

2010/2011
Annual
Report

**Minnesota's
Independent
Voice for Public
Health for Over
100 Years**

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June, 2011



MINNESOTA PUBLIC
HEALTH ASSOCIATION

www.mpha.net

Message from the President

Dear MPHA members and friends,

Thank you for the privilege of serving as your President for the past year. It has been a very fulfilling and rewarding experience for me, and we have moved the organization forward in important ways. With so much uncertainty around healthcare reform and financing at the state and federal levels, MPHA is in an excellent position to participate in the discussions that will determine the strength of the health safety net.

We earned ourselves some well-deserved recognition this past year by hosting two high-profile events. First was a forum focused on healthcare reform just after the Fall elections, on the same day that Mark Dayton was declared the winner in the Governor's race. Candidate Tom Horner was the keynote speaker and shared his views on where the state is headed. The second major event was a Spring reception to honor Commissioner of Health Dr. Ed Ehlinger. He is an active MPHA member and past award recipient, and we honored him and other appointees that are MPHA members/friends. Dr. Ehlinger outlined his priorities in leading the state's health department, which include connecting with local public health agencies and bringing public health and medicine closer together.

These events, and the volunteers who made them successful, enabled us to significantly increase our sponsorship revenue. While we saw a nearly 9% growth in membership during the year, revenue from dues increased by 19%! We saw a noticeable growth in student memberships, and we are currently piloting a new organizational membership structure. Word of mouth is the most effective recruitment method, so please keep it up!

We also faced substantial challenges in the past year. 2010 marked the end of the three-year sustainability grant from the American Public Health Association (and the revenue that came from it), which unfortunately forced us to terminate our Executive Director contract with Halleland-Habicht/LPaC. We thank Michael Scandrett, Emily Zylla and their staff for their assistance in ensuring a smooth transition. I am pleased to report that at the mid-point of this calendar year, we are on budget.



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Membership



MPHA currently has 239 active members. The majority of members reside in the Twin Cities metro area, while about 8% live in Greater Minnesota. The Membership Committee's work over the past year included developing an organizational membership structure that is currently being piloted at a large healthcare organization, and with assistance from APHA, conducting a business planning process to develop a work plan for the next year. This process identified priorities for member growth, including a focus on the following groups:

APHA members in Minnesota
 The Minnesota Department of Health
 Local public health departments
 Retirees
 Students
 Community Health Workers
 Non-metro areas
 Organizational members

Activities also included hosting a gathering at a St. Paul Saints game, participating in the School of Public Health's new student orientation and mentorship programs, hosting informational tables at the MDH SHIP conference and the statewide Community Health Services conference, and co-sponsoring a professional development and networking event focused on health impact assessments in partnership with MDH and the American Planning Association – MN Chapter.

The committee will continue to refine the business plan, and develop a key informant interview process. It will also work to expand MPHA's footprint on social networking sites, including LinkedIn, Facebook and Twitter.

President's Message (continued)

We continue to experience challenges with our web site and its communications functions. Automatic membership renewal reminders have not been reliable, on-line renewals and registrations have had problems, and mass communications have been difficult to send. Fortunately, we have a few volunteers who are taking this on (and we could use more). We also need to find new co-chairs for our Membership and Communications committees. Please consider volunteering yourself or a colleague for these critical positions.

Finally, I wish to thank the Executive Committee, Governing Council, committee chairs and other leaders who have made this such a great organization. I know it is not easy to give of your time in addition to all the other things you do. We have built up some good momentum, so let's keep in going!

In good health,

Ken Bence

“The ultimate job of public health is to keep people from becoming vulnerable and, if they become vulnerable, to protect them by doing whatever is necessary to keep them from being negatively affected by the risks that confront them.”

-Commissioner Ed Ehlinger, M.D.

Public Policy and Advocacy

The Policy & Advocacy Committee continued its work to advocate on key policy issues and enhance our communication efforts during the past year. The committee met monthly, with approximately 15-20 members directly participating in most meetings. The P&A Committee listserv currently reaches 228 MPHA members, while action alerts reach a slightly larger number of members who have opted in to receive these updates (248 members). Melanie Ferris and Alison Moore continued to serve as co-chairs of the committee. Two student interns worked on special initiatives to expand our use of social media and to explore the public health implications of federal reform in the Patient Protection and Affordable Care Act. A number of committee members also played important roles as coalition representatives or working on special initiatives. The committee's key efforts, are described below:

Developed policy priorities. An MPHA member survey was administered in fall 2010 to help the committee develop a set of legislative priorities for the 2011 Legislative Session. The three main priority areas are: 1) protecting public health funding and sustaining SHIP; 2) ensuring health care access; and 3) addressing health disparities. The committee also recommended that MPHA continue its involvement to support the following public health issues: increasing the tobacco tax, reducing childhood obesity, reducing exposure to toxic chemicals, supporting comprehensive sex education, reducing chronic disease, and opposing challenges to weaken existing laws (Freedom to Breathe and Minor's Consent).

Partnered with coalitions, organizations. Committee members have served as coalition representatives to a number of coalitions: Healthy Legacy; Minnesotans for Healthy Kids Coalition; Minnesota Cancer Alliance; Raise It For Health, and a SHIP Coalition, led by the Local Public Health Association (LPHA). Coalition representatives participate in coalitions in a variety of ways, working to facilitate communication between the coalition and MPHA and coordinate advocacy efforts. MPHA also coordinated with the Public Health Law Center and the Minnesota Medical Association to explore the use of "health notes" (conceptualized as a health-focused variation of a fiscal note) and develop materials that could be shared with MDH and/or key legislators on the topic.

Advocated for key public health issues. Action alerts were sent to members on a number of priority issues during the past session. The committee was also engaged in some "behind-the-scenes" efforts to support sustained SHIP funding (e.g., sending letters to Governor Dayton and Health and Human Services Conferees, developing materials for MPHA members and local public health departments to use to educate policy makers on the positive impact of SHIP in local communities).

Expanded communication efforts. A working group was convened to expand the Committee's use of Facebook and Twitter to provide members with policy updates. An electronic newsletter, highlighting the status of key pieces of legislation, was also sent periodically to members during the 2011 Legislative Session.

Drafted resolutions. A resolution supporting the use of Health Impact Assessments (HIAs) was developed and is being brought forward during the annual meeting for a membership vote. The committee also updated an existing resolution supporting a tobacco tax to include current data describing smoking rates and the prevalence of related chronic disease.

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**Over 200 MPHA
members and partner
organizations
subscribe to the
MPHA
Policy & Advocacy
listserv**

**SHIP is the
Statewide Health
Improvement Program
which is coordinated
by the
Minnesota Department
of Health**

Explored local implications of federal health reform. A forum was held in Fall 2010 to discuss the state implications of the Affordable Care Act. The committee will continue to explore the State implications of this legislation by preparing a summary of the bill for members. MPHA members will be attending the mid-year APHA conference, which will focus on the public health components of the federal legislation.

Partnerships and Outreach

MPHA continues to be active in a number of coalitions and in building partnerships with health-focused organizations. Over the past year, MPHA participated as a member in the following coalitions:

- Minnesota Cancer Alliance
- Coalition for Responsible Sex Education
- Minnesotans for Healthy Kids
- Healthy Legacy
- Complete Streets Coalition
- Minnesota Healthy Communities Act – ISIAIH & SEIU partnership
- APHA Get Ready Campaign



Organizational Activities

Policy Forums: The Policy Forum committee led the development of forums to position MPHA as a leader on important public health issues and develop strategies for increasing policy advocacy. From September 2010 through May 2011, MPHA hosted a series of cutting edge policy forums entitled *It's All About the Family*. The titles of these forums were *Today's Family, Community and Domestic Violence*, *Disenfranchised: Vulnerable Populations*, and *Family Connectedness*. Each forum included a breakfast of locally produced and organic foods. Attendance at each forum ranged from 45-75 people.



National Public Health Week Film Festival: National Public Health Week is celebrated annually in April at the University of Minnesota's School of Public Health with a film festival consisting of long and short films that have a public health emphasis. Film screenings are on the East Bank of the University of Minnesota's Minneapolis campus. Each day has a different theme, and in 2011 the themes were Refugee Health, Aging, Food Systems, Environment, Obesity, and Sexual Health. Experts were present each night to introduce the topics and discuss their relevance to Minnesotans. These events were a coordinated effort between the School of Public Health and MPHA. The festival brought in 876 students, faculty, alumni, and community members over the week (a new record).

APHA: Each year the MPHA President and the Affiliate Representative to the APHA Governing Council (ARGC) attend the annual meeting of the American Public Health Association. The 2010 APHA meeting was in Denver. As a part of the APHA meeting the president of MPHA and the ARGC attend the Great Lakes Coalition meeting, the APHA Committee on Affiliates meetings, and the APHA Governing Council meetings. These meetings focus on affiliate development and official APHA business. The MPHA president also attended the Affiliate Presidents Elect meeting at APHA headquarters in Washington, DC. President Bence was able to visit the offices of several members of Minnesota's congressional delegation to discuss MPHA and APHA positions on pending legislation, and was even permitted to sit in Congressman Keith Ellison's office chair! (See the photo on Page 1)



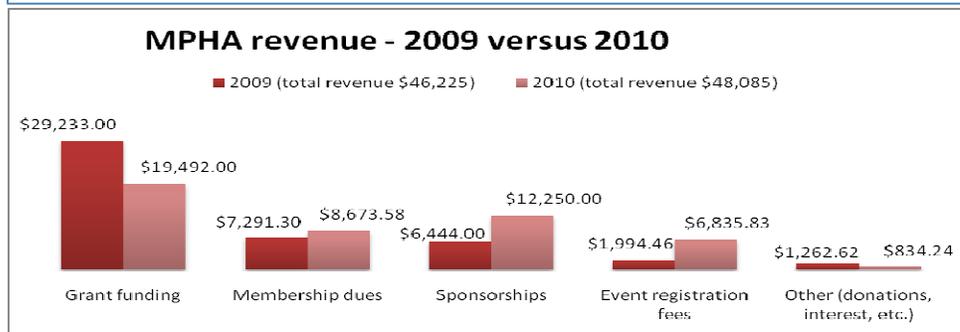
Organizational Activities, continued

Affiliate Capacity Building Initiative (ACBI) Grant: MPHA completed the last year of the three year grant funded by the Kellogg Foundation to build affiliate sustainability and infrastructure. MPHA was a grantee as part of the Great Lakes Coalition (GLC). The Illinois Public Health Association was the fiscal agent for the grant. This grant allowed MPHA to hire a part-time executive director, revamp the MPHA website, train board members, and move our membership database and event registration capabilities online and web-based. The goal of the GLC is for the six states to apply for additional funding to further develop and strengthen our affiliates.

2010 Financial Summary

As of December 31, 2010

ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking (MPHA checking account)	18,699.32
1020 · Money Market	5,786.00
Total Checking/Savings	24,485.32
Total Current Assets	24,485.32
Other Assets	
1500 · CERTIFICATES OF DEPOSIT (MPHA Certificates of Deposits...)	
1510 · 3 Month Bank Certificate #9561	6,571.20
1520 · 6 Month Bank Certificate #9348	1,383.57
1530 · 6 Month Bank Certificate #9397	1,383.57
1540 · 9 Month Back Certificate #0098	2,730.66
Total 1500 · CERTIFICATES OF DEPOSIT (MPHA Certificates of Dep...	12,069.00
Total Other Assets	12,069.00
TOTAL ASSETS	36,554.32
LIABILITIES & EQUITY	
Equity	
3000 · Unrestricted Net Assets	28,651.40
32000 · Retained Earnings (Undistributed earnings of the corpor...	-353.38
Net Income	8,256.30
Total Equity	36,554.32
TOTAL LIABILITIES & EQUITY	36,554.32



Minnesota Public Health Association

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Get involved with MPHA!

Find out more at:
www.mpha.net

About our Organization

MISSION: The mission of the Minnesota Public Health Association (MPHA) is to create a healthier Minnesota through effective public health practice and engaged citizens.

VISION: Our vision is to be an active, independent voice for public health in Minnesota.

ABOUT MPHA: MPHA is an all volunteer organization that represents a broad public health spectrum:

- Public, private, community organizations;
- Professionals at different stages of their careers: entry through retirement; and
- Multiple disciplines and topics, such as environmental health, public health nursing, community health education, and public health administration.

CORE VALUES: Our core values are:

- To inspire effective public health leadership by offering opportunities for enhancing learning, skills, and practice;
- To advocate for public health policy that is grounded in science-based evidence and social justice principles; and
- To effectively impact public health in Minnesota.

2010/2011 Governing Council Members

(as of June 1, 2011)

President:	Ken Bence
Immediate Past President:	Jim Hart
President-Elect:	Ann Bajari
Secretary:	Emily Dale
Treasurer:	Elizabeth Radel Freeman
Affiliate Representative:	Lindsey Fabian
Members-At-Large:	Ellen Denzen
	Kristen Godfrey
	Phyllis Haag
	Jerry Jaker
	Amy Roggenbuck (Greater MN)
	Ellie Ulrich Zuehlke
Student Representative:	Kerry Landry
Communications Committee Chair:	Scott Harpin
Membership Committee Co-Chairs:	David Johnson
	David Simmons
Policy & Advocacy Committee Co-Chairs:	Melanie Ferris
	Alison Moore
Leadership Committee Co-Chairs:	Erica Fishman
	Susan Leppke