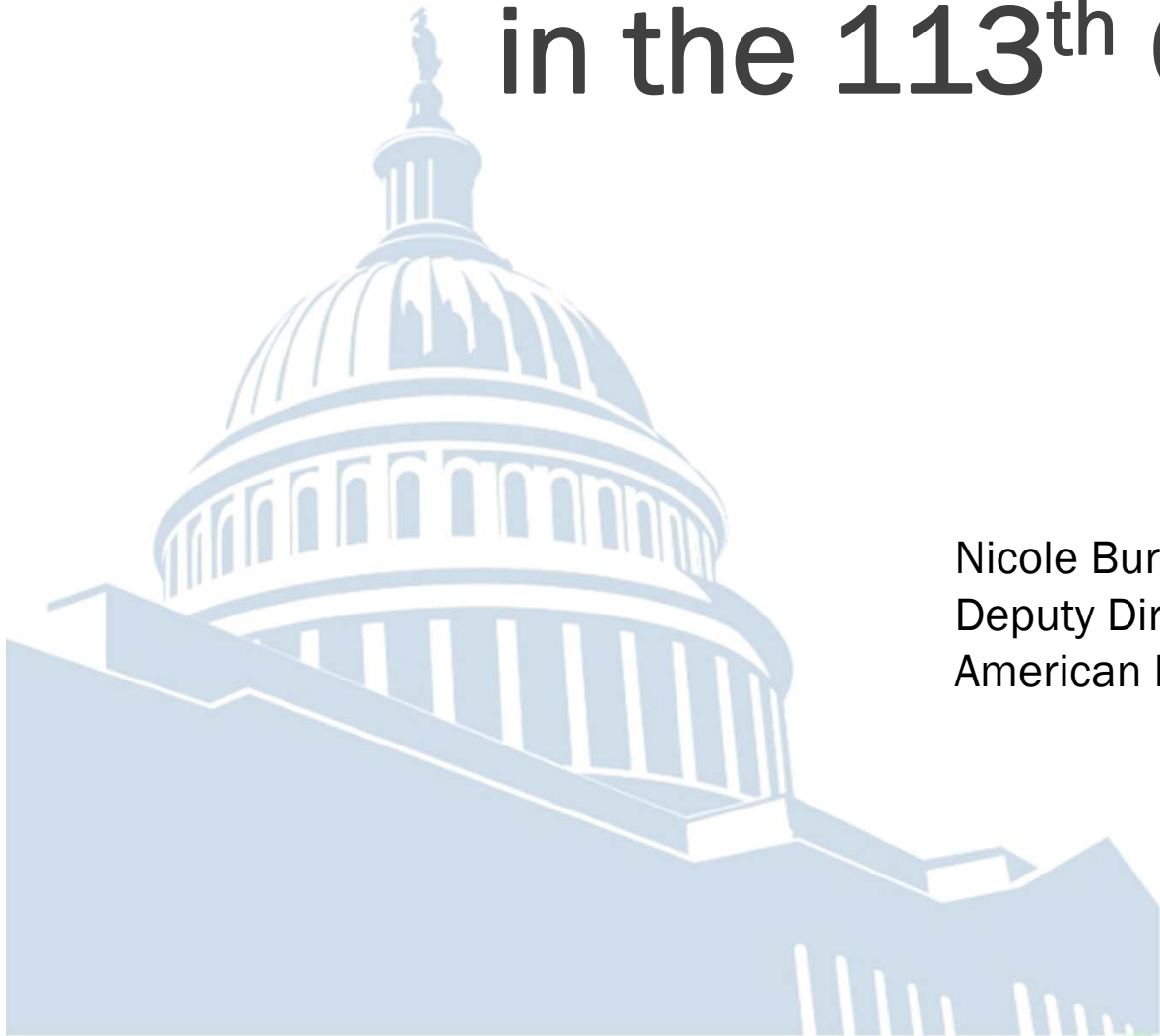


Challenges and opportunities in the 113th Congress

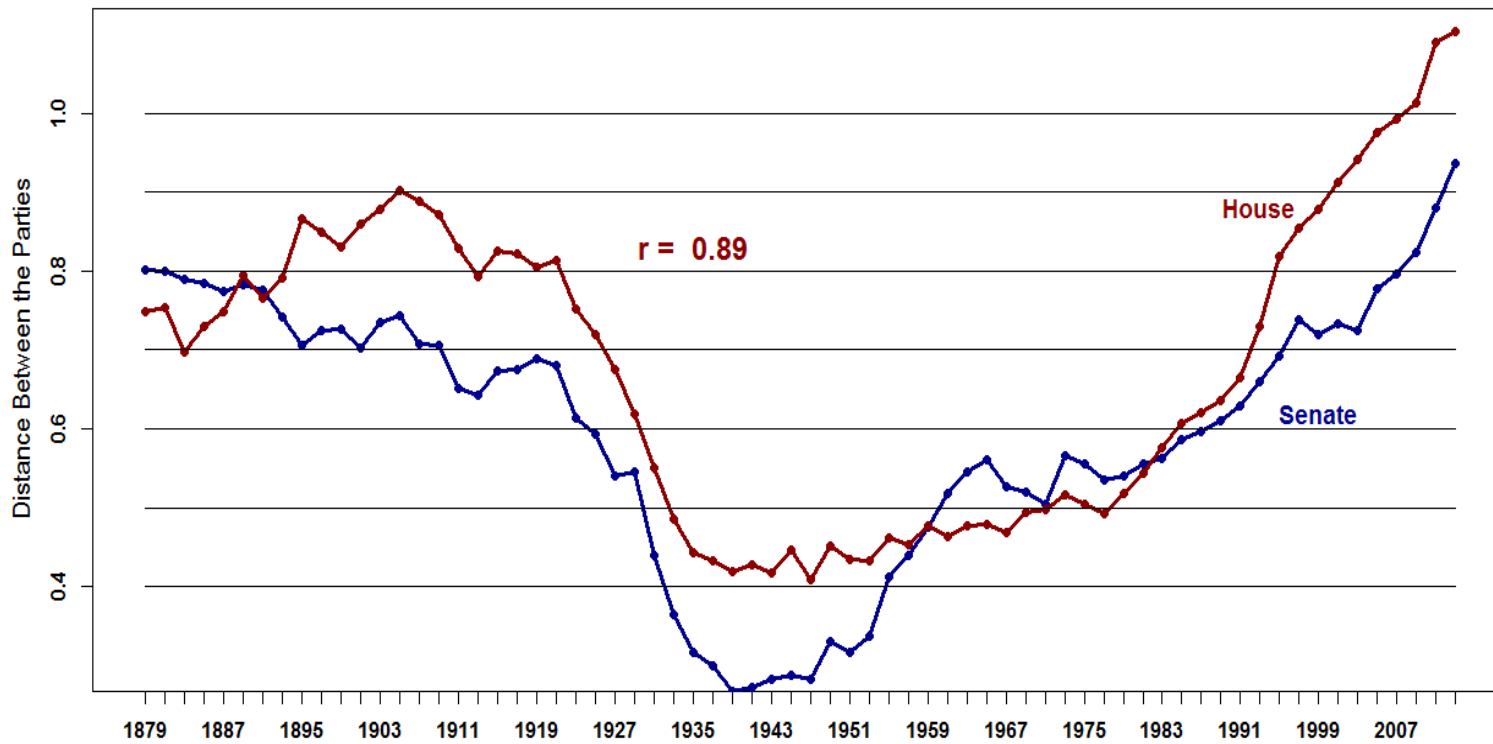
Nicole Burda
Deputy Director of Government Relations
American Public Health Association



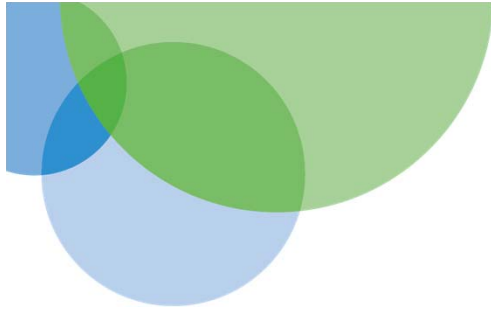
AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.

Challenges: Polarization

Party Polarization 1879-2013
Distance Between the Parties First Dimension



Polarized America / voteview.com



Election year

- Challenge
 - Pander to party and voters
- Opportunity
 - Leaving behind a legacy
 - Put pressure on newly elected officials and keep pressure on

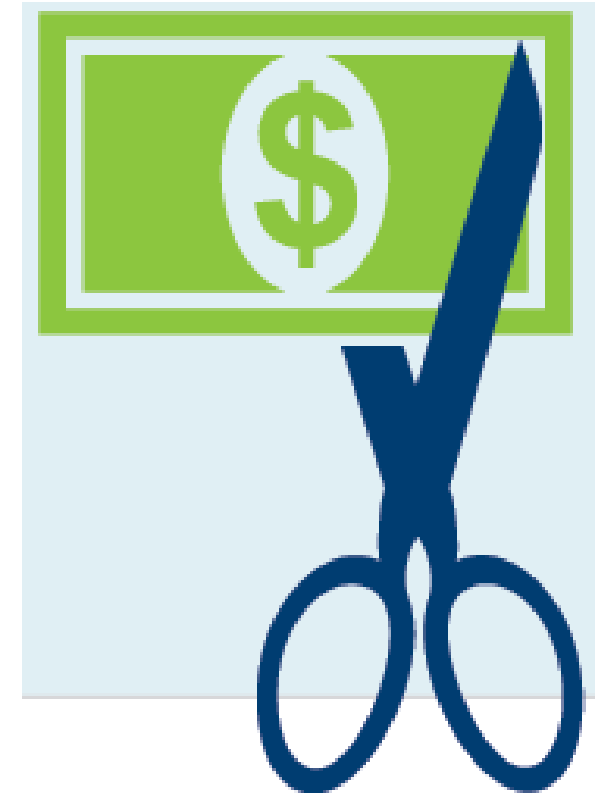


Challenge. Opportunity?

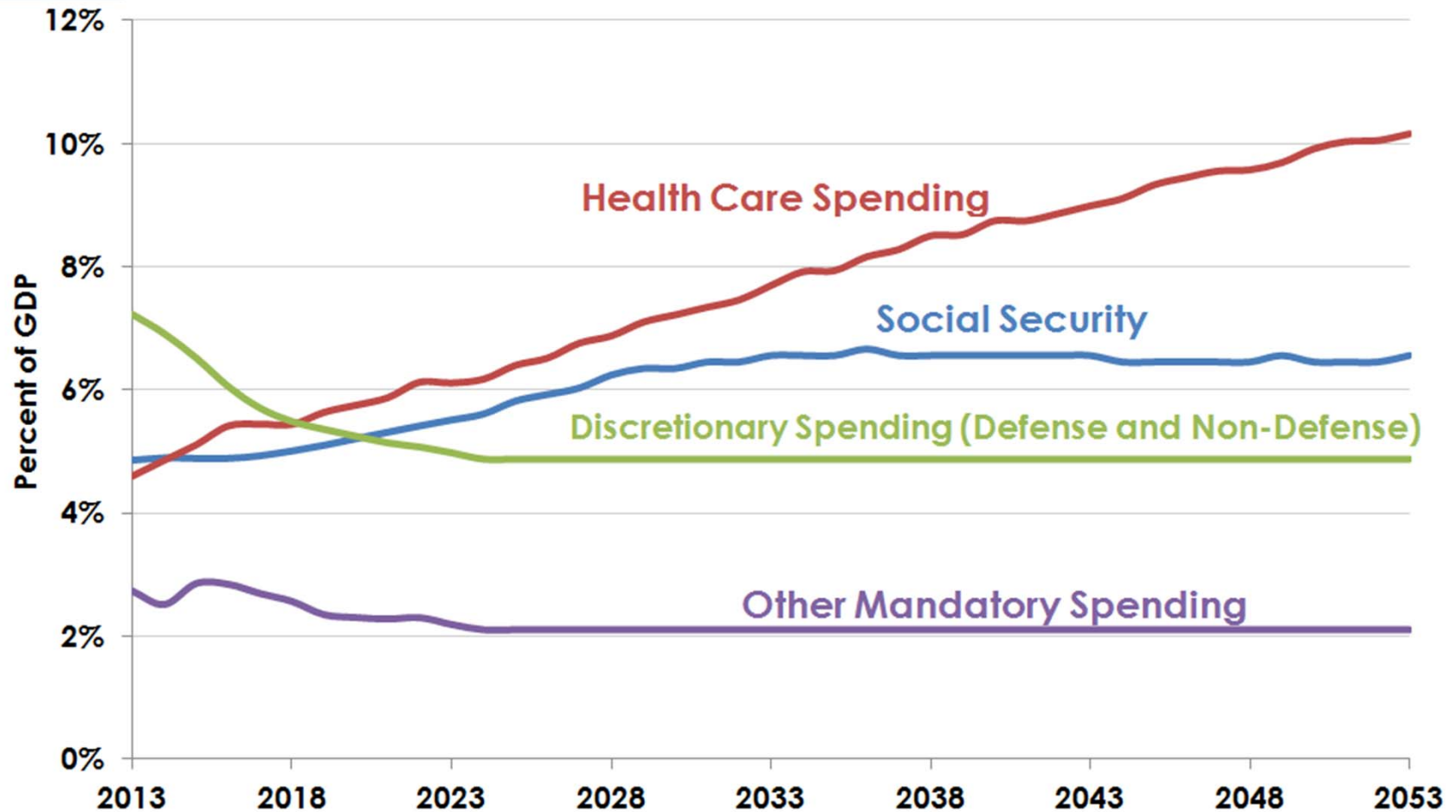
“We’re being hammered by constituents about not staying strong and blocking Obamacare, raising the debt ceiling, and ending the shutdown. Messages of opposition are at a ratio of 100:1 for those supporting our decision. It's been really nasty, and staff are completely demoralized. Positive reinforcement right now will really help bolster courage as we enter into the next critical phase of negotiations,” said a senator.

Challenges: Debt

- \$17 trillion
- Budget Control Act of 2011
 - Annual caps to cut \$917 B FY 2012 to 2021
 - Created “supercommittee” to cut additional \$1.5 T
- Sequestration: FY 2013 – 2021
 - FY 2013: \$85 B = 5% across-the-board cut
 - FY 2014: omnibus below caps; no sequestration
 - \$109 B annually through 2021
 - Sequestration can be replaced!



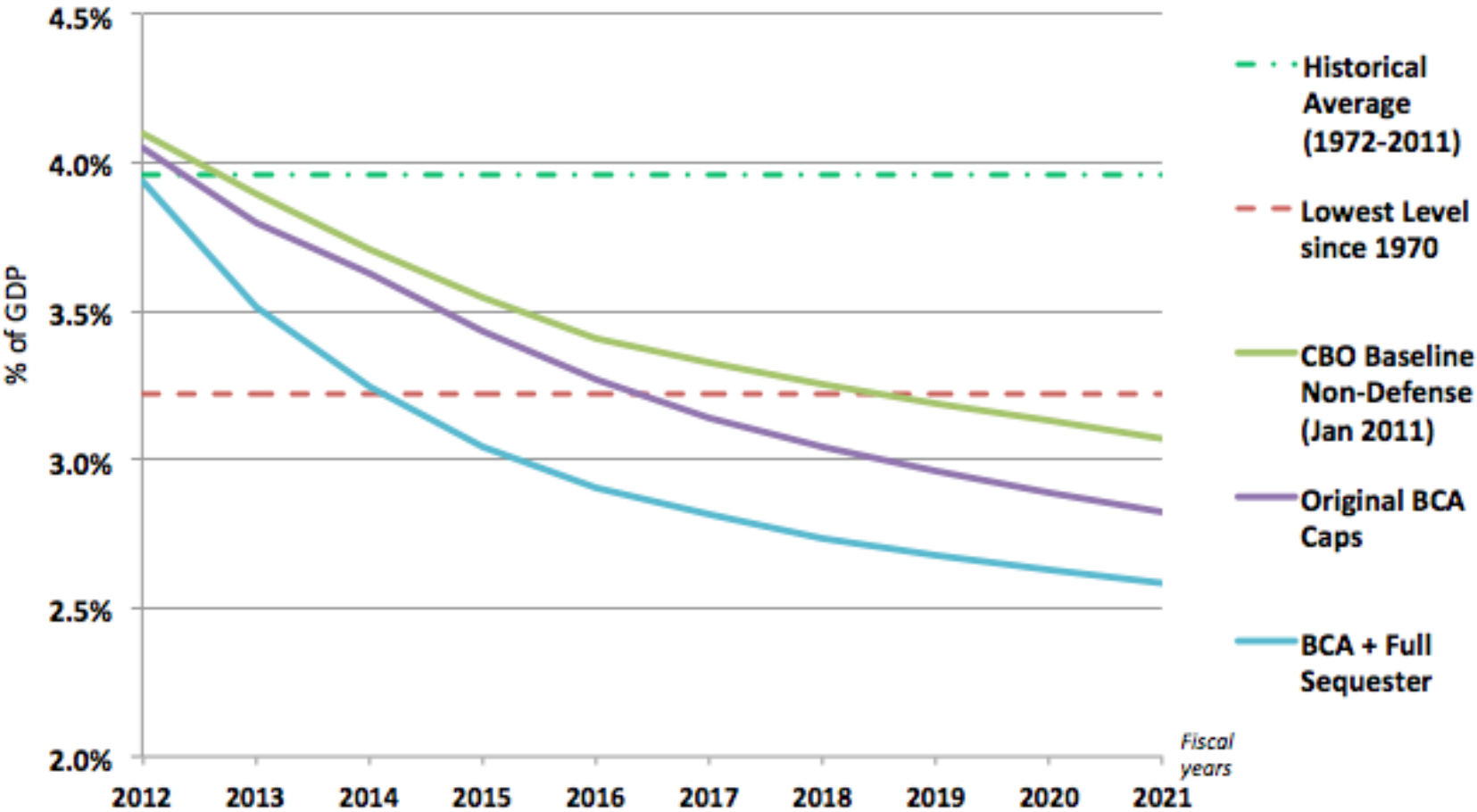
Health care costs: Debt



Note: Health care spending includes Medicare net of offsetting receipts, Medicaid, the Children's Health Insurance Program (CHIP), and Affordable Care Act (ACA) exchange subsidies.

Source: Congressional Budget Office; Bipartisan Policy Center projections
WWW.BIPARTISANPOLICY.ORG

Nondefense discretionary spending



Source: Congressional Budget Office



Opportunities: Debt

- Health funding only makes up 1.5% of federal budget
- Public health is not breaking the bank
- Prevention and public health can control costs

FEDERAL SPENDING	\$3.7 TRILLION
HEALTH ENTITLEMENT SPENDING (MEDICARE, MEDICAID, CHIP)	\$797 BILLION
DEFENSE DISCRETIONARY	\$715 BILLION
SOCIAL SECURITY SPENDING	\$701 BILLION
NON-DEFENSE DISCRETIONARY	\$549 BILLION
HEALTH DISCRETIONARY SPENDING	\$58 BILLION (F.550)

Opportunities: Success stories

Public health saves lives

For each 10 percent increase in local public health spending:

Infant deaths decrease

6.9%

Cardiovascular deaths decrease

3.2%

Diabetes deaths decrease

1.4%

Cancer deaths decrease

1.1%



Seatbelt use reduces serious injuries and death in car crashes by

50%

In the 20th century, the U.S. reduced the rate of adults who smoke from 42% in 1965 to 25% in 1997.

42%

Rates continue to drop — in 2010, 19% of adults smoked.

19%

1965

2010

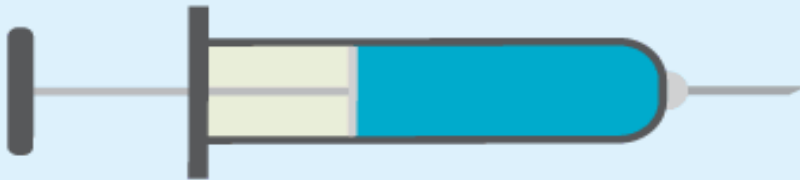


Opportunities: Success stories

Public health saves money



Every \$1 spent on prevention saves \$5.60 in health spending.



Every \$1 spent on childhood vaccines saves \$16.50 in future health care costs.

75%

of U.S. health spending is on preventable chronic conditions such as obesity, heart disease and diabetes, but only **3 cents of every \$1 spent** on health care goes toward public health and prevention.



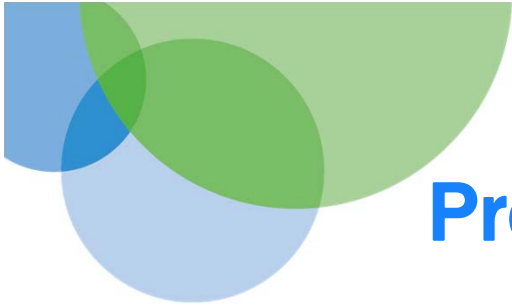


Opportunities: Success stories

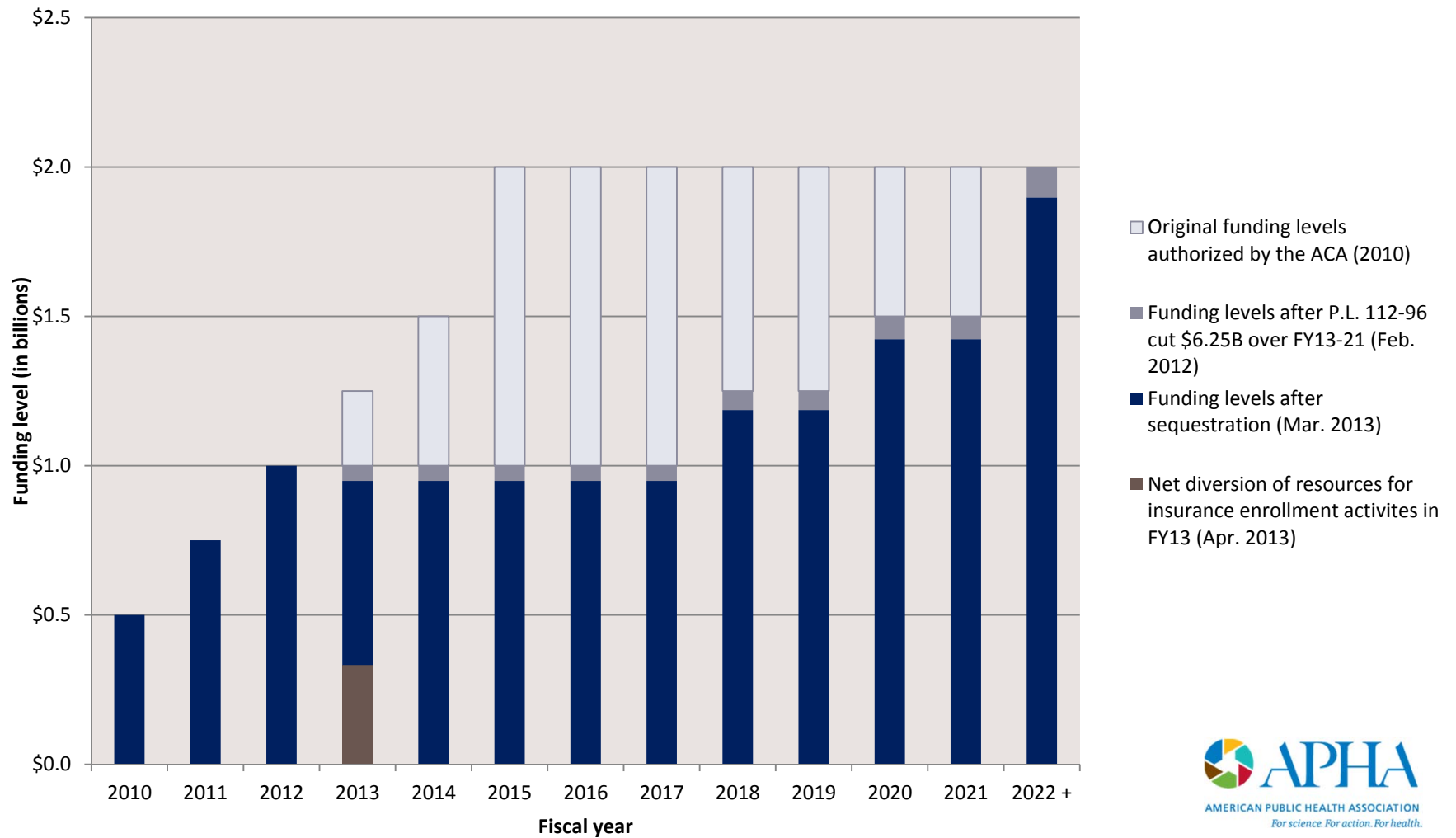
- Prevention and Public Health Fund
- Nation's first mandatory funding stream dedicated to improving public health
 - Sustained, stable investment to protect from reduction or elimination
 - Used to support community and clinical prevention, workforce and infrastructure, research and tracking
- *Intended* to support new programs or supplement, not supplant
- Challenge: Under constant attack due to affiliation with ACA

“An ounce of prevention is worth a pound of cure.”
– Benjamin Franklin





Prevention Fund stumbling blocks





Prevention Fund successes

Smoking cessation, immunizations, disease screening, expanded mental health and injury prevention, nutrition and physical activity promotion

- Tips from Former Smokers national ad campaign
 - 1.6 million smokers attempted to quit
 - 100,000 quit permanently
- Diabetes Prevention Program
 - Reduced risk of developing diabetes by 58%
- 146 people infected in 28 states resulting in 30 deaths from listeria outbreak (2011)
 - Outbreak solved in 2 weeks



FY 14 Fund allocation: challenge or opportunity?

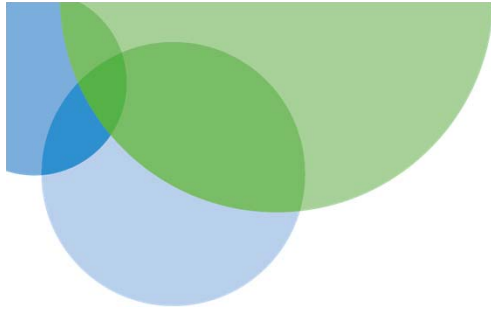
- Community Transformation Grants did not receive funding
- \$146 M allocated for CDC's heart disease and diabetes prevention programs
- New program created: Community Prevention Grants \$80 M
 - Funded by discretionary dollars
- National Public Health Improvement Initiative eliminated
- Preventive Health and Health Services Block Grant funding doubled to \$160 M



Opportunities: Advocate

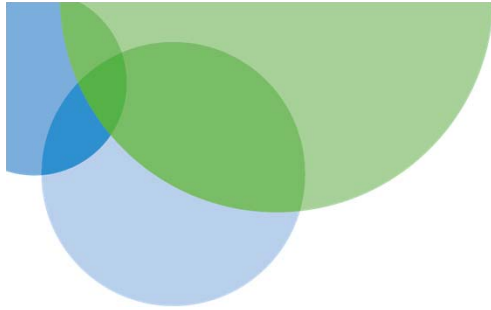
- Shape the national conversation
- Share success stories
- Educate the public
- Educate elected officials
 - Demonstrate importance of public health in your state/district





Advocacy opportunities

- President's budget proposal March 4
- Communicate importance and successes of public health
 - **Correspondence** with elected officials: email, call
 - **Media:** Letters to the editor, op-eds, radio shows, social media
 - **Meetings:** congressional visits, site visits
 - **Public events:** town halls, public meetings
- Framing of issue
 - Public health as an ROI and solution for deficit reduction



For more information: APHA advocacy tools

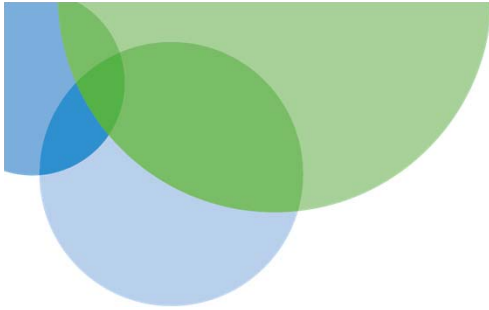
www.apha.org

- Fact sheets
- Issue briefs and reports
- Action alerts
- Infographics
- APHA advocacy campaigns
 - Public Health Action Campaign
 - National Public Health Week




PUBLIC HEALTH: START HERE
April 7-13, 2014 • National Public Health Week





Personal challenge

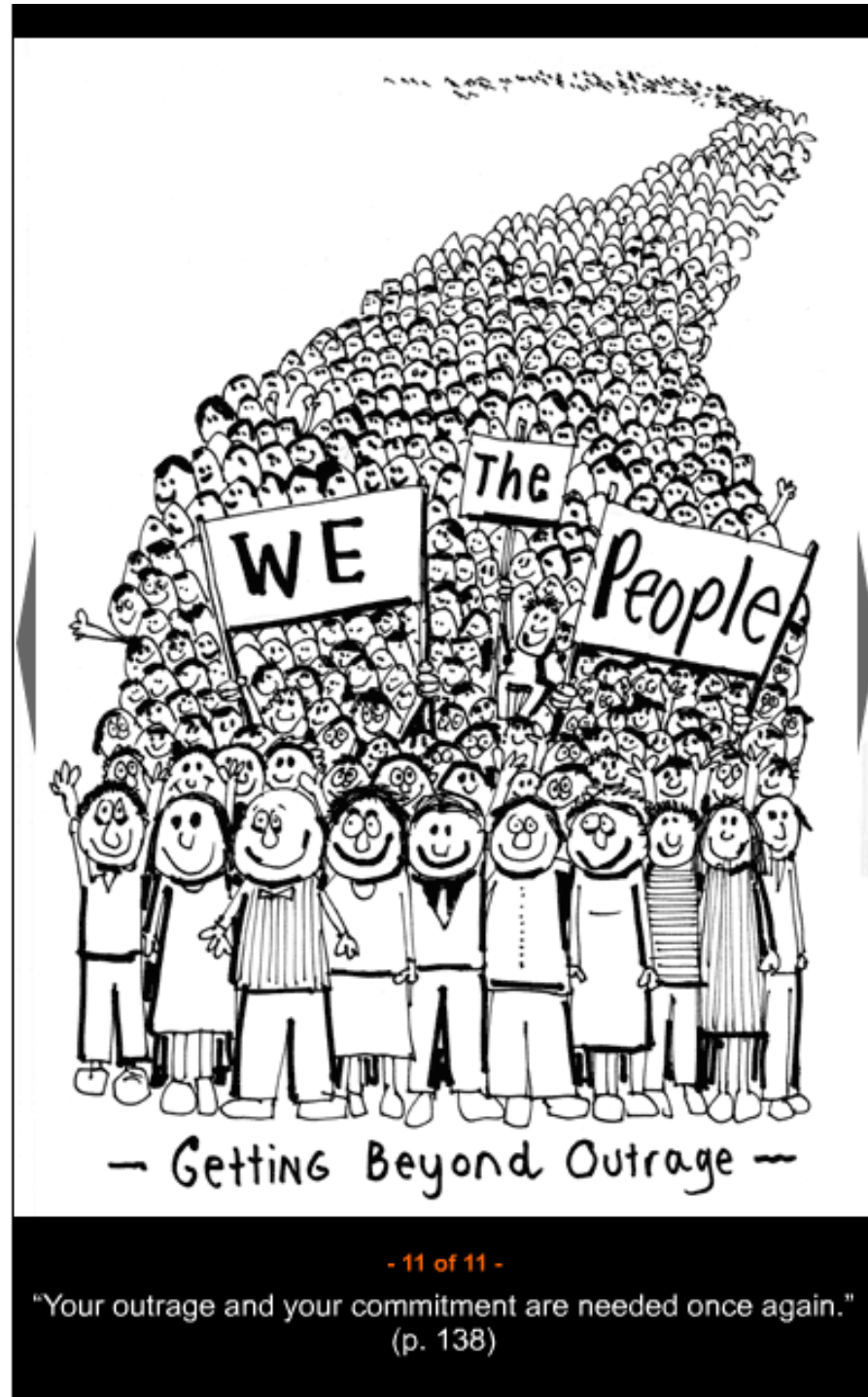
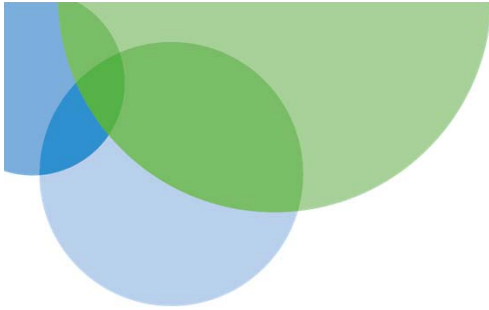


A cartoon illustration of a person with a large, round head and a simple body, sitting inside a square frame. The person is smiling and has their hand on a piece of paper. The text on the paper reads: "I agree with everyone I talk with + everything I see and listen to and read, and they all agree with me." The entire scene is enclosed in a thick, hand-drawn oval border. Below the oval, the words "ideological bubble" are written in a simple, hand-drawn font.

- 8 of 11 -

"If most of the people you talk to agree with you, you're wasting your time. You need to engage with people who may disagree or who haven't thought hard about the issues."

Beyond Outrage
-Robert Reich



Beyond Outrage
-Robert Reich