



Massachusetts Public Health Association

Action for a Healthy Massachusetts!

2010 ANNUAL REPORT



— Victories in Tough Times —

Dear Friends,

Despite the tough times, we have seen and helped make important progress for public health this year.

Major federal investments and state support helped Massachusetts prevent H1N1 and save lives of people at high risk of complication through one of the most effective prevention campaigns in the country.



We passed legislation that will create a healthier food environment for the close to one million children currently in Massachusetts public schools.

And more.

Read about it in this year's MPHA Annual Report, which is short and sweet so we can all get back to business, family and all the important things we do.

MPHA is here to put prevention and public health front and center for all of us – in the public eye, in state and local funding and revenue decisions, in regional and municipal planning, in state and local transportation, in payment reform and more. We want nothing less than to create the conditions for everyone in the Commonwealth to have healthy, productive, long lives.

Thank you for what you have helped us to accomplish in 2010 – and for your partnership on an even more ambitious agenda in 2011.

Yours,

A handwritten signature in black ink, appearing to read 'Valerie Bassett'. The signature is fluid and cursive.

Valerie Bassett
Executive Director

Visit www.mphaweb.org for a summary of MPHA's FY2010 financial statements.

The complete set of financial statements, audited by independent certified public accountants Alexander, Aronson, Finning & Co., P.C. is available upon request.

Legislative Wins

- **SCHOOL NUTRITION & FARM-TO-SCHOOL BILLS.** After an eight year battle with the soda industry, the legislature passed the School Nutrition Bill! Once implemented, new nutritional standards will help more than 1 million kids every day! MPHA ensured the bill included strong provisions to support Farm-to-School efforts that can improve the health of our kids and our agricultural economy.



- **FOOD POLICY COUNCIL BILL.** MPHA led the effort to pass this bill to promote strong collaboration across sectors—agriculture, food security, public health, and economic development—in order to improve the Massachusetts food system for all residents.
- **SPRINGFIELD HEALTHY VENDING MACHINE RESOLUTION.** MPHA worked with our local partners and the Springfield City Council to promote healthy options in all municipal buildings.

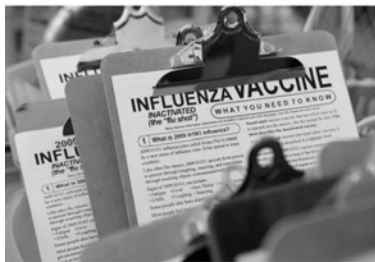
- **FUNDING FOR PREVENTION.** MPHA worked to increase legislative and community support for more stable financing for primary prevention as part of the state’s upcoming reform of how we pay for health services.

- **CHW CERTIFICATION BILL.** MPHA worked with our partners at the MA Association of Community Health Workers to pass the Community Health Worker (CHW) Certification Bill to strengthen the professional identity of CHWs and promote the integration of CHWs into health care and public health services.



Protecting Public Health Infrastructure

- **ENVIRONMENTAL PUBLIC HEALTH SERVICES.** MPHA successfully protected funding for programs at DPH which provide critical protections from and investigation of radiation, foodborne illness, and environmentally-induced illness, among others.



- **FARM TO FORK.** MPHA convened a working group of local public health and agriculture to address local concerns about protecting health and promoting local farming.
- **LOCAL TOBACCO CONTROL.** Working with our allies, MPHA protected against an assault on local authority to regulate tobacco.

- **H1N1 RESPONSE.** MPHA helped educate members and partners about H1N1 prevention and hosted the Western Massachusetts H1N1 Forum - “Looking Back and Moving Forward.” As a result of strong local and state public health response, Massachusetts ranked second highest in the nation in vaccination rates for H1N1, and prevented serious illness.
- **COALITION FOR LOCAL PUBLIC HEALTH.** MPHA played a leadership role in this coalition, working to advance policies that support the vital work of local health officials.

The Act FRESH Campaign Kicks into High Gear

- **FRESH ENVIRONMENTS.** Last year, MPHA launched the Act FRESH Campaign—*F*resh *E*nvironments *S*upport *H*ealth—with the goal of increasing access to healthy affordable food and public space for physical activity for all Massachusetts residents — and to build visibility and power for public health.

- **REACHING OUT, BUILDING UP.** To build a powerful policy platform for the campaign, MPHA reached out to old and new allies: we conducted extensive surveys and interviews of over 110 organizations and 140 individuals in order to better understand the issues facing communities around the state; and we recruited a new Act FRESH Leadership Team comprised of MPHA member organizations from every region of the state to lead the campaign.



- **CRAFTING A POWERFUL AGENDA.** The Act FRESH Leadership Team—drawing from the survey results and their on-the-ground expertise—is working together to craft the agenda for the next two years.

Learning Together and Building Support



“COMPLETE NEIGHBORHOODS, COMPLETE COMMONWEALTH.” MPHA’s Annual Meeting in November attracted 250 people to learn about how to transform the built environment in order to improve health.

Left: Catherine Cagle from MassDOT talks about the Healthy Transportation Compact.

SPRING AWARDS BREAKFAST. In May, MPHA honored the achievements of Frank Robinson of Partners for a Healthier Community, EMC Corporation, Harold Cox of the Boston University School of Public Health and Fran Anthes of the Family Health Center of Worcester. 300 people enjoyed music, breakfast, inspiration, and networking — all while supporting MPHA!



Right: Awardee Fran Anthes, Family Health Center of Worcester with John O’Brien of UMass Memorial Health Care.

Sustaining Partnership for Change

MPHA played leadership roles and supporting roles in numerous coalitions across the state in 2010, including:

- Alliance for a Healthy Tomorrow
- Coalition for Local Public Health
- Community Outreach Workers Network & Training (COWNT) Coalition
- Healthy People/Healthy Economy
- Holyoke Food Policy Council
- Live Well Springfield
- Mass Food Policy Alliance
- Mass in Motion Springfield
- Mass in Motion Worcester
- Springfield Food Policy Council
- Target Hunger Springfield
- Transportation for Mass.
- UMass Medical School Community Relations Committee
- Worcester Advisory Food Policy Council
- Worcester City Manager's Public Health Task Force, Community Relations Subcommittee
- Worcester Partnership for Racial and Ethnic Health Equity

Friends and Supporters

Special thanks to our major funders
for making our work possible:



Institutional Supporters and Organizational Members

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New England College of Optometry
New England Eye Institute
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Northeastern Univ., MPH in Urban Health
Novartis Vaccines
Partners for a Healthier Community
Partners HealthCare
Regional Employment Board of Hampden County
Salem State School of Social Work
Senior Whole Health
Slow Food Boston
Springfield Dept. of Health and Human Services
Springfield Partners For Community Action
Tobacco Free Mass
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Tufts University School of Medicine, Public Health Program
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UMass Memorial Health Care
United Behavioral Health
Vertex Pharmaceuticals
Vision Service Plan
Voices for a Healthy SouthCoast
WebMD
Wells Fargo Health Benefit Services
Western MA Center for Healthy Communities
Wheelock College
Worcester Dept. of Health and Human Services
Worcester Mass in Motion
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