

# PUBLIC HEALTH ALLIANCE OF COLORADO

## 2008 ACCOMPLISHMENTS

### PUBLIC HEALTH

Public health, including human and environmental health, is the system organized by society to prevent disease, prolong life, and promote health and well-being: through community efforts for a clean environment, the control of disease, the organization of medical services for the early diagnosis and prevention of illness and injury, the education of individuals in personal health, and the development of the social systems that ensure a standard of living adequate for the improvement of health.



### Background on the Public Health Alliance of Colorado

In 2007, The Public Health Alliance of Colorado (known as the Alliance) was launched through a three-year grant from the Colorado Health Foundation. In 2008, after accomplishing the major provisions of the grant, the Alliance began to strategically direct its efforts towards four main objectives, which are: 1) further development of the Alliance; 2) continued communications and coordination among public health partners; 3) supporting members; and 4) improving the public health system in Colorado. The Alliance is uniquely positioned as the convener, promoter and supporter of Colorado's public health community with the alignment of the 10 member organizations.

### Development of the Alliance in 2008

- Grown from 8 to 10 organizations.
- Increased the tools available to our members as well as outside partners, including Constant Contact postings, website tools like the Collaboration Room, and event registration and management.
- Started to identify and develop relationships with "Associate" members to further strengthen the partnership in public health delivery.

### Communications & Coordination

- Developed talking points and fact sheets for legislative initiatives, including SB08-194.
- Compiled a centralized distribution list of 2,000+ individuals interested in public health activities.
- Improved the relationship with Colorado Counties, Inc. and actively sought their feedback in drafting the Public Health Act of 2008.
- Coordinated dialogue between our members, the Colorado Department of Public Health and Environment (CDPHE), the Colorado School of Public Health and the State Board of Health.

### Supporting our members

- Fostered growth in the memberships of most of the individual-based associations.
- Developed marketing materials and interactive websites for several members.
- Organized fee-for-service agreements for basic services and outlined payment options.
- Offer free job postings, organizational advertising, and event registration to members, with discounted rates soon available for associates.
- Act as a steady liaison between members to communicate efforts and activities.

### Improving the Public Health System

- Assembled an ad-hoc committee to draft SB08-194 and helped coordinate the efforts for its passage.
- Planned the Public Health Summit in coordination with Caring for Colorado and CDPHE to begin the process for public health improvement planning.

*Our big hairy audacious goals:*

*Seamless integration of state, local, public and environmental health systems with the greater health system.*

*Increase public and environmental health funding in Colorado by 20% through our influence.*

The Public Health Alliance of Colorado  
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