

2920 N. 24th Ave. #250  
Phoenix, Arizona 85015

Phone: 602-258-3361  
Fax: 602-252-1716  
E-mail: susan@azpha.org

*The Voice of Public Health in  
Arizona*

**We're on the web  
www.azpha.org**

**Staff:**

Executive Director, Susan Higgins  
Admin Assistants - Ruth Mota, and  
Jennifer Bonnett  
Financial Assistant - Stephanie Gallegos

**Sustaining Agency Members for  
2007-2008**

*Diamond -(\$10,000)*

Maricopa County Department of Public Health  
MEZCOPH @ University of Arizona

*Platinum (\$5,000)*

AZ Health Care Cost Containment System  
(AHCCCS)

*Gold (\$2,500)*

Arizona Dept. of Health Services (ADHS)

*Silver (\$1000)*

AT Still University of Health Sciences  
Arizona Dental Association  
Arizona Dept. of Environmental Quality  
Coconino County Health Dept.  
Community Partnership of Southern Arizona  
March of Dimes, Arizona Chapter  
Pima County Health Dept.  
Yavapai County Community Health Services

*Bronze—(\$500-\$999)*

American Heart Association—Pacific Mountain  
Affiliate  
Az County Directors of Nursing Association  
(ACDONA)  
Arizona Family Planning Council  
Arizona Local Health Officer's Association  
(ALHOA)  
Arizona Osteopathic Medical Assoc.  
Desert Harbor Internal Medicine  
Greater Valley Area Health Education Center  
(GVAHEC)  
Greenlee County Health Department  
Midwestern University  
Mohave County Health Dept.  
Navajo County Public Health Services District  
Planned Parenthood Arizona, Inc.  
PV Health Solutions  
Southwest College of Naturopathic Medicine &  
Health (SCNM)

*AzPHA is a private, non-profit association with a mission to protect and promote the public health of all Arizonans through education, advocacy and programs. Founded in 1928, it has served its members continuously for 80 years. The vision for a healthy and vibrant Arizona is strengthened by providing the voice for public health.*

**Board of Directors 2007-2008**

Jack Beveridge  
Colleen Goltz  
Christine Morgan  
Ellen Owens-Summo  
Barbara Herber-Baumann  
Barbara Worgess  
Al Brown  
Stephen Everett  
Marisue Garganta  
Kim Russell  
Rowan Frost  
Karen Sell  
Patricia Price  
Robert Birdwell

Mary Ellen Cunningham

Tim Flood  
Christine Liberato  
Juman Abujbara  
Barbara Jorgensen  
Pete Wertheim  
Jill de Zapien  
Becky Brooks  
Lee Renda  
Judy Norton  
Gana Granillo  
Gordon Jensen  
Jeanene Fowler  
Kathleen Ford  
Sara Banks

# AzPHA Annual Report 2008

From the Executive Director, Susan J. Higgins

Volume 2, no. 2

September 17-19, 2008



**Highlights for 2008**

- AzPHA joins the federated charity group Community Health Charities
- Timely topic of Health Care Reform chosen for Spring 2008 conference.
- Membership reaches all time high at 433 in July 2008.

## What's Public Health Got to do With It?

During the past year, a theme seemed to emerge in AzPHA's public education campaigns, marketing materials, grant writing and in collaboration teams across many disciplines. It seems everyone is asking "What's Public Health Got to do with It?" A short video was produced by the Association of Colleges of Public Health called "This is Public Health" which has been shown in many venues, including our Fall Conference and a recent US Public Health Service conference in Tucson. Eye-catching, red and white stickers with the title have been utilized in a marketing campaign in several cities by many APHA affiliates and colleges of public health across the country. They are being distributed at our 80th Anniversary meeting as well.

The title of our **Spring 2008 Conference** was "Health Care Reform: What's Public Health Got to Do with It?" which covered topics related to health care access and managed care. In short, there is a new awareness that public health is everyone's concern. The wide range of topics in public health touches every aspect of our lives. This theme runs through all of what we do in partnerships in Arizona and through the American Public Health Association located in Washington, DC. The public health perspective is important to all collaborations, and continues to be emphasized by the Executive Director and members who are working with various partners. Some of our active local partnerships in 2008 include: The March of Dimes, Council of Human Service Providers, Coalition for Healthy Arizona Teens, Clean Car Program, Protecting Arizona's Families Coalition, Alliance for Non-Profits, Greater Valley Area Health Education Center, Arizona Rural Health Association, Arizona Hospital and Healthcare Association, Az211, Health-e Connection, Health Guide America, Children's Action Alliance, Family Planning Council, Sierra Club, Western Climate Initiative, School Nurse Consortium and many other groups and organizations.

As the new board of directors takes the reins at the Annual Meeting, they will discuss our strategic plans, priorities and direction at a special meeting with the national APHA business consultant Steve Bornstein. The four major objectives for AzPHA continue to be:

- 1) Increase membership and professional development opportunities
- 2) Increase impact on public health policy
- 3) Enhance internal and external collaborations
- 4) Strengthen the association's infrastructure.

As we increase public involvement with public health issues, our planning for the coming year will contain more action steps to achieve these goals. Then we can confidently answer the question—Public Health has **everything** to do with it!

**Board of Directors**

**2007-2008**

President:

Bob England

President Elect:

Dorothy Hastings

Vice President:

Jennie Mullins

Immediate Past President

Doug Hirano

Secretary:

Judy Walruff

Treasurer:

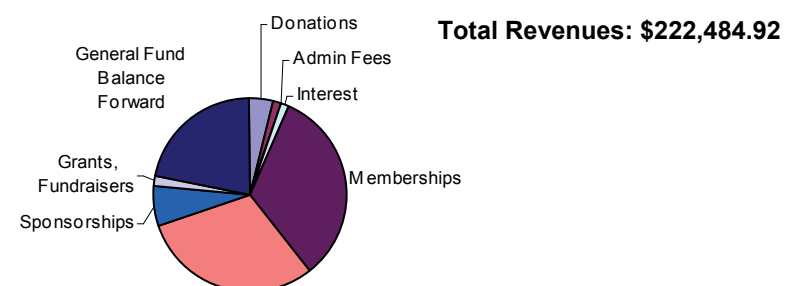
Robert Resendes

Affiliate Representative to  
the Governing Council of  
APHA (ARCG)

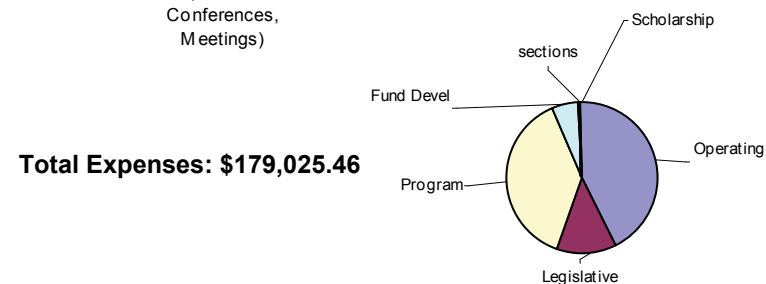
Elsie Eyer

**Financial Summary: Arizona Public Health Association**

**Revenues 2007-08**



**Expenses 2007-2008**



## Impact on Public Health Policy in 2008

The year in citizen advocacy for AzPHA started off quickly. The national scene was crowded with all kinds of information and campaigning from potential Presidential candidates talking about Health Care Reform in a very long primary season. AzPHA jumped on the bandwagon. The Legislative Committee and the Managed Care Section worked together to create a very informative Spring Conference that presented all views of health care reform, access to care, and some great presentations on where Arizona stands in health care reform options. Some of the presentations are posted on the website [www.azpha.org](http://www.azpha.org) under "conferences". We kept them on the site because they are still relevant. The outcome produced a series of statements that can lead us through the next season as a blueprint for action. The goal of the 2 day conference was to educate our members and supporters about the complexities regarding health care reform, and to get engaged in the process.



Our mission continues to support a stronger public health infrastructure, create better access to health

care and ensure a safe and healthy environment in which to live, work and play throughout Arizona.

The annual Public and Rural Health Policy forum was held on January 15, 2008 at the State Cap-

*Our 2008 Legislative Priorities started off with Access to Health Care for All, then Protecting Arizona's Public Health Infrastructure, and Maintaining a Healthy Environment..*

itol. AzPHA's Executive Director, Susan Higgins, participated as a panelist during the morning session, focusing on health care reform. This year several county supervisors and board members were invited to share their experiences at the county level.

Once again the AzPHA legislative committee recommended that we continue to use the Capwiz system to help members actively engage in advocacy. Go to the Legislative Action Center on [www.azpha.org](http://www.azpha.org) to enroll for action alerts. The report on numbers of alerts sent reveals

that 424 messages were sent, compared to 394 last year.

Our top activists were **Barbara Herber, Carol Feingold and Barbara Burkholder**. Thank you for making the voice of public health

heard loud and clear! Many thanks go to **Pete Wertheim, Jack Beveridge, Bob England, and Ellen Summo** for creating three new fact sheets that are still relevant for the coming legislative session. We are still dealing with the impacts of severe budget cutting, and we

expect more to happen in the coming session as revenues continue to fall for the state. However, by and large, several good pieces of public health related legislation were passed and signed into law during the last session. A year-end wrap up was sent by Capwiz to all subscribers and the Fall Conference will have a discussion on Thursday morning, with the chair Jack Beveridge leading. Regular bill tracking during the session is one of the activities of the legislative committee. They meet on the fourth Friday from 9-11 AM at St. Luke's Health Initiative—all are welcome.

### Advancements in Professional Opportunities

Under the leadership of **Gordon Jensen** (also a Bronze Individual Sustaining member of AzPHA), the former Mental Health Section was rejuvenated and renamed the Behavioral Health section in 2008. Several meetings have been held, and the section continues to grow. They have decided to be the lead section on a conference to be held next spring (2009) on the subject of Behavioral Health—Public Health intersections.

AzPHA welcomes a new sustaining member, Community Partnership of Southern Arizona, which has provided leadership for the formation of the behavioral health section.

Other developments in support for public health professionals includes expansion of continuing education units to social workers at both the spring and fall conferences. The Certified Health Education Specialist (CHES), Environmental Health Specialists, and Nurse Continuing Education credits continue to be available at all of the educational sessions presented by AzPHA. The number of units has increased steadily over the last three years.

The second in a series of Tribal Public Health Forums was sponsored by the Region IX Office of Minority Health of the Department of Health and Human Services. Two more forums are envisioned in the coming years.

## Fund Development Activity in 2007-08

The Board of Directors approved a move to join the Community Health Charities federated giving group in April, 2008. This is an independent group consisting of similar health-related organizations that can enter into corporate and state agency giving campaigns as a federation.

AzPHA applied and was accepted by the State Employees Charitable Campaign (SECC) for the first time this year via the Community Health Charities (CHC). A new application is required each year to remain in the SECC as well as the CHC. The SECC runs from September 8—October 11, 2008. AzPHA's number is T146 and donations are deducted from employees paychecks.

A similar employee charitable giving campaign is run at the county level, and AzPHA has applied to be included in Maricopa County.

Three new grants were submitted, this year and two others are being considered by the Fund Development Committee. The Affiliate Capacity Building grant from Kellogg was approved at \$40,000 over 2.5 years and includes funds for equipment, salaries, and public education campaigns, among other items. A separate grant was submitted to Thunderbird Charities, but it is not related to the Birdies activity. Another grant was submitted in August to the Compton Fund for support for a grassroots organizer to help build a women's health campaign in Arizona. We haven't heard back from either of those funders yet.

Just as the national association (APHA) raised their membership rates in 2008, so did AzPHA. The base rate has increased to \$75.00. The discount rates for individuals

employed by sustaining members continues at the same rates (either 15% or 20% depending on the level chosen by the employer). Student and retired member rates also remain the same. Our goal is to reach 500 members by our 2009 annual meeting. That is an ambitious goal, but with your help, we can do it! Be sure to give your "elevator" speech to your friends, family and colleagues at every opportunity. New membership brochures were printed and are available from the office.

We have received checks from the two online donation sites that we maintain via our website: [www.goodsearch.org](http://www.goodsearch.org) and Network for Good "Donate Now" button on the homepage. They are small amounts, but every little bit helps and is used to further our mission. Please donate today!

## Putting the Fun back into Fundraisers, volunteer efforts and new equipment

The Birdies for Charity fundraiser continues to be one of the easiest, most fun ways to raise money for AzPHA. The 2009 Birdies forms are in your Fall Conference binders. Please make a pledge so that we can reach our goal. The average number of birdies in the FBR open golf tournament in February is 1500. So if you pledge just 1 cent per birdie, AzPHA gets \$15.00 plus a match from Thunderbird Charities. Make the pledge and Thunderbird will send you the invoice after the tournament. There are BIG prizes available for those who pledge, including a 2009 Buick.

Student volunteers and regular volunteers helped out with office work during busy times and during special campaigns. We thank the volunteers from the Women's Health Coalition and various members who



*Celebrating 80 Years!*

Our 80th Anniversary logo was created by board member and volunteer Ellen Owens-Summo, GVAHEC

helped package two CD programs on "Prematurity" and "Folic Acid" produced by the March of Dimes. AzPHA sent over 1000 copies to area OB/GYNs, family physicians and women's health providers.

Special thanks to Gordon Jensen for volunteering on many fronts. He excelled at being the membership chair this year by generated recruit-

ment letters, making contacts at agencies, accompanying the executive director on recruitment visits and general office help.

Some new equipment was secured from the **Region IX Office of Minority Health—DHHS** as part of the support of the 2008 Annual Meeting and Conference, Tribal Public Health Forum. We received a new multi-media laptop, a wireless sound system with lavalier microphone and hand microphone, and an LCD projector. We hope to supplement this new equipment with another laptop and LCD projector which will help with our conferences and educational events.

Finally, please welcome our new Admin Assistant, Jennifer Bonnett. She is returning to the workforce after being a stay at home mom for her three children. Her husband is a pediatric neurologist at the Barrow's Institute.