



MINNESOTA PUBLIC HEALTH ASSOCIATION
www.mpha.net

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Message from the President

Dear MPHA Members,

It has been immensely rewarding working with all of you for the past 12 months to help improve the health of Minnesotans! We could not achieve our goals without the efforts of all our volunteers! I am proud of the amazing work done by all the MPHA Committees.

In addition to the key accomplishments of our committees that are highlighted in this annual report, MPHA leaders, members and partners collaborated on a number of other key activities during the last twelve months:

- An APHA grant allowed the Leadership Development Committee to do a presentation for the 2013 APHA annual conference, a national webinar which discussed creating and strengthening community-clinic connections to increase referrals to community-based prevention resources, and a brief to provide information on Community-Clinical Linkages.
- An Advancement of Health Equity grant from APHA was awarded to in May 2014 which will allow MPHA to partner with the Minnesota Department of Health, local public health colleagues, and others to convene a strategic planning session with stakeholders to develop a statewide sustainability plan for Health in All Policies efforts that builds on current successes of Community Transformation Grant and SHIP work.
- Hosted two sessions regarding the role of public health and community engagement in the “**Accountable Communities for Health**” initiative through the Minnesota Department of Health.
- Held a mid-cycle retreat of the MPHA Governing Council to review the status of achieving our 2013-2015 Strategic Plan and identify organizational priorities for the next year and a half. Thank you to Janny Brust and Ellie Garrett (both previous MPHA presidents) for facilitating!
- Participated in many events where our mission, vision and priorities were discussed and members recruited.
- Partnered with the Minnesota Community Health Worker Alliance to organize and jointly hold our annual conferences in June 2014.

I look forward to continued partnership with you as I move into my past president role and am particularly interested in supporting exploration of re-establishing a public health leadership training program. Remember that you do not work alone but have a community of public health professionals surrounding you, ready to help!

Thank you for your part in this vital work!
Carol Berg, MPHA President 2013-2014



Policy and Advocacy

The Policy & Advocacy Committee has continued its work on key public health policy issues this year. Jacy Walters stepped down as co-chair and Laura Klein joined Annie Halland to co-lead the committee in March of 2014. The Policy & Advocacy committee identified policy priorities in the fall of 2013. These priorities included supporting an increase in the alcohol excise tax, supporting passage of gun violence legislation, protecting key public health funding such as Statewide Health Improvement Program (SHIP), tracking implementation of health reform related to the Affordable Care Act, and supporting efforts to reduce the infant mortality rate in Minnesota.

Bringing voices together: The monthly Policy & Advocacy Committee meetings continued to be an avenue for collaboration and information sharing between public health advocates, organizations, and coalitions. The committee forged a new relationship with ISAIAH, a group of faith organizations organizing for positive change in the social determinants of health. And the committee continued relationships with Healthy Legacy, Raise It for Health, and Minnesota Healthy Kids Coalition. The Policy & Advocacy committee also has representatives on the nascent Health Impact Assessment Coalition led by the Department of Health.

Members of the committee served as representatives to these committees and they participated by coordinating advocacy efforts and facilitating communication between the coalitions and MPHA.

Advocating for key public health issues: MPHA sent out action alerts to members regarding funding for Safe Routes to School, raising the state minimum wage, and e-cigarette regulations. We have also been active through work with our coalitions in signing on to letters supporting federal action to reduce antibiotic usage for non-therapeutic purposes, supporting a comprehensive transportation funding package at the state level which includes active transportation, supporting full coverage of tobacco cessation services under the Affordable Care Act guidelines, and to support the Toxic Free Kids Act of 2014 to protect Minnesota's children from unnecessary exposures to harmful chemicals.



Health in All Policies: The Policy & Advocacy committee continued its commitment to the Health in All Policies approach. The committee developed a Fact Sheet on Minimum Wage which outlined the connections between wages and health. This Fact Sheet was distributed at our Day on the Hill event, which took place on April 9th. On that day members of the committee and other committed public health professionals and students advocated for minimum wage increase, as well as Safe Routes to School funding. We spoke of those issues in our meetings with legislators with the ultimate goal of broadening the health framework to include the social determinants of health.

MPHA also proudly co-sponsored a press conference with ISAIAH and Take Action Minnesota in which the Commissioner of Health, Ed Ehlinger, released his department's White Paper on Wages and Health.

Membership

MPHA currently has 340+ individual active members and 5 organizational members. MPHA membership has grown approximately 20% during the last year. The majority of members reside in the Twin Cities metro area, while about 8% live in Greater Minnesota. The Membership Committee is charged with recruitment of new members and development for current members. Merry Grande and Kim McCoy were Co-Chairs of the Membership Committee over the past year; Kristin Voltzke contributed greatly as the Membership Committee Intern.

The Membership Committee priorities for 2013-2014 were:

Membership Recruitment

- Recruit and nurture new members to MPHA from a diverse array of Minnesota public health sectors including: the Minnesota Department of Health, students, APHA members in Minnesota and Community Health Workers.
- Focus on strategies to show benefits and increase value of membership such as new member welcome events.

Membership Development

- Focus on enhancing membership value to current members through venues such as networking events and activities.
- Explore the creation of topic or geographic focused special interest groups, specifically in non-metro areas including Rochester and Duluth.

The Committee's membership growth strategies in 2013-14 primarily focused on growth in memberships of students, public health professionals in non-governmental settings, and members outside the Twin Cities metropolitan area. In addition, the committee expanded efforts to engage organizational members. Strategies have included meetings with organizational leadership, development of targeted marketing materials, and recruitment at events and conferences. Activities included hosting a networking reception following the University of Minnesota School of Public Health film festival, participating in the School of Public Health's new student orientation and mentorship programs, and hosting a speaker at the Minnesota Department of Health during National Public Health week. In 2013-14, the Membership Committee facilitated the presence of MPHA recruitment and information table at over 20 events. Organizational members now include two academic institutions, a health plan, a health system and a non-metro county. Efforts are ongoing to standardize organizational membership options and recruit additional organizational members.

The Committee's membership development strategies in the past year focused on increasing MPHA visibility at events and conferences and improving the membership experience for non-metro members. Our database and membership management system are stable, allowing us to focus energies on membership recruitment and development instead. Strategies included reworking the membership brochure and creating a professional display board, administration of the biannual membership survey, and exploration of special interest groups to focus on topics such as global health or children's health. Activities also included ongoing service to members and non-members in the MPHA website, which also serves as our membership database.



Photo was taken May 2014 at Stub & Herbs, Minneapolis for a MPHA & UMN, SPH student networking event

Highlights from the membership survey showed there are several ways MPHA can increase its value to members/prospective members. Regarding events, we can hold events in different geographic locations (both inside and outside the metro-area); utilize technology (i.e. posting policy forums online/webcasts); offer more networking events, both for employment opportunities and social interactions; and hold meetings outside of standard work day times. Responses also cited a continued need for working to integrate sectors of health, services, and education,

increasing leadership development and diversity of leadership based on workplace/geography, continuing education opportunities, additional newsletters and information about public health trends. Survey responses

also listed increasing MPHA's lobbying efforts. Areas of MPHA found to be most valuable to members are: our annual conference, networking, legislative updates, advocacy activities, and job postings.

The Membership Committee seeks new members who are energized to raise awareness about the benefits of membership with MPHA or to plan opportunities for members to deepen their connections and involvement in the public health community. Connect with Merry or Kim if you are interested!

Communications

Ken Bence and Nancy Franke Wilson were Co-Chairs of the Communications Committee, with leadership over the general communications of the association. As a "virtual" organization with no physical space for people to come to, our proactive messaging and timely responses to inquiries are how we make good first impressions with our stakeholders and reinforce our reputation as a professional organization.

The co-chairs were responsible for overseeing the administration of our web site, editing and distributing the monthly electronic newsletter, and managing our presence on social media. We have a very active LinkedIn page, which features frequent discussion posts and all the job notices received from external partners. As of this writing, we were approaching 1,000 connections! We also monitor and maintain our pages on Facebook (242 likes) and Twitter (787 followers). If you have not connected with us yet on these networks, please do! We look forward to continuing our contributions to growth through communications.

Leadership Development

Erica Fishman and Cherylee Sherry were Co-Chairs of the Leadership Committee. In this role they coordinated MPHA Awards given at the Annual Meeting in June 2014 as well as solicitation of candidates and the Elections for the Governing Council for July 1, 2014 through June 30, 2015.

Awards presented at the June 2014 Annual Meeting were:

MPHA Student Achievement Award: Juliann J. Van Liew, M.P.H.

B. Robert Lewis Award: Gail A. Dorfman

Paul and Sheila Wellstone Public Health Achievement Award: Charles N. Oberg, MD, MPH

Harvey G. Rogers Award: John Linc Stine

Albert Justus Chesley Award: Erica L. Fishman, MSW, MPH

The Committee also convened a meeting with representatives from Local Public Health Association, Minnesota Department of Health, and other interested parties to explore re-establishing a public health leadership training program.

History

Donna Anderson continued to focus on MPHA history and to oversee MPHA archival materials. The MPHA records collection is located in temporary space at the U of M School of Public Health (SPH). Additional materials received from past presidents that involve decades of the 50s to 90s have been, or will be, incorporated into the files, and the master index updated. The Social Welfare History Archives at the U of M has been identified as a viable permanent home for MPHA



archives.

For the June 2013 Annual Meeting, a MPHA history exhibit, consisting of a display prepared for the 100th MPHA anniversary celebration in 2007 along with public health nursing and environmental health artifacts and a *Did You Know...Some Interesting Facts* sheet, was featured. MPHA history information has also been presented in the association's new brochure.

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 members in the following coalitions:

- Health Impact Assessment
- Healthy Legacy
- Healthy Minnesota (and work groups)
- Minnesota Community Health Worker Alliance
- Minnesotans for Healthy Kids Coalition
- Minnesota Medical Association Public Health Committee
- Protect Minnesota
- Raise it for Health
- SHIP Coalition
- Community Transformation Grant Leadership Team
- State Preventive Health Advisory Committee
- Twin Cities Obesity Prevention Coalition

Organizational Activities

Policy Forums:

The Policy Forum committee (Angie Carlson, Chair; Lindsey Fabian; and Jean Streetar) led the development of forums to position MPHA as leaders on important public health issues and develop strategies for increasing policy and advocacy.

From November 2013 through May 2014, MPHA hosted an extraordinary series of policy forums that highlighted caregiving needs surrounding Minnesotans and explored caregiving needs across the generations. "A Community of Caregiving": Forum 1: For the Children; Forum 2: For Aging Parents; Forum 3: For Kinship and Grandparenting Roles; Forum 4: For the Silver Tsunami.

From November 2012 through September 2013, MPHA hosted a series of policy forums all about teenagers, called "The Teenage Experience": Forum 1: The Teenage Experience—What's healthy about it?; Forum 2: Teens and Sexuality—What's new beyond the birds and the bees?; Forum 3: Teens and addictive behaviors—What are our teens getting into?; Forum 4: Teens and sports participation—Are the risks and benefits in balance?

Each forum began with a breakfast of locally produced and healthful foods. Forum costs (suggested donations) were \$8 for members, \$15 for non-members and \$5 for students. Attendance at each forum ranged from 40-80 people. Summary notes are available for each forum on our website, and video recordings from the 2014-2014 forum series will be posted on our website shortly.

National Public Health Week:

APHA's theme for the 2014 National Public Health Week was "*Public Health: Start Here*". Among the events that MPHA supported this year were:

- **State of Public Health Forum, April 7:** MPHA was a co-host for this forum on "*Public Health in All Policies*", that included Dr. Ed Ehlinger, Commissioner of Health, who facilitated a panel of commissioners and other leaders from other fields of public service about collaborating on policy advocacy that integrates health considerations across sectors.
- **University of MN School of Public Health Film, April 8:** MPHA had an exhibit at the film showing, "*More Than Honey*".
- **Day on the Hill, April 9:** This year's theme focused on Health in All Policies.
- **School of Public Health Celebration of Giving and 2014 Alumni Awards, April 10:** A former MPHA president, Robert Schwanke, was among the awardees to be recognized at this University of Minnesota Foundation and SPH Alumni Awards event.

MPHA Past Presidents Group

The purpose of the MPHA Past-Presidents Group (PPG) is to continuously engage the wisdom and experience of the group in the service of MPHA and its members. Dave Golden (MPHA Past President 2012-13) currently represents the Past Presidents on the Governing Council.

Strategies to accomplish this purpose:

1. The PPG is recognized as an MPHA 'committee' as this gives a voting seat on the Governing Council.
2. Provide a member to the MPHA Governing Council (GC). This member is considered the chairperson of the PPG being nominated by the PPG through a process determined by the current MPHA President and confirmed by the GC. The chairperson serves a two-year term.
3. The PPG chairperson facilitates the process to select leadership from within the PPG for the following four PPG functions.
 - a. Provide a member liaison to each of the MPHA committees.
 - b. Be available to mentor and coach GC members and committee chairs.
 - c. Meet at least two times per year, one of which would be in association with the MPHA annual meeting.
 - d. Serve as a resource to MPHA GC for the identification and/or contact with potential funding sources as needed.

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 2013 APHA meeting was in Boston, MA. As a part of the APHA meeting, the ARGC and the MPHA president attend the Great Lakes Public Health Coalition meeting, the APHA Council of Affiliates meetings, and the APHA Governing Council meetings. These meetings focus on affiliate development and official APHA business. APHA unveiled a new logo at the 2013 annual meeting.



Also at the 2013 APHA annual meeting, MPHA members received awards: Lindsey Fabian, our ARGC, won the Award for Excellence from the APHA Council of Affiliates for her significant leadership, support for innovative

initiatives, and effectiveness in her efforts within our Minnesota Affiliate and Great Lakes Region. Her Great Lakes Region colleagues also recognized Lindsey with a Certificate of Appreciation for her contributions and leadership in this regional public health coalition.



Picture from APHA Affiliate reception, Nov. 2013: Catherine Cooksley, CoA Chair; Lindsey Fabian; and Jim Dale, CoA Chair-elect

Tricia Todd, Past MPHA President, won W.C. Woodward Award recognizing a Health Administration member who has advanced the practice of health administration through outstanding leadership, contributions in a management or educational setting and provided significant service to the Health Administration section.

The MPHA President-Elect also annually attends the Affiliate Presidents-Elect meeting at APHA headquarters in Washington, DC in June. In 2013, Carol Berg and Annie Halland attended this meeting and were able to visit the office of Minnesota's congressional delegation to discuss MPHA and APHA positions on pending legislation.

Great Lakes Public Health Coalition

MPHA is part of The Great Lakes Public Health Coalition (GLPHC) the group of Region V state affiliates from APHA. These six state public health associations (Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin) came together in 1983 for the purpose of mutual support and shared learning. Over the years, the GLPHC has been recognized by APHA as a model for other states.

The GLPHC held their spring meeting in May 2014 in Milwaukee, WI as part of the WI Public Health Association Annual conference. As part of WI's conference, all six ARGCs participated in a panel session entitled Making Waves for Public Health. Policy and Advocacy lessons learned were discussed from each state's perspective. At the Coalition meeting, participating leaders (usually the ARGCs and Presidents/Executive Directors from each state) reviewed progress on the GLPHC's strategic plan; met with Kathleen Falk, HHS Regional Director, Region V; and discussed potential roles for GLPHC in joint advocacy and policy development. Lindsey Fabian was elected Chair-elect of the GLPHC and will take over as Chair in Nov. 2014 at the APHA annual meeting. See the GLPHC website for more information: <http://www.mipha.org/glphc.php>. The GLPHC holds monthly conference calls to discuss ongoing activities and to plan for future meetings.



Picture from GLPHC meeting in May 2014 (left to right): Greg Ullrich (IN), Tom Hughes, (IL), Carol Berg (MN), Peggy Hintzman (GLPHC chair, WI), Jerry King (IN), Lindsey Fabian (GLPHC Chair-elect, MN), Kathleen Falk (HHS Regional Director, Region V), Rosemary Chaudry (OH), Hope Rollins (MI), Susan Avila (IL).

Minnesota Public Health Association

Balance Sheet

As of December 31, 2013

	<u>Dec 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	36,056.27
1020 · Money Market	14,968.07
Total Checking/Savings	<u>51,024.34</u>
Accounts Receivable	
1100 · Accounts Receivable	2,617.36
Total Accounts Receivable	<u>2,617.36</u>
Other Current Assets	
12000 · Undeposited Funds	116.00
1300 · Prepaid Expenses	1,075.34
Total Other Current Assets	<u>1,191.34</u>
Total Current Assets	54,833.04
Other Assets	
1500 · CERTIFICATES OF DEPOSIT	
1540 · 9 Month Back Certificate #0098	2,772.30
Total 1500 · CERTIFICATES OF DEPOSIT	<u>2,772.30</u>
Total Other Assets	<u>2,772.30</u>
TOTAL ASSETS	<u>57,605.34</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	431.45
Total Accounts Payable	<u>431.45</u>
Credit Cards	
2500 · US Bank Credit Card	1,845.04
Total Credit Cards	<u>1,845.04</u>
Other Current Liabilities	
2600 · Deferred Revenue	84.00
Total Other Current Liabilities	<u>84.00</u>
Total Current Liabilities	<u>2,360.49</u>
Total Liabilities	2,360.49
Equity	
3000 · Unrestricted Net Assets	28,651.40
32000 · Retained Earnings	18,698.27
Net Income	7,895.18
Total Equity	<u>55,244.85</u>
TOTAL LIABILITIES & EQUITY	<u>57,605.34</u>

Minnesota Public Health Association

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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.

2013/2014 Governing Council Members

President:	Carol Berg
Immediate Past President:	Dave Golden
President-Elect:	Kristen Godfrey Walters
Secretary:	Holly Magdanz
Treasurer:	Ann Bajari
Affiliate Representative:	Lindsey Fabian
Members-At-Large:	Emily Dale Phyllis Haag Alvine Kentska Siaka Jean Streetar Nancy Franke Wilson
Member-At-Large (Greater MN):	Holly Kostrzewski
Student Representatives:	Kristin Voltzke Guillaume Onyeaghala
Communications Committee Co-Chairs:	Ken Bence Nancy Franke Wilson
Membership Committee Co-Chairs:	Merry Grande Kim McCoy
Policy & Advocacy Committee Co-Chairs:	Annie Halland Laura Klein (Jacy Walters)
Leadership Committee Co-Chairs:	Erica Fishman Cherylee Sherry
History Task Force Chair:	Donna Anderson
Past Presidents Group Chair:	Dave Golden