOTION by Mark Thrun to approve the January minutes

SECOND by Erin Suelmann

Discussion: None

Passed by unanimous vote

MOTION by the policy committee that CPHA oppose cuts to SBHC, actively support radon bill (HB-12-1165) and support SB12-002 on civil unions.

SECOND by Erin Suelmann

Discussion none

Passed by unanimous vote

MOTION by Mark Thrun to endorse the mentoring program proposal developed by Burke.

SECOND by Jan Gascoigne

Discussion: none

Passed by unanimous vote

MOTION by Jim Dale to provide Erin \$300 spending authority for the three events for Public Health Week.

SECOND by Mark Thrun

Discussion none

Passed by unanimous vote

March 2012

MOTION by Amy Dillon to approve the February minutes

SECOND by Christine Billings

Discussion: None

Passed by unanimous vote

MOTION by Jim Dale to accept the recommendations from the policy committee in support of SB12-134, SB12-93, HB12-1140 and signing on to a letter in support of SNAP.

SECOND by Alix Hopkins

Discussion: none

Passed by unanimous vote



MOTION by Amy Dillon to accept the National PH Week membership drive proposal amended to include the suggested \$8 donation, giving away a free membership at each networking event (2), extend the discount to those attending the student legislative session and give a free membership to the member who recruits the most new members

SECOND by Christine Billings

Discussion: none

Passed by unanimous vote

April 2012

MOTION by Jim Dale to approve the March meeting minutes.

SECOND by Suzy Shimasaki

Discussion: none

Passed by unanimous vote

MOTION by Mark Thrun to approve the organizational membership program proposal that Erin submitted

SECOND by Suzy Shimasaki

Discussion: none

Passed by unanimous vote

MOTION by Mark Thrun to approve the Nondiscrimination Policy drafted by Kyle

SECOND by Alix Hopkins

Discussion: none

Passed by unanimous vote

May 2012

MOTION by Christine Billings to approve the April meeting minutes

SECOND by Jim Dale

Discussion: none

Passed by unanimous vote

June 2012

MOTION by Amy Dillon to approve the May minutes

SECOND by Kendall Krause

Discussion: none

Passed by unanimous vote

July 2012

MOTION by Amy Dillon to approve the June minutes

SECOND by Kendall Krause

Discussion: none

Passed by unanimous vote



MOTION by Amy Dillon that CPHA approve the Village at Breckinridge for the 2013 Public Health in the Rockies Conference

SECOND by Christine Billings

Discussion: none

Passed by unanimous vote

MOTION by Jim Dale for CPHA to contribute \$200 to the COA reception at the APHA annual conference

SECOND by Amy Dillon

Discussion: none

Passed by unanimous vote

MOTION by Amy Dillon to present a change to the CPHA Bylaws to the membership at the 2012 Annual Business Meeting to amend the Bylaws in ARTICLE VIII: Directors to add a "Section 7. A Member at Large shall assist other directors with projects on an as-needed basis" and to also amend the language of ARTICLE VIII: Directors, Section 2 to indicate that "The Directors of Professional Education shall each hold a vote in the business of the Board".

SECOND by Christine Billings

Discussion: none

Passed by unanimous vote

August 2012

MOTION by Jim Dale to approve July minutes

SECOND by Mark Thrun

Discussion: none

Passed by unanimous vote

MOTION by Jim Dale to empower Burke, Amy, Mark and Kyle to create a new CPHA marketing display board/materials in the amount of no more than \$500 as soon as is reasonable.

SECOND by Christine Billings

Discussion: none

Passed by unanimous vote

FINANCIAL REPORT

Prepared by Suzy Shimasaki- See report at www.coloradopublichealth.org



POLICY COMMITTEE REPORT

Prepared by Mark Thrun

In the year 2011-2012, the Policy committee grew to include over 90 active members who receive email notifications through the CPHA Policy Committee Google Group. Of these approximately 10-12 participated each month in a policy committee call.

Based upon a CPHA policy priorities survey and reflecting resolutions passed in the 2011 CPHA business meeting in Steamboat Springs, the policy committee prioritized two areas this year:

1. Defending against further budget cuts. Thankfully, with improving revenue forecasts and legislature support for preserving Amendment 35 dollars for their intended purpose, public health funding was spared significant cuts. It is worth noting that defense against budget cuts has been a CPHA priority for several years. It is thought that prior legislative education played a key role in the protection of these funds in the 2012 legislative session.

The following is from the Miles Consulting Legislative Summary document sent to members on May 18, 2012:

Budget Issues

The legislature is charged with keeping the current fiscal year (FY11-12) budget in balance, while also developing a budget for the upcoming fiscal year (FY12-13). After years of revenue shortfalls and budget cuts, the state's revenues have begun to increase, albeit slowly. As a result, and with the guidance of a strong, unified Joint Budget Committee (JBC), programmatic funding was restored and in some instances even increased. The budget bill passed with near record support in both Houses and among both parties.

The legislature did not take a number of actions required in previous years or proposed this year to reduce health and human services budget items. Specifically, the legislature did NOT:

- *Use Amendment 35 funds to balance the budget. As a result:*
 - o *The Primary Care Fund will not see any cuts for safety net health clinics.*
 - o *\$33M in additional grant funds will be provided for tobacco use, health disparities and cancer, cardiovascular and pulmonary disease, bringing the total to \$48M.*
- *Reduce Medicaid provider reimbursement rates*
- *Increase patient copayments for Medicaid services*
- *Reduce school based health center funding*
- *Reduce funding for local public health agencies (LPHAs). However, since LPHAs receive a percent of the tobacco settlement funds and those funds have dropped, LPHA state funding has declined by 8% over the last five years.*

The approved budget included the following "payment reform" projects for Medicaid:

- *Savings from a Federally Qualified Health Center (FQHC) and Rural Health Clinic (RHC) shared savings (or "gainsharing") pilot program*
- *Savings from a Behavioral Health Organization (BHO) shared savings pilot program focused on pharmaceutical costs*
- *Costs for 1.8 new FTE at HCPF to administer these shared savings pilots*

The final budget included \$3M in funding for the Old Age Pension Dental Program with expanded eligibility through HB1326. It also included funding for SBI08, a bill proposing dental benefits for Medicaid eligible pregnant women that did not pass due to the events at the end of session.



*The JBC also passed a bill appropriating a total of \$22M (\$12.7M General Fund) and 22.0 FTE to make improvements to the **Colorado Benefits Management System (CBMS)**. HB1339 requires the Governor's Office of Information Technology to provide a quarterly written report to the JBC containing specific items about the status of the CBMS project, providing much more legislative oversight of CBMS funding than has occurred previously.*

*Of note, a bill to reinstate the **6% limit on annual growth in general fund appropriations** passed the House with the support of all 33 Republicans, but failed to pass the Senate (HB1075).*

2. Eliminate barriers to the imposition of taxes, fees, or licensing on cigarette retailers at the local or state level. Though the intention was to work with the legislature on the removal of the “poison pill” to licensing cigarette retailers at the local level, the retailers were also working on a bill that would potentially create a statewide licensing system. A draft bill was developed in the Senate, but the bill was never advanced to the Senate body. Concerns were raised by local public health advocates that the bill might expand restrictions currently in CRS that hinder local regulation of tobacco, i.e. local preemption.

It is anticipated that this topic will return to the forefront in the near future, especially given that many Amendment 35 grants will focus on local regulation and retailers’ desire for a uniform set of regulations.

Though a bill did not come to fruition, leaders in both houses have been educated on this issue. Further coalition building will be necessary among health, tobacco, and public health advocacy groups.

3. Radon disclosure. HB 12-1165 would have required that the seller of a home disclose any radon hazards prior to a sale was postponed indefinitely. CPHA actively supported this bill, but it is unclear if this will be presented again in the 2013 legislative session or if advocacy groups will work to implement this disclosure through other means.

CPHA also took positions on a variety of issues that would improve access to health care, limit trans fats in schools, eliminate barriers to collecting surveillance data from youth, expand dental benefits to pregnant women, allow for civil unions, and expand opportunities to higher education to immigrants.

In addition to the legislative work, CPHA hosted a student “Legislation 101” session at the Colorado School of Public Health. Led by Eliza Byers, a small group of students had the opportunity to become more familiar with the legislative process and to learn about career opportunities in the public health policy realm. Though the number of students attending was small, the discussion was appreciated by those in attendance. We have begun to discuss how to repeat this event, but with better marketing to the target student population.

The policy committee also decided to shift the time frame for our priorities setting process. A member survey was updated and significantly revised. This survey was implemented in August whereas in prior years it was not sent out until September or October. This will allow the results to be presented to CPHA membership in the PHiR conference and via email well in advance of the legislative session.

We have also been working with the CPHA Board of Directors and Miles Consulting to begin to plan for longer-term strategic planning. As many public health initiatives will take some time to build coalitions and educate stakeholders, we feel multi-year planning would be ideal moving into the future. These discussions are ongoing.

MEMBERSHIP COMMITTEE REPORT

Prepared by Burke Fishburn (Interim Membership Director)

This has been a pivotal and transforming year for CPHA Membership. With a small but active Membership Committee, we launched a new and increasingly successful Organizational Membership program, a new Mentoring



Program, improved our member communications particularly through the CPHA E-Bulletins, sustained and strengthened our online community and increased our collaborative networking events.

All the great things that have happened with Membership are largely due to efforts of Erin Suelmann, who served as the Membership Director until earlier this year when she unfortunately stepped down from the position. We want to recognize her terrific work on behalf of CPHA and wish her the best in new position in Missouri!

The Committee also recognizes the dedicated, invaluable and essential assistance and contributions of Corine Waldau, Alliance Manager at the Public Health Alliance of Colorado.

Membership Committee 2011-2012 highlights:

- **Member numbers:** CPHA membership is strong and getting stronger! As of 10 September 2012 we had 321 total members.
 - During the course of the year CPHA reached 78 student members in 2011-2012. More than 20 students were able to attend the Public Health in the Rockies Conference, and association membership is becoming more important to students.
 - **Organizational Memberships:** This year CPHA introduced our new Organizational Membership Program with terrific benefits, such as:
 - Individual memberships included for a designated number of employees and affiliate membership rate available for remaining employees;
 - Discounted membership rates based on the organization's size;
 - 25% discount on exhibitor display rates at annual conference, which both Mesa County and Denver Public Health took advantage of this year;
 - Logo placement on CPHA website;
 - Employment advertising in CPHA e-Bulletin & website;
 - Event advertising in CPHA e-Bulletin and on website.

If your organization is not yet a member of CPHA, we highly recommend you take advantage of this opportunity. More information at <http://www.coloradopublichealth.org/membership.php>

- **Annual membership cycle:** Just a reminder: June 1st through May 31st is our new membership year, which means that you will always know when it's time to renew.
- **Mentoring Program:** At this conference we launched a new CPHA Mentoring Program that matches new, younger or less experienced public health professionals, students or other members with CPHA's experienced public health professionals. The Mentoring Program is an ideal vehicle to achieve CPHA's mission by bringing together public health professionals, creating dialogue and exchange of Ideas, and promoting the professional growth of CPHA Members. We also think this will add an important element of CPHA's new and younger member recruitment and retention activities. The Program includes a few important features:
 - **Professional development.** An orientation and guidance is provided to mentors and mentees, with an expectation for mutual goals and a shared workplan. A variety of professional development techniques can be used by mentors and mentees, including coaching, teaching, providing advice, identifying job opportunities and conducting mock interviews.
 - **Collaboration and coordination with other organizations.** Maximize resources and opportunities through collaboration and collaboration with the education and professional



development initiatives of CPHA Affiliates, Organizational Members, Colorado School of Public Health and other Public Health Alliance organizations (e.g. CEHA).

- **On-going matching.** Although the formal program is managed on an annual cycle, we will always take applications for mentees and mentors and match them on an on-going basis.

More information can be found at <http://www.coloradopublichealth.org/mentorprogram.php>

- **Communications**

- **E-Bulletin** – Our member communication is primarily through CPHA’s monthly E-Bulletin and well as special E-Bulletins. In these emails, members can find stories of public health in the community, link to the CPHA job board, view upcoming events, and get the latest news from their professional association. We always welcome member contributions, which can be sent to Christine Billings at cbilling@jeffco.us.
- **CPHA on Facebook:** Started in May 2011, the CPHA Facebook page allows members to stay connected, and share news and ideas from all across the State. “Like” the CPHA Facebook page and join this growing online community. Visit www.Facebook.com/COPublicHealth
- **CPHA on Twitter:** Yes, we tweet! Twitter is another way that members can be engaged with CPHA. We are following 56 Tweeters (such as various health organizations and public health individuals) and have 34 followers. Connect with CPHA at www.Twitter.com/COPublicHealth.

- **Networking**

- **Public Health AT the Avalanche and Rockies networking events** – CPHA was proud to be a partner with PHNAC, COSOPHE, and CEHA in hosting these very successful networking events at a February Avalanche game and a July Colorado Rockies game. Over 125 members and their families attended to show solidarity and support for public health in Colorado. With the donation back from the Avalanche and Rockies, the four organizations were able to purchase much needed equipment without using their budgets.
- **National Public Health Week Networking Events**
 - This year’s National Public Health Week (NPHW) theme was A Healthy America Begins Today: Join the Movement. For the third straight year, Colorado public health professionals were encouraged to mix, mingle and socialize during National Public Health Week. A new collaboration between CEHA, CPHA and COSOPHE increased participation to over 160 individuals at the planned events around the state. The events took place on the following days:
 - Tuesday, April 3, 2012 at Bar Louie at Northfield Stapleton
 - Thursday, April 5, 2012 at CB & Potts in Fort Collins
 - Thursday, April 5, 2012 at the Brick Cellar Bar and Bistro in Gunnison (in collaboration with WCAEHO)
 - Great prizes were distributed and members awarded! Board members were well-represented at the events and had the opportunity to interact with current and future members. The three organizations also were able to promote their membership drives.
 - Look for similar events next year during NPHW on April 1-7, 2013.

- **CPHA Membership Committee:** is always looking for enthusiastic new volunteers to help organize events, be ambassadors to new members, enhance member communication and strengthen member benefits. If you are interested in joining the Committee, contact Burke at burkefishburn@healthpragmatics.com



STUDENT COMMITTEE REPORT

Prepared by Kendall Krause and Amber Banducci

The goal of the CPHA Student Committee is to increase student membership and participation in CPHA activities. Over the past year, we have collaborated with the Colorado School of Public Health (CSPH) to develop awareness of CPHA and identify potential partnerships between the School and the Association.

The committee has conducted a number of active, targeted student outreach events, including on-campus sessions and off-campus professional networking events. Additionally, CPHA has worked with the CSPH Student Council to promote CPHA events through newsletters and email communications. As a result, student membership increased by 100% during 2011-2012. Students are also actively participating in the policy, membership, and education committees. We expect to see these numbers grow as we continue to work with leadership at the School of Public Health to identify additional opportunities for collaboration.

Student Committee Highlights 2011-2012:

- **CPHA info session** – Several CPHA Board Members visited the CSPH campus to present on CPHA's opportunities, events, and benefits. We had a great turnout with approximately 30 students attending.
- **Legislative training** – The Student Committee partnered with the Legislative Committee to conduct a legislative training on campus for students. Eliza Shultz and Mark Thrun hosted the training. The students provided positive feedback and found the training to be extremely valuable. In the future, we hope to expand the legislative training and pair it with a visit to the Colorado State Capitol Building.
- **Public Health Week** – CPHA President Kyle Legleiter presented at a campus forum during Public Health Week to discuss the issues of obesity and increased physical activity. Additionally, students attended several networking events held throughout the week by the Public Health Alliance.

Over the next year, we hope to provide scholarship opportunities for students to attend and present at Public Health in the Rockies, continue to increase student participation on CPHA committees, and institute networking and mentorship opportunities. The Student Committee also hopes to engage students in the new CPHA Mentor Program launching in 2012, and is working to increase collaboration with students representing our other professional associations, including PHNAC, CEHA, and COSOPHE.

PROFESSIONAL EDUCATION COMMITTEE REPORT

Prepared by Christine Billings and Alicia Myers

The key focus of CPHA's professional education committee is spearheading the annual Public Health in the Rockies Conference. Planning for the 2012 conference kicked off this past January with the largest and most active planning committee to date. Members of the planning committee worked tirelessly and became a wonderful team!

Jumping off from the success of the 2011 Conference, the location for the 2012 Conference was announced during the 2011 Conference. This allowed CPHA and the affiliate organizations of the Public Health Nurses



Association of Colorado (PHNAC) and the Colorado Society for Public Health Education (COSOPHE) to jump right in to planning efforts for the 2012 Conference in historic Pueblo, Colorado.

The planning team for the conference worked hard during 2012 to promote the call for abstracts, select keynote speakers, develop and manage budgets, plan for the awards ceremony, develop a high-quality conference program with a variety of breakout sessions, and manage logistics with the conference facility. New to the 2012 Conference were the addition of three Experiential Learning events and a Fitness Sponsor to help promote wellness activities throughout the Conference. All of this is possible due to the support from our valued sponsors and exhibitors, with logistical and communication management from the Public Health Alliance of Colorado.

With over 400 participants for this year's event, we are offering the largest conference in our history. We hope our members enjoy networking, learning and recreating in Pueblo. Also, please mark your calendar for September 18-20, 2013 for our conference at the Village at Breck in Breckenridge, Colorado!

Thank you for supporting the Colorado Public Health Association and we hope to see you for our 2013 Public Health in the Rockies Conference!

ARGC (AFFILIATE REPRESENTATIVE TO THE GOVERNING COUNCIL) REPORT

Prepared by Jim Dale

Representation and Structure: Jim Dale represented the CPHA on the Governing Council of the APHA which conducts the overall Business of the APHA by approving budgets, electing our leaders, updating the by-laws and approving policy positions. The ARGCs are organized into Regions which are the same as the U.S. HHS and EPA Regions. Region VIII is our Region including CO, ND, SD, WY, MT, & UT. The ARGCs and the APHA Executive Committee elect a Council of Affiliates (CoA). The CoA:

- Promotes active involvement of affiliates in APHA programs and activities through effective communication;
- Keeps APHA informed of affiliate activities, advocating for involvement and assistance when needed;
- Identifies and works to resolve affiliate concerns;
- Maintains working relationships with the Executive Board and Governing Council as well as with other APHA groups and committees including the Inter-Sectional Council;
- Organizes and conducts several activities every year at APHA's annual meeting including: Affiliate Day, Affiliate Reception and Awards, Candidates Forum, Scientific Sessions (3), Poster Sessions (graduate, undergraduate and affiliate), Plan and coordinate joint meetings of affiliate and section members at APHA's midyear meeting and annual meeting; and works collaboratively with APHA affiliate staff.

The CoA Chairperson now serves as a full member of the APHA Executive Board which provides our state organizations with significant influence into the overall affairs of the APHA.

Leadership: Two years ago, Jim Dale served as Secretary of CoA, last year Jim was elected Chair-elect of CoA, and this coming year (Nov 12 - Oct 13) he will serve as Chair.



Activities:

(CoA) Key issues addressed this year: topics for advocacy; meetings with our elected US Representatives and Senators; the APHA dues structure; dues for Affiliates; Affiliate President-elect training meeting; update of the Affiliate Leadership Guide/Manual; nomination of APHA Candidates; scientific sessions at APHA with Affiliate contribution; recognition of affiliates and members; and enhancement of student participation in APHA to name but a few.

(CPHA) Jim Dale served as an active Board member; organized the past CPHA Presidents activities including raising funds for student scholarships to PHIR; and organized the Hot Topics sessions for PHIR.