



COLORADO
PUBLIC HEALTH ASSOCIATION

Colorado Public Health Association
2015 ANNUAL REPORT

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Welcome Letter

The 2014-2015 CPHA Board Year will be remembered for significant change for the organization... and remarkable successes. We met some major challenges this past year. In the face of these challenges, we took a great leap forward to fortify CPHA for the future, both organizationally and financially, while continuing our innovative and meaningful membership and student activities, and increasing our collaboration with affiliate organizations. This has all been done with the goal of creating a stronger presence to promote public health—and providing many others the opportunity to promote public health—in our beautiful and wondrous state.

For 2015-2016 we have exciting plans to refocus and strengthen our three core areas of work:

- **Professional education**, especially through *Public Health in the Rockies* and future plans for mini-conferences, trainings, webinars in collaboration with other organizations;
- **Policy and advocacy**, through the Public Health Policy Committee, professional advocacy efforts, legislative trainings and briefings as well as plans for strengthening legislative work in key districts and increasing our national profile;
- **Professional development**, which includes expanding and strengthening our networking events—CPHA *Connects* (educational and social events), CPHA *Outside* (recreational events)—and the Colorado Public Health Mentoring Program.

I invite to read through this Annual Report and take note of CPHA's many accomplishments this past year. More importantly, our Board would love your feedback on activities identified in the "future plans" sections. We also urge you to take advantage of the many opportunities we have for you to get more involved in the Colorado public health community, whether it's as a future Board Member, working on a committee, testifying before the state legislature, or participating in our many educational and social networking activities.

We have a new logo, a new website, focused policy work, new professional association management services, and new and strengthened membership opportunities. We have worked hard to put the organization on a path to positive change and further successes, while building on the CPHA legacy. None of this could be done without your strong support and dedication to public health. Thank you!

Sincerely,



Burke Fishburn
CPHA President

Secretary's Report: Emily Spence Davizon, Secretary

Motions from September 2014 to August 2015

CPHA Business Meeting – September 2014 (Minutes taken by Chris Bui)

- Vote to amend bylaws to create a new Board position – Communications Director.
 - Motion brought forth (but unnecessary).
 - Motion approved by unanimous vote.
- Motion to appoint Meg Dingae as Communications Director
 - Motion approved by unanimous vote. Mark Johnson, JCPH Executive Director, abstained from voting.

October 2014

- Appointment of Kim Barman as Membership Director
- Appointment of Micaela Cohen Kirshy as Member-At-Large
- Appointment of Emily Spence Davizon as Secretary for the remainder of Chris Bui's term
- Motion by Jason Vahling to approve that CPHA increases its contribution to the Public Health Case Competition to \$150
 - Second by Burke Fishburn
 - Discussion: One of our student directors, Jennifer Villalobos, has asked the Board to increase its contribution this year. Jennifer had originally requested an increase to \$500 (we gave \$100 last year). However, it was determined that \$150 was feasible to contribute.
 - Passed by unanimous (email) vote on 10/30/14

November 2014

No motions.

December 2014

- Motion by Jason Vahling to approve October and November 2014 Minutes
 - Second by Alix Hopkins
 - Discussion: None
 - Passed by unanimous vote
- Motion to by Burke Fishburn to approve \$380 for StrengthsQuest opportunity for CPHA members participating in the mentoring program
 - Second by Suzuho Shimasaki
 - Discussion: Majority of mentors and mentees are CPHA members
 - Passed by unanimous vote

January 2015

- Jason Vahling resigned as Past President
- Kim Barman resigned as Membership Director
- Micaela Cohen Kirshy appointed as Membership Director
- Stephanie Wasserman and Jamie Pfahl appointed as At-Large Members
- Motion by Chris Bui to approve December Minutes
 - Second by Alix Hopkins
 - Discussion: none
 - Passed by unanimous vote
- Motion by Kristen Pulatie to renew Miles Consulting Contract after typos are corrected for 2015 for \$18, 000
 - Second by Alix Hopkins
 - Discussion: Clarify duration/start and end date of the contract and fix typos. This is within our budget and the amount of contract is the same as last year. Payments are monthly. There was a reduction from 3 to 2 priority issues to accommodate Day at the Capitol event.
 - Passed unanimous vote

February 2015

- Erica Chavez resigned as president.
- Motion by Burke Fishburn to approve January 2015 Minutes
 - Second by Rick Micklich
 - Discussion: Request by Suzuho Shimasaki for correction to attendance records- she is a Member At-large and not the Communications Director. Correction made.
 - Passed by unanimous vote
- Motion by Alix Hopkins to approve a monthly service contract the Public Health Alliance for \$1,250 per month, not retroactive, where PHA provides an itemized invoice
 - Second by Stephanie Wasserman
 - Discussion: none
 - Passed by unanimous vote

March 2015

- Erica Chavez appointed as At-Large Member.
- Motion by Suzuho Shimasaki to approve February 2015 Minutes
 - Second by Chris Bui
 - Discussion: none
 - Passed by unanimous vote
- Motion by Burke Fishburn (via email):

- CPHA will move forward with hiring an association management company (AMC) with the collaboration of our Affiliates, COSOPHE and PHNAC, as well as CEHA.
- We understand that while CEHA, COSOPHE and PHNAC are working with CPHA in collaboration, they have not made final commitments on a new AMC contract.
- We will seek comprehensive AMC services for all organizations, including event management for the Public Health in the Rockies conference.
- We would like to collaborate with any other organizations currently under the PHA "umbrella" that may wish to join us.
- We will establish a new collaborative AMC workgroup comprising: CPHA: Burke Fishburn, Alicia Myers, Alix Hopkins, Chris Bui, Micaela Cohen, and Meg Dingae. COSOPHE: Lindsay Parsons. PHNAC: Lynn Procell. CEHA: Lane Drager.
- The workgroup will begin a due diligence process and negotiation with Civica Management--as the currently preferred AMC--on a concrete proposal, while maintaining the CPHA PHA contract extension.
- Further, we wish to emphasize that we value and will continue to support the collaborative and coordinating functions of PHA. As PHA is "us", we are not leaving PHA; instead we are seeking professional AMC services that meet our needs.
 - Second by Chris Bui
 - Discussion: formally request that PHA facilitate this process and our workgroup, as well as make proposals for retaining PHA collaborative and coordinating functions within the new AMC contract.
 - Passed by unanimous vote
- Motion by Micaela Kirshy to move forward with the logo development for cost of \$300 and a maximum cost of \$420 with a time frame of two months
 - Second by Jamie Pfahl
 - Discussion: none
 - Passed by unanimous vote
- Motion for \$100 to provide drinks for Friday event
 - Friendly amendment via email that: provide \$350 as follows: \$50 for 10 April CSPH trail clean-up/happy hour, location TBD, \$150 for 6 April Raising of America screening, Fort Collins, \$150 for 7 April RoA/or Wounded Places screening, Durango, Ft Lewis College.
 - Second by Suzuho Shimasaki
 - Discussion: all money is going towards food or other logistics, no alcoholic beverages. Rick is donating \$100 and another donor has made a donation of \$200, so actual maximum cost to CPHA will be \$50.
 - Passed by unanimous vote

April 2015

- Christine Fallabel resigned as Student Co-Director.

- Motion by Kristen Pulatie to support the draft letter to Commissioner Salazar “Protect Dependents’ Privacy in Explanations of Benefits”
 - Second by Micaela Kirshy
 - Discussion: Kristen received email requesting support for a letter to insurance commissioner Salazar for protecting confidentiality of dependent minors in explanation of benefits statements. This is an issue related to accessing health care. The letter urges department of insurance to consider implementing this. There is no fiscal implication for CPHA.
 - Approved by unanimous vote
- Motion by Burke to provide \$50 for food during rapid resume review event
 - Second by Stephanie Wasserman
 - Discussion: none.
 - Approved by unanimous vote

May 2015

- Motion by Chris Bui to approve the March 2015 minutes
 - Second by Jennifer Villalobos
 - Discussion: none
 - Approved by unanimous vote
- Motion by Emily Spence Davizon to approve April 2015 Minutes
 - Second by Chris Bui
 - Discussion: none.
 - Approved by unanimous vote

June 2014

- Motion to approve May 2015 Minutes by Alix Hopkins
 - Second by Burke Fishburn
 - Discussion: correct the spelling of Lane Drager’s last name. Correction made.
 - Passed by unanimous vote

July 2015

- Motion by Suzuho Shimasaki to approve June 2015 Minutes
 - Second by Stephanie Wasserman
 - Discussion: none
 - Passed by unanimous vote
- Motion by Burke Fishburn to tentatively support the Eagle County Plan4Health application, contingent upon review by Board Executive Officers
 - Second by Stephanie Wasserman
 - Discussion: CPHA would need to provide a letter of support
 - Passed by unanimous vote

August 2015

- Motion by Suzuho Shimasaki to approve July 2015 Minutes
 - Second by Alix Hopkins
 - Discussion: None
 - Passed by unanimous vote
- Motion for the approval of the “blue mountains” logo modified to incorporate the plains as our office logo and for the use of the “nose/tourist art” logo for other promotional materials. Refinement of the logos to be done by workgroup (Micaela Kirshy, Burke Fishburn, Rick Miklich).
 - Second by Alix Hopkins
 - Discussion- work group should have final decision making authority.
 - Passed by unanimous vote
- Motion by Burke Fishburn to spend \$50 on an appreciation gift for the PHA to be presented at Public Health in the Rockies.
 - Second by Emily Spence Davizon
 - Discussion: none
 - Passed by unanimous vote
- Motion by Burke Fishburn to spend \$200 for food for the October board retreat
 - Second by Meg Dingae
 - Discussion: a board member would need to purchase and transport the food.
 - Passed by unanimous vote
- Motion by Burke Fishburn to purchase large banner for conference, a smaller banner for networking events, a table top, and pens or some other small item and to spend up to \$1,500 for all of these items total
 - Second by Rick Miklich
 - Discussion: timeline and workplan will be developed by the logo workgroup with assistance from Jamie Pfahl.
 - Passed by unanimous vote
- Motion by Burke Fishburn for Jennifer Villalobos to provide a budget to the executive committee for her attendance at APHA and for the executive committee to determine a contribution in support of her attendance.
 - Second by Alix Hopkins.
 - Discussion: none
 - Passed by unanimous vote

Financial Report: Alicia Myers, Treasurer

CPHA another solid financial year. The tables below, Profit and Loss Budget Overview of 2014-2015 show budgeted vs. actual, along with where we are to date for this year. 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, 2014- June 30, 2015:

2014-2015 Revenue Items

- \$11,777 membership dues
- \$114,796.50 registration income from PHiR
- \$32,749 sponsorships and exhibitors

2014-2015 Expense Items

- \$28,512.51 Administrative support for CPHA and PHiR
- \$18,000 Legislative services
- \$66,526.58 PHiR Food and Beverage

We have estimated our Profit and Loss for 2015-2016 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:

2015-2016 Projected Revenue Items

- \$12,000 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

2015-2016 Projected Expense Items

- \$30,000 Administrative support for CPHA and PHiR based on contracts
- \$18,000 Legislative services based on historical information
- \$75,800 PHiR Food and Beverage based on anticipated costs

PHiR 2015

PHiR continues to grow and provide a revenue stream for CPHA. This year the conference is anticipated to bring in over \$167,000 in revenue between registration fees and exhibitors/sponsorships. Our expense have been continuing to raise each year due to the increase of membership that attends, which creates an increase in food and beverage costs. The estimated food and beverage cost for 2015 PHiR is \$75,800 which is our largest cost associated with the conference. We do have other various expenses that do add up including

\$10,600 expense for AV and Facility fees, \$5,800 in expense for marketing and printing and \$20,200 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:

- **Increased Membership numbers**, both individual and organization;
- **Mini-conferences, webinars, trainings**, in collaboration with existing and new partners;
- **Donors and financial partnerships**;
- **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 me at Alicia Myers, Myersa2387@gmail.com

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**Colorado Public Health Association
Profit & Loss Budget Overview
July 1 through September 9, 2015**

	2014-2015 Budget	2014-2015 Actual	As of Aug 2015	Combined 2015-2016 Budget	Notes
50400 · Miscellaneous	0.00	1,092.47	0.00	0.00	Not Budgeting, Part of 2014 PHIR
50000 · Earned Revenue - Other	0.00	0.00	0.00	0.00	
Total 50000 · Earned Revenue	9,700.00	162,250.16	149,356.51	185,502.00	
58000 · Expense Reimbursement	0.00	398.72	0.00	0.00	Not Budgeting.
Total Income	13,370.00	165,029.88	149,556.51	187,902.00	
Expense					
60000 · Grants to Others					
60100 · Student Scholarship Grants	2,500.00	3,833.34	0.00	3,800.00	Like last year
60200 · Sponsorships	0.00	150.00	0.00	150.00	Like last year
60300 · Revenue Sharing	0.00	15,844.69	0.00	12,000.00	Revenue share
60400 · Other Grants	200.00	200.00	0.00	200.00	Like last year
60000 · Grants to Others - Other	0.00	0.00	0.00	0.00	
Total 60000 · Grants to Others	2,700.00	20,028.03	0.00	16,150.00	
60900 · Conference Expenses					
60920 · Administrative Costs	0.00	0.00	0.00	0.00	
60930 · Marketing Costs	0.00	0.00	0.00	0.00	
60960 · Hotel/travel	0.00	0.00	0.00	0.00	
60900 · Conference Expenses - Other	0.00	0.00	0.00	0.00	
Total 60900 · Conference Expenses	0.00	0.00	0.00	0.00	
61000 · Professional Fees					
61100 · Contractor Fees	0.00	600.00	300.00	1,000.00	Ytd + PHIR Program Design
61200 · Speaker Honorarium	0.00	1,200.00	0.00	1,200.00	Matches 2016 PHIR Budget
61300 · Alliance/Administrative Service	7,375.00	28,512.51	13,075.83	30,000.00	15,000 Admin, 15,000 PHIR
61400 · Legislative Services	9,000.00	18,000.00	3,000.00	18,000.00	Like last year
61500 · Accounting Services	0.00	850.00	0.00	900.00	Similar to last year
61000 · Professional Fees - Other	0.00	0.00	0.00	0.00	
Total 61000 · Professional Fees	16,375.00	49,162.51	16,375.83	51,100.00	

Colorado Public Health Association
Profit & Loss Budget Overview
July 1 through September 9, 2015

	2014-2015 Budget	2014-2015 Actual	As of Aug 2015	Combined 2015-2016 Budget	Notes
61020 · Other Dues	0.00	0.00	0.00	0.00	
62000 · Operating					
62100 · Awards & Giveaways	500.00	1,311.40	0.00	1,475.00	\$1475 PHIR,
62200 · Supplies	0.00	764.35	44.56	1,200.00	\$900 PHIR, 300 General
62300 · Printing, Publications, Shippin	0.00	2,865.45	0.00	2,700.00	\$2400 PHIR, \$300 General
62400 · Telephone & Internet	132.00	1,028.67	287.09	1,000.00	\$500 Gen, \$500 PHIR
62500 · Website Hosting	0.00	191.88	0.00	200.00	Like last year
62600 · Software Subscriptions	70.00	516.00	655.17	550.00	\$300 PHIR, \$250 General
62000 · Operating - Other	0.00	0.00	0.00	0.00	
Total 62000 · Operating	702.00	6,677.75	986.82	7,125.00	
63000 · Travel					
63100 · Lodging	0.00	983.24	0.00	7,500.00	PHIR
63200 · Transportation	0.00	536.09	0.00	1,000.00	Speaker Travel/Staff Travel
63300 · Out of State Travel	1,500.00	1,824.59	0.00	2,000.00	\$2,000 General
63000 · Travel - Other	0.00	0.00	0.00	0.00	
Total 63000 · Travel	1,500.00	3,343.92	0.00	10,500.00	
64000 · Meeting & Conference					
64100 · Event Food & Beverage	0.00	66,526.28	13,000.00	75,800.00	All PHIR
64200 · Facility Rental & Technology	0.00	8,333.51	0.00	10,600.00	A/V & Exhibit Tables, PHIR
64300 · Meeting Food	300.00	886.05	0.00	900.00	\$500 PHIR, \$400 General
64000 · Meeting & Conference - Other	0.00	0.00	0.00	0.00	
Total 64000 · Meeting & Conference	300.00	75,745.84	13,000.00	87,300.00	
65000 · Business Expenses					
65100 · Bank Fees	0.00	0.00	0.00	0.00	
65200 · Credit Card fees	3,050.00	4,043.59	2,587.37	3,500.00	\$3,000 PHIR, \$500 Other
65300 · Insurance	1,650.00	1,650.00	150.00	1,700.00	Similar to last year
65400 · Annual Report Fee	0.00	10.00	0.00	10.00	Similar to last year

**Colorado Public Health Association
Profit & Loss Budget Overview
July 1 through September 9, 2015**

	2014-2015 Budget	2014-2015 Actual	As of Aug 2015	Combined 2015-2016 Budget	Notes
65500 · Dues & Subscriptions	349.00	578.25	772.50	775.00	Like this year year to date.
65600 · Organizational Fees	0.00	0.00	0.00	0.00	
65000 · Business Expenses - Other	0.00	0.00	0.00	0.00	
Total 65000 · Business Expenses	5,049.00	6,281.84	3,509.87	5,985.00	
65030 · Supplies/Awards	0.00	0.00	0.00	0.00	
65050 · Office supplies	0.00	0.00	0.00	0.00	
651001 · Printing, Publications, & Ship	0.00	0.00	0.00	0.00	
65120 · Networking Events	0.00	0.00	0.00	0.00	
66000 · Miscellaneous	0.00	0.00	0.00	0.00	
66900 · Reconciliation Discrepancies	0.00	0.00	0.00	0.00	
67000 · Refunds	0.00	0.00	0.00	0.00	
68000 · Expenses Reimbursable	0.00	2,357.82	0.00	0.00	
68300 · Rent, Utilities & Maintenance					
68310 · Zoomerang & Hosting	0.00	0.00	0.00	0.00	
68320 · Misc. Grand Rounds/Retreats	0.00	0.00	0.00	0.00	
68300 · Rent, Utilities & Maintenance - Other	0.00	0.00	0.00	0.00	
Total 68300 · Rent, Utilities & Maintenance	0.00	0.00	0.00	0.00	
Total Expense	26,626.00	163,597.71	33,872.52	178,160.00	
Net Income	-13,256.00	1,432.17	115,683.99	9,742.00	

Membership Report: Micaela Cohen Kirshy, Membership Director

Over the past two 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 just two years CPHA increased its membership numbers by an impressive **144%**, with an all-time high of 558 members at the end of our annual membership cycle, including an increase of **530%** in its student membership, an all-time of 185 student members, most from the Colorado School of Public Health.
- In addition, CPHA now has 11 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.
- For the 2014-2015 year, we had a record 29 mentor-mentee pairs. This is up from 18 pairs in 2013-2014.
- More information can be found at <http://www.coloradopublichealth.org/mentorprogram.php>

Professional Development

- **Networking:** Our monthly networking events continue 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.** CPHA again partnered with PHNAC, COSOPHE, CEHA, and the University of Colorado School of Public Health to host National Public Health Week (NPHW) Networking Events across the state. This year, we hosted screenings and discussions of the film "Raising of America". We also co-hosted a Happy Hour for students and professionals, and attended the NPHW Fair at the University of Colorado School of Public Health.
- **Geographic expansion.** We were pleased to expand our networking activities beyond the Front Range this year, reaching Great Sand Dunes National Park and helping to sponsor NPHW events in Durango. 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.

CPHA Membership Committee: If you are interested in the joining the Committee, contact us at Micaelacohen626@gmail.com

Professional Education Report: Alix Hopkins, Sr. Education Director & Chris Bui, Jr Education Director

The main objective of CPHA's professional education committee is planning and executing the annual Public Health in the Rockies (PHiR) Conference each year. Planning for the 2015 conference began last November 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 the 2015 Conference in Vail, Colorado was announced during last year's 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 once the 2014 Conference concluded.

The planning team for the conference worked hard during 2014-15 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, contact exhibitors and sponsors, and manage logistics with the conference facility. The conference planning team also tirelessly promoted the conference to students, University administration and faculty in Colorado. This year's conference has almost 40 students 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 the Public Health Alliance of Colorado and Civica.

With over 500 participants registered for this year's event, we are continuing to build off the momentum of the past couple of years. We hope our members enjoy networking, learning and recreating in Vail.

Future plans

Please mark your calendar for September 15-17, 2016 for our conference in Breckenridge, Colorado. Two significant issues will make 2016 a different year for us:

- The American Public Health Association's annual conference will be held in Denver Oct. 29 - Nov. 2. CPHA will have a role in this conference and we will be promoting this conference to our membership.
- In addition, we are currently in discussion with all our Affiliate, CEHA, about a joint or co-joined 2016 conference in Breckenridge.

Thank you for supporting the Colorado Public Health Association and we hope to see you for our 2016 Public Health in the Rockies Conference!

Public Health Policy Report: Kristin D. Pulatie, Public Health Policy Director

This year, the CPHA Public Health Policy Committee was engaged in legislative efforts to eradicate health disparities experienced by Coloradans while also creating opportunities to bring a public health perspective to legislators. The policy committee also spent a significant amount of energy streamlining internal processes and planning for future activities.

2015 policy goals

CPHA advocated for the following policy goals in 2015:

- **Support Healthy Eating and Active Living.** Over half of adult Coloradans are overweight or obese. Colorado's childhood obesity rate is rising at the 2nd fastest rate in the nation. CPHA is dedicated to policies, programs, and funding efforts that support healthy, active lifestyles. This includes enhancing community infrastructure, improving access to affordable and healthy food, and increasing opportunities for people to be physically active. CPHA played an active role supporting a related legislative effort, HB 1003: Safe Routes to School Program Funding.
- **Improve Access to Comprehensive Healthcare.** More Coloradans have health coverage than ever before. Even so, there are still individuals who remain uninsured or are underinsured. We support efforts to guarantee that no one slips through the cracks, and to ensure that costs do 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 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 health. We support efforts that improve access to integrated healthcare that brings together physical health with mental health and substance use disorder 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 use education and training programs for professionals, as well as every day Coloradans. This year CPHA actively supported HB15-1032 Licensed Mental Health Professionals Treating Minors
- **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.

CPHA Day at the Capitol: Public Health Day

In continued efforts to increase our visibility at the Capitol, our legislative consultant and policy committee members planned CPHA Day at the Capitol, along with the Governor's official proclamation of March 3, 2015 as Public Health Day. CPHA members were able to meet their representatives, tour the Capitol, and attend committee hearings. Senators Irene Aguilar and John Kefalas met with CPHA to discuss the legislative process and the best ways to connect with and serve as a resource for your representatives. We look forward to continuing and expanding this tradition in future years.

Future plans

- **Road Map.** The CPHA policy committee has continued efforts to prioritize our "Road Map" for policy for the next three to five years. This road map continues to focus on the following issues:
 - Improving health care access;
 - Health eating and active living;
 - Restricting the use of tobacco products;
 - Expansion of mental health service; and
 - Environmental issues of air, water, and climate change.

In order to have a systematic approach to determining which efforts best represent our members' identified policy priorities, the committee developed and utilized an assessment tool prior to determining which legislative proposals to track and support. The committee also strives to view our priorities through a lens of improving health disparities across diverse populations; when considering the effect of future policies or legislation, the committee asks, "What is the potential impact on health disparities in Colorado?"

- **Policy priorities survey.** CPHA members will again be asked to complete a policy priority survey this year. The results will shape the committee's plans to either create or support future legislative 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 advocacy, through email blasts, social media and other mechanisms;
 - Train CPHA legislative liaisons in key state legislative districts;
 - Host informal networking sessions with Colorado General Assembly Senator and Representatives; and
 - Host CPHA Members' local meetings with Colorado's United States Congress Senators and Representatives.

We encourage you to become engaged with the policy committee by lending your expertise, sharing your opinions, and creating new ideas concerning health policy in Colorado.

Affiliate Representative To The Governing Council Report: Rick Miklich, ARGC

The ARGC is the Affiliate Representative to the Governing Council (GC) of the America 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.

GC policy statements

During this past year the GC continued to perform its key governance duties by approving the budget, electing officers and Board/Committee members & reviewing policy positions. The Joint Policy Committee convened to review several policy statements for adoption by the 2014 Governing Council. Recommendations for adoption included:

- Supporting Breastfeeding Worldwide through Maternity Protection
- Improving the health of temporary workers
- Removing barriers to mental health services for veterans
- Sexual education as part of a comprehensive health education program in K-12 schools
- Reduction in bullying to address health disparities among LGBT youth

GC legislative agenda

The GC supported the APHA 2015 agenda of legislative priorities including:

- Protecting the Affordable Care Act including the Prevention and Public Health Fund
- Climate Change
- Child Nutrition Programs
- Appropriations for public health including CDC, HRSA and others

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

State Affiliate organizations collaboration

CPHA has increased its collaboration with other state and Region 8 affiliate organizations, including the Public Health Nurses Association of Colorado (OHNAC), Colorado Society of Public Health Educators (COSOPHE) and the Colorado Environmental Health Association (CEHA). All three organizations now participate in CPHA Board meetings. Examples of our collaborative activities include:

- Coordinating with COSOPHE and PHNAC on our annual conference, *Public Health in the Rockies*. CPHA also collaborated with the Wyoming Public Health Association (WPHA) for the 2014 *PHiR* and will collaborate with all four organizations (CEHA, COSOPHE, PHNAC and WPHA) for our 2016 conference.
- Expanding CPHA's mentoring program to a collaborative, shared program—now Colorado Public Health Mentoring Program—in a partnership with PHNAC and CEHA.
- In 2015 initiating a new Affiliate Agreement with CEHA to include reciprocal affiliate memberships; and
- Leading, coordinating and negotiating new professional association management services, resulting in a combined contract for CPHA, CEHA, COSOPHE and PHNAC.

Students Report: Jennifer Villalobos & Adrienne Wall, Student Co-Directors

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.

The committee has conducted a number of activities including on-campus and off-campus events. Student membership reached an all time high of 103 new members by May 2015. We are 4 months into the cycle and membership is steadily building. Since creating the new Student Activities Committee in the year of 2014, we have been meeting monthly to plan ways to get undergraduate and graduate public health students actively participating in the policy, network, and education workshops, activities and events.

Highlights 2014-2015

- **CPHA on Campus-Organized a Meet and Greet Event.** CPHA graduate members and undergraduate students from the UCD campus networked in addition to holding and sponsoring another social and networking event with CSPH at the end of National Public Health Week. Held two informational booths, one during the week of National Public Health Week and another at the beginning of Spring 2015 for the undergraduate public health students during the UCD Involvement Fair. Currently enrolled to have another informational booth at the first annual CU-Pre-Health Day in September 2015.
- **National Public Health Week Activities.** In collaboration with the CSPH Student Council, we hosted a networking event for student, staff, and faculty. We also provided students with discounted membership rates during this week and held an informational booth during the National Public Health Week at the Anschutz Medical Campus where free CPHA pens, buttons and informational pamphlets were handed out.
- **PHiR Student Scholarships.** Through the generosity of individual donors and organizational sponsors, we were able to once again provide many full or partial student scholarships to the 2015 Public Health in the Rockies conference.
- **Expanded networks.** Built new public health networks at the University of Colorado - Colorado Springs, Fort Lewis College in Durango, and Regis University in Denver to reach out to more students outside of the Auraria and AMC campus. So far, CPHA participated in UCCS Pre-Health Networking Banquet and are planning to coordinate a public health event in Durango for the Spring 2015 semester.
- **Student communications.** Frequent emails sent out to our student CPHA membership with information on opportunities for jobs, internships or public health scholarships.

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.
- Our main goal is to keep the student involvement momentum going for the year of 2016 by increasing opportunities to participate while gaining invaluable skills and walking away with professional development tools.

Communications Report: Meg Dingae, Communications Director

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

- **CPHA Newsletter.** We distributed monthly newsletters highlighting current events, networking opportunities, and other hot topic resources to CPHA members. Member contributions are always welcomed.
- **CPHA Facebook Page.** We averaged approximately 8 posts per month, an increase of an average of 4 per month last year. In addition, we have increased the number of Facebook "likes" from 311 last year to 438 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. We have 138 members to date, doubling our 69 members that we had last year.
- **CPHA Twitter Account.** Our CPHA twitter account (@COPublicHealth) has 124 followers to date, a substantial increase from the 86 followers last year.
- **New CPHA Website.** We are in the process of creating a brand new, updated and improved CPHA website! Stay tuned for details soon!