Massachusetts Public Health Association

Action for a Healthy Massachusetts!

2013 Annual Report

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www.MPHAweb.org
Prevention & Wellness Trust Fund: A National Model

MPHA spearheaded an intensive campaign to establish the first-in-the-nation Prevention Trust. We organized support from more than 100 legislators; hundreds of community organizations and civic leaders; dozens of mayors and other municipal leaders; and leaders from health care, business, labor, and philanthropy. Together, we spoke in one voice to call for real investments in public health and won a major victory that provides $60 million in new funding over four years.

Passage of the law was a major victory, but our work is far from over. MPHA is carefully monitoring implementation and working hard to lay the groundwork for additional investments in primary, community-based prevention.

Legislators and leaders from health care, municipal government, and faith-based organizations rally for passage of the Prevention Trust.

Focus on Transportation and Health Equity: Physical Activity, Air Quality, Access to Opportunity

MPHA played a leading role in the campaign to increase funding for public transit, walking, and biking because we know that access to safe, affordable transportation options is an essential social determinant of health. We worked closely with partners to educate elected officials and to make the case in the media through editorial board meetings, op-eds, and letters to the editor.

Through our leadership in Transportation for Massachusetts (T4MA), we helped secure revenue to increase funding for transportation by an average of $600 million per year. We are now organizing local municipal leaders to push for passage of the Active Streets Bill which will provide funding for improvements in local roads to increase access and safety for pedestrians, cyclists, and transit riders.

Protecting Public Health Infrastructure

MPHA continues to fight for adequate funding for the Department of Public Health following years of devastating cuts. This year, we succeeded in protecting funding for Health Promotion & Disease Prevention Programs, including state funding for the Mass in Motion program. We also won an increase of more than $2.6 million for Environmental Public Health services and Health Care Safety and Quality programs, funding which will allow for the hiring of two dozen staff to provide the essential public health safeguards that we all depend on every day.
In 2013, MPHA took the Act FRESH Campaign to the next level. Act FRESH takes a unique approach by partnering with local leaders to identify solutions that will improve access to healthy food and physical activity at the ground level and across the state. In the first two years, campaign members contributed their time, energy, relationships, and expertise to advance the campaign goals. They also consistently told us that in the process they received direct benefits to their organizational and professional goals, including new skills, knowledge, connections, and confidence in their advocacy leadership abilities.

In 2013, we expanded the campaign to include 23 members representing every region of the state, along with key statewide partners. Through a collaborative planning process, we chose a policy platform for 2013-2014, which we announced on February 5, 2013 at the Springfield City Library. Together, we are pushing for:

- Transportation funding and policy to improve health
- Successful implementation and expansion of the Prevention Trust
- Comprehensive zoning reform that includes a focus on health
- Better access to healthy food outlets in underserved communities
- Bolstering physical activity and physical education in our schools

In 2013, working alongside coalition partners, Act FRESH helped to secure 114 legislative co-sponsors for priority legislation, and we were successful in moving the Healthy Food Access Bill out of the Community Development Committee in June. Act FRESH has also played a major ongoing role in the campaign for transportation funding and implementation of the Prevention Trust.

Training Leaders, Supporting Stronger Organizations

MPHA is entering our third year participating in the Community Transformation Grants, a federal program funded through the Affordable Care Act to build healthier communities through policy, system, and environmental change at the local level. Through contracts with the Department of Public Health and the Metropolitan Area Planning Council, MPHA is providing assistance to Mass in Motion communities, including Medford, Barnstable, Revere, Holyoke, Lowell, the Northern Berkshires, and Springfield. MPHA is working with local leaders to provide one-to-one coaching, meeting planning and facilitation, outreach, action planning, as well as research on creative new ways other states are improving access to healthy, affordable food. These services are helping to build stronger leaders, more effective organizations, and healthier communities from the ground up!

Celebrating Public Health Heroes

**Our Health Our Future.** On June 7, 2013, 375 friends and colleagues gathered at MPHA’s 11th Annual Awards Breakfast to honor the achievements of Dr. Andrew Balder, Steven Fischer, Lisa Renee Holderby-Fox, and Dr. Barbara Ferrer. Guests enjoyed music, breakfast, inspiration, and networking — all while supporting MPHA!

*Right: Lisa Renee Holderby-Fox of the Massachusetts Association of Community Health Workers accepts MPHA’s 2013 Lemuel Shattuck Award.*
Special Thanks to Our Major Funders for Making This Work Possible

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YMCA SouthCoast

Financial Highlights for Fiscal Year 2013
(for the year ending March 31, 2013)

Revenues: $564,618
Expenses: $565,847

Donated Services 4%
Special Event 27%
Grants and Contributions 62%
Conferences 4%
Membership 3%
Other 1%
Fundraising 14%
Programs 77%

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