



COLORADO
PUBLIC HEALTH ASSOCIATION

*Our vision: create the healthiest Colorado for everyone.
Our mission: educate, empower and develop the Colorado public health community.*

Colorado Public Health Association
2016 ANNUAL REPORT

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President's Letter: Burke Fishburn

I am pleased to report that the state of the Colorado Public Health Association is healthy and happy.

The 2015-2016 CPHA Board was ambitious, hardworking and focused on intensifying the association's efforts—and providing many others the opportunity—to promote public health at local, state and national levels. This year our work can be characterized by three themes; strengthened infrastructure and sustainability, institutionalized success and increased community engagement.

This year we made significant investments to strengthen CPHA's infrastructure and ensure the sustainability of its work that includes establishing a new Vision/Mission statement (featured on the cover page to this report), negotiating a long-term contract for professional association management services, leading the development of a renewed collaboration with our affiliates, committing resources to new work to support health equity, and continuing improvement of our financial accountability.

Perhaps one of the most exciting investments will be an integrated platform for virtually every member interface. In the coming months we will launch a new website that incorporates all our member communications, member and event registration systems, the membership database and new members-only accessible membership directory, online forums, a new job bank and much more.

We are also institutionalizing and building on our successes. Our membership numbers continue to grow through networking and other effective member engagement. The Colorado Public Health Mentoring Program also continues to grow in collaboration with our partners. Our professional education work is expanding with a commitment to lead the coordination of the Explore Public Health program and revival of the Culture of Data conference.

We have also fundamentally transformed our community engagement work through participation in the Gaining Ground initiative, managing a grant supporting public health accreditation for three local public health agencies, serving on the Healthy Eating/Active Living (HEAL) Steering Committee and Network, becoming a partner with Eagle County on their Plan4 Health grant, and joining the LARC4CO Coalition, the Campaign for a Healthy Colorado and others initiatives.

As always, we urge you to take advantage of CPHA's opportunities for meaningful involvement with the public health community, whether it's as a future Board Member, working on a committee, testifying before the state legislature, participating in a policy initiative or joining our networking events.

Finally, I want to thank all of you for your strong support and dedication to public health...and for the privilege of leading this fine organization.

Sincerely,



Burke Fishburn
CPHA President

Secretary Report: Cassidy Smith

Board Motions from September 2015 to August 2016

CPHA Annual Association Meeting, 17 September 2015, Vail

- CPHA Board Elections Results (Paper ballot, conducted by Civica Management)
 - Secretary: Courtney Bentrott
 - Public Health Policy Director: Amy Winterfeld
 - Professional Education, Jr. Director: Meghan Prentiss
 - At-Large: Cassidy Smith

CPHA Board Meeting Friday, 13 November 2015

- Motion to affirm plans to participate as a partner, support activities and devote resources to Plan4Health Eagle County, including representative/recruitment
 - Moved by: Meghan Prentiss
 - Seconded by: Courtney Bentrott
 - Status: Approved, carried, Voice Vote
- Approve plans to establish voluntary membership autorenewal
 - Moved by: Chris Bui
 - Seconded by: Rick Miklich
 - Status: Approved, carried by Voice Vote

CPHA Board Meeting Friday, 11 December 2015

- Motion to approve Miles Consulting/Frontline Public Affairs Consulting Contract
 - Moved by: Amy Winterfeld
 - Seconded by: Rick Miklich
 - Status: Approved, carried by voice vote

CPHA Board Meeting Friday, 8 January 2016

- Motion to revise structure on membership autorenewals as CPHA cannot take action as the Abila system with Affiliates participating will not allow. Decision to defer decision until CPHA exits Abila system in the future

CPHA Board Meeting Friday, 12 February 12 2016

- Motion to change to Bi-monthly Board Meetings, every two months, and extend meeting times to 1:30pm-5:00pm. The Board Year schedule of meetings would be: October, December, February, April, June, August. This change could be effective immediately, with the next Board meeting taking place in April 2016, not March 2016. The change would not require a Bylaws change, but should be reflected in our Policies & Procedures.

- Moved by: Chris Bui
- Seconded by: Kim Boyd
- Status: Approved, carried by Vote

CPHA Board Meeting Friday, 10 June 2016

- Move to support for Tobacco Tax Increase for a Healthy Colorado (Campaign for a Healthy Colorado). Defer until necessary briefing/information is received with Board quorum.
- Motion to approve CPHA support for Boulder County Beverage Policy.
 - Moved by: Cassidy Smith
 - Seconded by: Amy Winterfeld
 - Status: Deferred, no action.
- Move to approve draft new Affiliate (COSOPHE, PHNAC, CEHA, CPHA) Cooperative Agreement, replacing previous unilateral Affiliate Agreements and Affiliates Representatives to the CPHA Board
 - Moved by: Brian Turner
 - Seconded by: Micaela Cohen
 - Status: Approved, carried by Voice Vote

CPHA Board Meeting Friday, 12 August 2016

- Motion by email protocol to change CPHA's fiscal year from July-June to a calendar-year basis, January-December, with:
 - Tax preparation (e.g. IRS Tax Form 990) for the past July 2015-June 2016 fiscal year due 15 November 2016;
 - Treasurer presentation of the budget for the new January-December 2017 fiscal year and future budgets to the Board by November 15 or earlier; and
 - Ongoing necessary tax preparation (e.g., IRS Tax Form 990) due each new January-December fiscal year not later than 15 May.
 - Initial motion from Meghan Prentiss, second from Kim Boyd.
 - Revised motion by Amy Winterfeld, second from Brian Turner
 - Status: Carried by email protocol vote, with Board Meeting notification and endorsement
- Email protocol motion to move CPHA to new integrated membership management system, MemberClicks, from Abila/Netforum to MemberClicks and to designate Civica with managing the end of Abila/Netforum contract to minimize associated costs and with starting new MemberClicks contract. Motion seconded.
 - Motion: Kim Boyd
 - Second: Brian Turner
 - Status: Carried by email protocol vote, with Board Meeting notification and endorsement

- Email protocol motion for \$200 for the HEAL Network Happy Hour, Monday, August 29 from 4:30 PM to 6:30 PM, Coffee at The Point
 - Motion: Kim Boyd
 - Second: Chris Bui
 - Status: Carried by email protocol vote, with Board Meeting notification and endorsement
 - Email protocol motion for \$250 for nine CPHA Annual Awards, plus a shared award with COSOPHE and PHNAC
 - Motion: Kim Boyd
 - Second: Chris Bui
 - Status: Carried by email protocol vote, with Board Meeting notification and endorsement
 - Email protocol motion for \$200 for APHA Conference Affiliate Reception
 - Motion: Kim Boyd
 - Second: Chris Bui
 - Amendment for \$100 for APHA Conference Affiliate Reception: Brian Turner
 - Status: Carried by email protocol vote, with Board Meeting notification and endorsement
 - Move to endorse final new Affiliate (COSOPHE, PHNAC, CEHA, CPHA) Cooperative Agreement, replacing previous unilateral Affiliate Agreements and Affiliates Representatives to the CPHA Board
 - Approved, carried by majority Board endorsement
 - Motion to support endorsement of ColoradoCare Amendment 69
 - Motion: Burke Fishburn
 - Seconded: No second
 - Amended motion for CPHA to not take a position on current ColoradoCare Amendment 69: Burke Fishburn
 - Seconded: Amy Winterfeld
 - Status: Approved, carried by Voice Vote
 - Motion to support the Tobacco Tax Increase for a Healthy Colorado (Ballot Initiative 143/Campaign for Healthy Colorado)
 - Moved by: Amy Winterfeld
 - Seconded by: Cassidy Smith
 - Status: Approved, carried voice vote
-

Treasurer Report: Alicia Myers

CPHA had another solid financial year. The tables below, Profit and Loss provide a budget overview of our 2015-2016 actuals. Our biggest revenue items and expenses come from the Public Health in the Rockies Conference (PHiR). Below is a high level overview of our major expenses and revenue for CPHA from July 1, 2015- June 30, 2016:

2015-2016 Revenue Items

- \$22,860.50 membership dues- This is an increase of approximately \$9,000 from last fiscal year
- \$116,596.50 registration income from PHiR
- \$56,925 sponsorships and exhibitors

2015-2016 Expense Items

- \$33,287.47 Administrative support for CPHA and PHiR
- \$18,000 Legislative services
- \$87,909.03 PHiR Food and Beverage

We have estimated our Profit and Loss for 2016-2017 Budget that you can find in column 4. Based on our anticipated costs for this year's PHiR along with historical data I have outlined our major revenue and expense items below:

2016-2017 Projected Revenue Items

- \$14,705 membership dues based on historical information
- \$115,000 registration income from PHiR based on historical and actuals
- \$55,000 sponsorships and exhibitors based on actuals and anticipated exhibitors and sponsorships

2016-2017 Projected Expense Items

- \$35,000 Administrative support for CPHA and PHiR based on proposed contracts
- \$18,000 Legislative services based on historical information
- \$75,600 PHiR Food and Beverage based on anticipated costs

PHiR 2016

PHiR continues to grow and provide a revenue stream for CPHA. This year the conference is anticipated to bring in over \$175,427 in revenue between registration fees and exhibitors/sponsorships. We have worked hard this year to reduce our food and beverage costs. The estimated food and beverage cost for 2016 PHiR is \$75,600 which is our largest cost associated with the conference. We do have other various expenses that do add up including \$11,950 expense for AV and Facility fees, \$7,500 in expense for marketing and printing and \$20,800 in administrative fees.

Future

With the support of improved professional association management services, we plan to focus more on strengthening revenue streams. These plans include:

- Continue to increase Membership numbers, both individual and organization;
- Mini-conferences, webinars, trainings, in collaboration with existing and new partners;
- Donors and financial partnerships;
- Continue to seek grant opportunities that not only strengthen our public health presence, but would also increase revenues to CPHA.

If you have any questions regarding the CPHA financial report please do not hesitate to contact Alicia Myers by email, Myersa2387@gmail.com

**Colorado Public Health Association
Profit & Loss Classes Combined**

Accrual Basis

July 2015 through June 2016

	<u>Jul '15 - Jun 16</u>
Income	
40000 · Contributed Revenue	
40100 · Donations - Individuals	911.00
40300 · Donations - Non-profit/Found	700.00
Total 40000 · Contributed Revenue	1,611.00
49000 · Grants	11,000.00
50000 · Earned Revenue	
50100 · Dues	
50101 · Membership Dues	18,246.50
50102 · Organizational Memberships	4,620.00
Total 50100 · Dues	22,866.50
50200 · Conference & Special Events	
50201 · Registrations	127,452.50
50202 · Sponsorships/Exhibitors	70,176.00
50203 · Networking & Sporting Events	2,000.00
50204 · Commission Room Sales	2,043.08
Total 50200 · Conference & Special Events	201,671.58
50300 · Interest-Savings, Short-term CD	12.28
50400 · Miscellaneous	0.00
Total 50000 · Earned Revenue	224,550.36
Total Income	237,161.36
Expense	
60000 · Grants to Others	
60100 · Student Scholarship Grants	40.00
60200 · Sponsorships	50.00
60300 · Revenue Sharing	13,167.20
60500 · Worforce Dev Training	2,812.50
Total 60000 · Grants to Others	16,069.70
61000 · Professional Fees	
61005 · Accreditation Training Workshop	5,000.00
61100 · Contractor Fees	2,717.50
61200 · Speaker Honorarium	500.00
61300 · Administrative Service	33,287.47
61400 · Legislative Services	18,000.00
61500 · Accounting Services	875.00
Total 61000 · Professional Fees	60,379.97
62000 · Operating	
62100 · Awards & Giveaways	2,379.60
62200 · Supplies	2,188.23
62300 · Printing, Publications, Shippin	3,900.46
62400 · Telephone & Internet	1,144.05
62500 · Website Hosting	191.88
62600 · Software Subscriptions	2,674.64
Total 62000 · Operating	12,478.86
63000 · Travel	

Colorado Public Health Association
Profit & Loss Classes Combined
 July 2015 through June 2016

Accrual Basis

	Jul '15 - Jun 16
63100 · Lodging	6,898.05
63200 · Transportation	1,210.70
63300 · Out of State Travel	1,882.60
63500 · Meals	195.37
Total 63000 · Travel	10,186.72
64000 · Meeting & Conference	
64100 · Event Food & Beverage	88,188.87
64200 · Facility Rental & Technology	9,134.15
64300 · Meeting Food	1,599.83
Total 64000 · Meeting & Conference	98,922.85
65000 · Business Expenses	
65200 · Credit Card fees	4,207.57
65300 · Insurance	1,800.00
65400 · Annual Report Fee	40.00
65500 · Dues & Subscriptions	772.50
Total 65000 · Business Expenses	6,820.07
66000 · Miscellaneous	0.00
68000 · Expenses Reimbursable	0.00
Total Expense	204,858.17
Net Income	32,303.19

Membership Director Report: Micaela Cohen Kirshy

Over the past three years CPHA has focused valuable time and limited resources on creating and conducting a comprehensive set of activities to increase the value of the CPHA membership and increase opportunities for members to be connected to—and *active*—in the public health community. The positive results speak for themselves.

Increased Membership Numbers

- In three years CPHA increased its membership numbers to an all-time high of 586 members at the end of our annual membership cycle, including 140 student members, most from the Colorado School of Public Health.
- In addition, CPHA has maintained 10 Organizational Members. These special Memberships provide great value to the organizations and fundamentally strengthen CPHA's capacity. If your organization is not yet a member of CPHA, we highly recommend you take advantage of this opportunity. Find more information at <http://www.coloradopublichealth.org/membership.php>

Colorado Public Health Mentoring Program (CPHMP)

- In 2012, CPHA started a new, annual mentoring program that brings new and veteran public health professionals together to promote dialogue and exchange of ideas and to support ongoing professional growth. Participants in the Mentoring Program are offered special professional development opportunities such as a facilitated StrengthsFinder 2.0 assessment and networking receptions, as well as tools for shared mentor/mentee action plans.
- In 2014-2015, CPHA began partnering with the Colorado Environmental Health Association (CEHA) and Public Health Nurses Association (PHNAC) to provide management of the Mentoring Program.
- In 2016 CPHMP had 101 participants, with 51 mentor-mentee matches kicked off in January 2016 with a StrengthsFinder session and Mentor Training
- An "Emotional Intelligence in Public Health" and End-of-Session Celebration is planned for October 2016 in Denver
- Applications will be open October 15-November 30, 2016 for the 2017 Cohort...JOIN US!!
- New for 2017 will be a collaboration with Colorado School of Public Health
- More information can be found at <http://www.coloradopublichealth.org/mentorprogram.php>

Professional Development

- **Networking:** Our monthly networking events continued this year. CPHA *Connects*, are our social and/or educational gatherings that have included a session on the Connect for Health Colorado, happy hours and learned about built and sustainable environments in Denver. CPHA *Outside*, monthly activities that celebrate and Colorado's spectacular outdoors...and maybe give you the opportunity to try something new and adventurous. This past year we've gone snowshoeing, cycling, hiking, camping, geocaching, and more.
- **National Public Health Week.** This year CPHA again partnered with our Affiliates—PHNAC, COSOPHE, and CEHA—along with El Paso County Health Department, University of Colorado-Boulder and the Colorado School of Public Health to host National Public Health Week (NPHW) Networking Events in Denver, Boulder and Colorado Springs, including Public Health Day at the Capitol. This year, we hosted screenings and discussions of the film *Dreamcatcher: Exposing the Hidden World of Human Trafficking*.
- **Geographic expansion.** Expanding the reach of our networking events continues to be a priority for CPHA in the upcoming year.

Future plans

- **Networking.** We will continue our monthly CPHA *Connects* and CPHA *Outside* networking events. Immediate upcoming plans include a Boulder Craft Brewery Bike Tour, and informal Town Hall-style session on e-cigarettes. We would love to support your event beyond the Front Range. Please contact us with your idea!
- **New Members' Center.** We plan to launch a Members' Center on our new website, that will include members' only access to a number of resources, including discussion forum, legislative updates, webinars, and the CPHA Membership Directory.
- **Voluntary automatic renewal.** We will also launch an option for voluntary automatic renewal of your membership. You will be able to opt-out or opt-in to this feature at anytime, with frequent notices of your membership expiration and automatic renewal option.
- **Combine student membership.** We are in discussion with our Affiliates—CEHA, COSOPHE and PHNAC—about a student membership, where students could join all four organizations for a discounted fee.

Professional Education Report: Chris Bui & Meghan Prentiss

The main objective of CPHA's professional education committee is planning and executing the annual Public Health in the Rockies (PHiR) Conference each year along with utilizing professional education opportunities for our membership. Planning for the 2016 PHiR conference, *Moving Upstream: Data, Policy, and Partnerships*, began November 2015 with a large and enthusiastic planning committee. This year's planning committee members worked

tirelessly and many took on extra responsibilities in order to ensure another successful conference. To begin generating excitement, the location of this year's conference at The Village at Breckenridge in Breckenridge, Colorado was announced during last year's Conference. This allowed CPHA, the affiliate organizations of the Public Health Nurses Association of Colorado (PHNAC) and the Colorado Society for Public Health Education (COSOPHE), and our association management group, Civica Management, to jump right into planning efforts once the 2015 Conference concluded.

The planning team for the conference worked hard during 2015-2016 to promote the theme, 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, contact exhibitors and sponsors, and manage logistics with the conference facility. The conference planning team also tirelessly promoted the conference to young and experienced professionals, undergraduate and graduate students, and academic institutions throughout Colorado. This year's conference anticipates having many students of diverse background and studies in attendance. The conference agenda has continued to promote healthy lifestyles through our fitness activities such as a 5k run/walk, yoga and bootcamp, and through our healthy meal selections. All of this is possible due to the support from our valued sponsors and exhibitors, with logistical and communication management this year from our professional affiliate organizations and Civica Management.

With more than 500 participants registered for this year's event, we are continuing to build off of the momentum of yesteryear. We hope our members enjoy networking, learning and recreating in Breckenridge. Also, please mark your calendar for the 2017 conference.

In addition to PHiR, we are proud to announce that we are in the early phases of adopting and incorporating The Culture of Data Conference (CoDC) into our annual conference planning activities. The CoDC identifies and utilizes the collection of health data on racial and ethnic populations that impact health policy and delivery of health services. The CoDC also influences research by enhancing the data collection and dissemination for communities experiencing health disparities. Lastly, the CoDC develops and cultivates relationships and partnerships between communities and researchers seeking to achieve health equity. The CoDC will be a positive compliment to the annual PHiR Conference.

Thank you for supporting the Colorado Public Health Association and we hope to see you for our 2017 Public Health in the Rockies Conference!

Public Health Policy Director Report: Amy Winterfeld

CPHA's Public Health Policy Committee focused on a variety of current public health policy efforts this year. Our work included supporting public health practice, providing opportunities

for public health students to learn about and engage in the legislative process and actively supporting legislation designed to address health disparities through legislation to provide for educational opportunities.

We also joined in coalition efforts on: successful legislative action to provide funding for access to family planning services that include long-acting reversible contraceptives, opposition to legislation that would have prevented licensing of non-cigarette tobacco retailers, as well as policy advocacy to encourage research to prevent gun violence.

The policy committee held an educational event early in the 2016 Colorado legislative session to learn about introduced legislation and a Day at the Colorado Capitol late in the session to educate participants about public health-related legislation and the legislative process and to give them an opportunity to meet with their legislators. Committee members also participated in monthly teleconferences during the session to update members on legislative activities and seek their participation in CPHA policy decisions.

2016 legislative and coalition work on policy goals

CPHA advocated for the following policy goals in 2016:

- **Support Healthy Eating and Active Living.** CPHA supported policies and programs designed to provide opportunities for healthy eating and active lifestyles by making the healthy choice the easy choice for all Coloradans. CPHA played an active role in LiveWell Colorado's Healthy Eating, Active Living (HEAL) coalition as a member organization of the HEAL Steering Committee and joined its efforts to encourage the Colorado State Board of Education to retain Colorado's healthy school beverage standards established in 2007, including prohibiting diet soda in high schools.
- **Eliminate Health Disparities.** An individual's race, ethnicity, gender, language, sexual orientation, income and education level all have an impact on their health. We support efforts that examine these differences and policies that create greater equality for all. This year CPHA also supported member efforts to testify in the legislature for two specific proposed bills to help achieve this goal, a pilot program to initiate college savings accounts for low-income preschoolers; and a continuing effort to enact legislation to permit trans-gender people to change their birth certificates to reflect their gender identity.
- **Improve Access to Comprehensive Healthcare.** CPHA joined coalition efforts to ensure state funding to allow access to a full range of family planning options for women in Colorado including long-acting reversible contraceptives (LARC) as a method of contraception. Cost should not serve as a barrier to seeking out and receiving care. Coverage alone is not enough. We also support efforts to connect all Coloradans to high quality, community-centered health services, preventive care and community supports that produce better outcomes for individuals, improve population health, and reduce the overall costs of healthcare.

- **Increase Access to Mental Health Services and Integrated Care.** Mental health is as important as physical health for overall well-being. We support efforts that improve access to healthcare that integrates care for physical health with mental health and substance abuse disorder preventive care and treatment services. Integrated care should emphasize prevention, screening, and early intervention that keeps people healthy in their own communities. We also support the expansion of mental health and substance abuse education and training programs for professionals, as well as for every day Coloradans.

CPHA Day at the Capitol: Public Health Day

This year CPHA continued efforts to increase our organizational visibility at the Capitol, working with our legislative consultant, Diana Protopapa of Frontline Public Affairs, to plan a CPHA Day at the Capitol that coincided with National Public Health Week in April 2016. CPHA members and students from the Colorado School of Public Health who attended heard directly from Representative Brittany Petersen, the sponsor of the Aspire to College Children’s Saving Account bill that CPHA actively supported, and from Representative Dianne Primavera, who spoke about her bill on breast cancer screenings.

CPHA’s legislative consultant also spoke to participants about the best ways to connect with and serve as a resource for their state representatives and were encouraged to meet with their own legislators while at the Colorado Capitol. Attendees then toured the Capitol and listened to a committee hearing. A smaller group of lucky participants visited the floor of the Colorado House of Representatives and accepted a tribute to the Colorado Public Health Association presented by Representative KC Becker. An informal overview of House proceedings was provided by Representative Kit Roupe. Earlier in the day Representative Susan Lontine and Senator Randy Baumgardner had some great conversations with participants. We look forward to continuing this tradition in future years.

Future plans

- **Road Map.** The CPHA policy committee proposed to expand the organizational “road map” for the coming year to focus on a wider array of public health-related issues. For 2017, we propose to include the following topics as part of CPHA’s policy work:
 - Healthy eating and active living;
 - Tobacco prevention and cessation;
 - Expansion of mental health and substance abuse prevention and treatment services;
 - Support for gun violence prevention research;
 - Infectious disease prevention and vaccination;
 - Improving access to comprehensive healthcare;
 - Affordable housing; and
 - Environmental issues of air, water, and climate change.

The committee also strives to view our priorities through a lens of reducing health disparities across Colorado's diverse populations.

- **Policy priorities survey.** As in prior years, all CPHA members will be asked to complete an annual policy priority survey. Survey responses will shape the CPHA Policy Committee's 2017 legislative and policy priorities and education efforts.
- **Other activities.** In addition to pursuing this overall policy strategy, we also plan to:
 - Continue Colorado Public Health Day at the Capitol;
 - Strengthen our calls for member participation in policy advocacy, through email blasts, social media and other mechanisms;
 - Recruit and train CPHA legislative liaisons in key state legislative districts;
 - Partner with complementary public health organizations in policy education and advocacy efforts; and
 - Host policy education events for CPHA Members and public health students.

We encourage you to engage with the Policy Committee by lending your expertise, sharing your opinions, and creating new ideas for policies to improve population health in Colorado.

Affiliate Representative to the Governing Council (ARGC) Report: Kim Boyd

The ARGC is the Affiliate Representative to the Governing Council (GC) of the American Public Health Association (APHA). The CPHA is one of the 54 Affiliates of the APHA. In addition to serving on the CPHA Board, the key duty of the ARGC is to represent CPHA on the Governing Council that is the legislative body of APHA.

GC activities

Some of the activities the GC include:

- Promotes active involvement of affiliates in APHA programs & activities through active communication;
- Keeps APHA informed of affiliate activities and advocates public health initiatives;
- Identifies and works to resolve affiliate concerns;
- Maintains a working relationship with the Executive Board and other APHA groups and committees including the Inter-Sectional Council;
- Organizes and conducts many activities at the APHA Annual Meeting including a candidate's forum, scientific sessions, affiliate recognition and sponsoring poster sessions for graduate and undergraduate students.

APHA Awards

CPHA was awarded the APHA 2015 Outstanding State Affiliate of the Year, along with CPHA's

former Student Director and At-large Member, Suzuho Shimasaki, being named Outstanding Student of the Year

CPHA future plans for APHA Affiliation

- Actively engage through the APHA Affiliate Online Community (2016 conference in Denver)
- Develop Affiliate Assessment Tool for 2016
- Promote Health Equity with APHA graphics/tools
- Align with APHA policy priorities for coming session
- CPHA/PHA membership incentives including student reciprocity

Future State Affiliate organizations collaboration

CPHA is entering a new chapter of collaboration with the Public Health Nurses Association of Colorado (OHNAC), Colorado Society of Public Health Educators (COSOPHE) and the Colorado Environmental Health Association (CEHA) through a new collaborative agreement that will be signed at the 2016 Public Health in the Rockies. This agreement provides for:

- Establishing regular meetings of the Affiliates with representation from each organizations' executive leadership;
- Establish, conduct and monitor a shared work plan that is focused on advancing public health in Colorado and strengthening collaboration between the organizations, with specific activities aimed at:
 - Providing professional education opportunities;
 - Supporting public health policy and advocacy;
 - Providing professional development opportunities for Colorado's current and emerging public health professionals; and
 - Seeking collaborative organizational development opportunities to, e.g., improve organizational performance and efficiency, sustain and expand activities, as well as to improve board and membership recruitment.
- Establishing, encouraging and actively maintaining reciprocal Affiliate membership agreements.

Community Engagement Report: Cassidy Smith, Meghan Prentiss, Melina Valsecia

Outside of regular professional education, professional development and membership activities, CPHA engaged in three projects with our local Colorado communities and partners in 2015. The three main projects that were implemented were participation in the HEAL Network, Eagle County's Plan4Health and working on various projects as a member of the Colorado Gaining Ground Initiative including the APHA Accreditation Readiness Grant.

Healthy Eating Active Living (HEAL) Steering Committee and Network

Beginning in 2015, CPHA now serves on the steering committee of the Colorado HEAL Network. The Network works to advance state-level policies to improve child health status in Colorado, which in 2015-2016 included the following initiatives:

- CDE Healthy Beverage Policy: Network members recruited parents and public health officials to testify at the August Colorado Board of Education meeting to urge the Board to oppose a rule change that would allow diet soda back in Colorado high schools. Network members were also successful in getting media placement in the Grand Junction Sentinel, Denver Post, Pueblo Chieftain, and CBS Channel 4 in Denver. The HEAL Network's Healthy Beverage Subcommittee is also building a long-term legislative agenda aimed at reducing the consumption of sugar-sweetened beverages.
- State and federal legislative advocacy: Through direct lobbying and grass roots activism, the network activated around the Child Nutrition Reauthorization Act, Breakfast After the Bell, and the Healthy Kids Colorado Survey.
- CPHA also provides support to the Network through its contract lobbyist, Frontline Public Affairs, too coordinate advocacy work among the organizations.

Colorado Gaining Ground Initiative

Public health accreditation has been shown to increase quality and performance improvement, create consistency in standards and practices among health departments, and provide recognition of efforts and accomplishments of Local Public Health Agencies (LPHAs). CPHA is dedicated to increasing public health department accreditation readiness to support the 54 Colorado LPHAs that may seek PHAB accreditation.

CPHA is a founding member of the Colorado Gaining Ground Initiative, a strategic partnership of six Colorado public health organizations striving to build a comprehensive, statewide support system for accreditation. As part of this effort, CPHA's goal is to provide communication expertise in an effort to involve all levels of local public health agency staff in accreditation readiness learning opportunities. CPHA is well positioned to increase awareness about accreditation among its board, affiliate boards, and their collective members. This past year our participation helped support technical assistance by matching funds provided by APHA to the Colorado Association of Local Public Health Officials (CALPHO), a Colorado Gaining Ground partner, for grant activity assisting Colorado local public health agencies (LPHAs) with completion of workforce development plans. This work included:

- Coordinating the [webinar Public Health Accreditation: What It Is and Why It Matters](#), aired on February 25, 2016 to kick off the CPHA/Gaining Ground project and educate the CPHA Board and affiliate boards about public health accreditation.
- Conducting a Quality Improvement (QI) in partnership with ECHO (Extension for Community Health Outcomes) Colorado's Learning Community Series during January

through April 2016 which included a series of six training sessions on utilizing QI tools and understanding how to conduct a QI project.

- Creation of a new [QI webpage](#) for Colorado local public health agencies (format and content of the website were developed by Colorado Gaining Ground)
- Offering “mini-grants” to LPHAs which resulted in the creation of the following tools:
 - [A3 Problem Solving Tool Training](#)
 - [A3 Problem Solving Tool Guide](#)
 - [A3 Templates](#)
 - [Standard work guide, training and templates](#)
- Sponsoring staff of Colorado LPHAs involved in QI work to attend the Open Forum in 2015 and 2016
- Sponsoring staff of Colorado LPHAs involved in QI work to attend Public Health in the Rockies in 2016

APHA – CDC Accreditation Readiness Grant

CPHA also embarked upon its first grant in recent history. Meghan Prentiss led our Colorado Gaining Ground partners to design, apply for, and manage an Accreditation Readiness Grant awarded from the American Public Health Association (APHA). With leveraged funds from the Colorado Gaining Ground Initiative totaling, CPHA worked collaboratively with our partners to implement this grant with two goals in mind: to support local capacity for accreditation readiness in Colorado and to assist three Local Public Health Departments (LPHAs) to tailor their workforce development plans to meet PHAB requirements.

We developed and executed two activities to meet these goals:

- Activity 1: Readyng and educating leaders in public health for accreditation through development of a live webinar "Accreditation: What it is and Why it Matters". This webinar was developed in partnership with the state health department (CDPHE), and the Colorado Gaining Ground Initiative. The webinar was presented live on February 25, 2016. After the webinar was viewed, CDPHE posted the webinar on their website. Watch the webinar [HERE](#). As a result of this webinar, Colorado public health professionals, health department employees, and public health board members have an increased awareness of accreditation and what is happening with accreditation in Colorado.
- Activity 2: Developing local capacity to support LPHAs in creating workforce development plans where no state-level assistance is currently available, specifically working with three LPHAs through the Rocky Mountain Public Health Training Center (RM-PHTC). This activity included selecting and training three Master of Public Health

(MPH) candidates in accreditation and on how to provide assistance to LPHAs. These three MPH candidates were then paired with the three selected LPHAs to develop workforce development plans from April 1st to July 30th. All participants received training from the Public Health Foundation on the components of a workforce development plan prior to starting their work. All three LPHA/MPH pairs that were chosen for this project completed workforce development plans to then be reviewed and approved by their executive management teams, bringing the LPHAs one step closer to accreditation readiness.

A video with interviews from our participants is underway and will be presented at the Annual APHA Conference in Denver in November.

Thank you to our Colorado Gaining Ground Partners and great job to our grant participants!

- Garfield County Public Health, Zac Sutherland – MPH Candidate, Nicholas Codgall
- Denver Environmental Health, Michelle Shimomura - MPH Candidate, Stephanie Salazar-Rodriguez
- Tri-County Health Department, Nancy Allen – MPH Candidate, Traci Jervis

All our participants have received registration scholarships to the annual Public Health in the Rockies conference either through the grant funding or the Colorado Gaining Ground Initiative. Be sure to say hello and congrats when you see them!

Eagle County Plan4Health

In 2015 Eagle County was awarded a American Public Health Association – American Planning Association Plan4Health grant, with CPHA as a required and identified partner. CPHA appointed a new At-Large Board Member, Melina Valsecia, to act as liaison to the project. Since its inception the Eagle County Plan4Health has conducted a Policy Scan that focused on Healthy Food Access, Active Transportation and Public Transit, Community Design and Land Use, and Community Engagement, and Initiatives, Programs and Resolutions. The community-based coalition is now engaging in a two follow-on strategies, HEAL Cities and Towns Campaign and Community Engagement Support. CPHA will remain a partner to support the project's communication or other needs.

Student Director Report

The goal of the CPHA Student Committee is to increase student membership and participation in CPHA activities while ensuring that the student voice is integrated into all aspects of CPHA. Over the past year, we have collaborated with the Colorado School of Public Health (CSPH), University of Colorado Denver (UCD) and University of Colorado - Colorado Springs (UCCS) to

develop awareness of CPHA and to identify potential partnerships among CPHA, CSPH, UCD and UCCS.

This past year both Student Co-Directors, Jennifer Villalobos and Adrienne Wall were very active in promoting CPHA across these campuses, and had frequent communication with our student CPHA membership with information on opportunities for jobs, internships or public health scholarships.

Jenifer and Adrienne also made a special outreach trip to Durango to present to the San Juan Basin Health Department and the Ft Lewis College Public Health program. Both Jennifer and Adrienne were fortunate to move from their Colorado student status, Jennifer to the University of Minnesota Master of Public Health program, and Adrienne to the National Guard.

Future plans

- Increase the number of workshops we will be providing in the public health undergraduate and graduate schools;
- Expand our networks outside of the Denver region,
- Establish and overall strengthen our CPHA student presence through increasing student membership rates.
- So far for the Fall 2015 semester, the Student Co-Directors have identified seven total activities and social events that are planned and ready to be initiated.
- Increasing opportunities to participate in CPHA activities to professional development skills.

Communications Director Report: Meg Dingae

The goal of the CPHA Communications Committee is to increase CPHA's visibility with its internal and external audience, as well as promote networking and dialogue among members.

Communications Committee Highlights

- **CPHA Newsletter** – We distributed monthly newsletters highlighting current events, networking opportunities, and other hot topic resources to CPHA members. In addition, this year we added a section for public health job opportunities.
- **CPHA Facebook Page** – We averaged approximately 9 posts per month, an increase of an average of 8 per month last year. In addition, we have increased the number of Facebook “likes” from 438 last year to 686 to date.
- **CPHA LinkedIn Group** – We created a CPHA LinkedIn Group page in April of 2014, which includes a discussion forum, job listing section and mechanism for connecting public

health professionals in Colorado. Last September we had 138 members, and this year we have increased to 216 members.

- **CPHA Twitter Account** – Our CPHA twitter account (@COPublicHealth) has 208 followers to date, a substantial increase from the 124 followers last year.
- **CPHA Website Overhaul** – This year we launched our new and improved CPHA website at <http://coloradopublichealth.org/>. The new site features a member center, policy and advocacy page, professional development and professional education opportunities and information, an updated calendar of events, job page and link to the Public Health in the Rockies website.

But that effort was not good enough! An exciting new integrated platform is coming soon: an integrated platform for virtually every member interface. In the coming months we will roll out a new website that incorporates all our member communications, member and event registration systems, the membership database and new (members-only) accessible membership directory, online forums, job bank and much more!