Building, Incubating, and Sustaining Public Health

Community Health Partnership: Oregon’s Public Health Institute, is dedicated to improving the health of Oregonians through advocacy and support of effective public health policy and activities. During 2006, a year sandwiched between legislative sessions, CHP has been busy. We’ve convened key public health stakeholders to identify a shared legislative agenda and develop public health messaging. We’ve incubated new public health programs that enhance knowledge of public health issues and support advocacy. We’ve worked to empower the public to turn its concern about youth obesity into meaningful policy that benefits all Oregon children. And, we continue to honor CHP’s core values - advancing public health and the public’s health through our Special Needs Grants, Foster Scholarships and Genius Awards.

Building Public Health: Alignment of Initiatives and Messages

To advance both public health and the public’s health, CHP continues to be involved - as a convener and participant - in the “Public Health Alignment Workgroup,” a group of Oregon’s public health organizations working together to identify shared legislative initiatives. At the October meeting this group agreed to collaborate in supporting statewide school nutrition standards and fluoridation of drinking water in the 2007 legislative session. In addition the group has the long term goal of developing a “branding” message for Oregon that clearly communicates what public health does, how it does it, what costs are involved and why the work of public health is of value to all Oregonians.

“The process of pulling together all the public health organizations in order to identify common priorities and messages is a historic undertaking. Here in Oregon, public health will be strengthened only if we are united.”

– Bruce Goldberg,
Director, Oregon Department of Human Services.

Organizations represented in the Workgroup include: Oregon Public Health Association, Coalition of Local Health Officials (CLHO), Oregon Master of Public Health Program, Upstream Public Health, Northwest Health Foundation (NWHF) as well as State Health officials, Drs. Bruce Goldberg, Director of the Department of Human Services and Susan Allan, Director of Public Health Division, DHS. How Oregon advances its public health message – through the alignment of legislative priorities and the development of “branding” that is meaningful, memorable and durable - will be based upon the collaborative decisions of these stakeholders. CHP is pleased to partner with NWHF and CLHO in coordinating the efforts of this group.
In April as part of National Public Health Week, and in association with the Coalition of Local Health Officials, Oregon Public Health Association, Upstream Public Health and the Oregon Master of Public Health Program, CHP convened an advocacy training session conducted by Research!America. This alliance of health professionals and organizations is dedicated to making health and prevention research a higher national priority. Their training brought local public health professionals from around Oregon together to develop advocacy skills, share information and build alliances.

In October, CHP and the Northwest Health Foundation joined together to sponsor a day long conference on mentoring presented by the Northwest Public Health Leadership Institute. Public health professionals from around the state were invited to attend, free of charge, due to CHP and NWHF’s sponsorship. We look forward to exploring other opportunities to contribute to the skills development of Oregon’s public health workforce.

Building Public Health Awareness: All Oregon Kids Deserve High Standards

When the CHP Board of Directors selected Preventing Youth Obesity as its first strategic focus in 2003, few people outside of the public health community were aware of the emerging crisis and dire health consequences threatening a generation. CHP has taken the lead in educating Oregonians - parents, kids, educators, legislators and the general public - about the consequences of youth obesity and the do-able activities and policies that can curb the epidemic. Undeterred by the failure of the 2005 legislature to pass statewide nutritional standards for competitive foods in schools, CHP got busy.

This year:

• we’ve traveled the state to provide information and advocacy training to community members interested in participating in the development of their school districts’ mandated wellness policies;
• we were nominated by U.S. Senator Gordon Smith and awarded a 2006 Victory Against Hunger Award for our school wellness policy development workshops by the Congressional Hunger Center and Victory Wholesale
School Beverages – Time to Pop Open Your Soda Contract

1. Ensure parent, student and community involvement in the decision-making process
2. Understand the finances
3. Retain full control over the length of the contract
4. Ensure that parents and schools – not soda companies – choose the types of beverages sold
5. Ensure that parents and schools retain sole control over how and when beverages are sold
6. Evaluate merit of granting exclusive advertising and marketing rights
7. Build in financial and legal accountability
8. Centralize individual school contract management and negotiations

To read the full report, please see www.communityhealthpartnership.org

Kids Deserve High Standards continued

We’re ready to advocate and achieve statewide nutritional standards for all Oregon school children in the 2007 legislature. It’s not just nutrition, it’s social justice!

Oregon Nutrition Policy Alliance Members:

American Cancer Society, American Diabetes Association, American Heart Association, Center for Study of Weight Regulation, Oregon Health and Sciences University, Community Health Partnership: Oregon’s Public Health Institute, Oregon Dietetic Association, Oregon Medical Association, Oregon Nurses Association, Upstream Public Health

Kids Deserve
High Standards continued

Breastfeed longer

Avoid junk food

Are active daily

Watch less TV

Eat more fruits and veggies

Healthy weight Kids

Grocers. CHP was one of twenty organizations to receive this national recognition and a $1000 award;

• we brought Harold Goldstein, DrPH, Executive Director of the California Center for Public Health Advocacy, to Oregon to describe the role that public health policy has begun to play in the obesity prevention movement in California. Slides from Dr. Goldstein’s presentation are available on our website: www.communityhealthpartnership.org;

• we’ve drafted a guide to provide the “know how” to renegotiate school beverage contracts. Nicola Pinson, JD, author of CHP’s landmark school beverage contract analysis offers practical suggestions in the report: School Beverages – Time to Pop Open Your Soda Contract;

• as part of Oregon Nutrition Policy Alliance (ONPA), we’ve developed a K-12 School Nutrition Bill with clear nutritional standards for all foods and beverages sold in schools for the 2007 legislative session; and

• we’ve hosted a Call to Action to Improve School Nutrition Policy in order to build a larger and more diverse coalition of organizations ready to support 2007 legislation; and

• we’ve raised public awareness by generating media coverage on school nutrition.

We’re ready to advocate and achieve statewide nutritional standards for all Oregon school children in the 2007 legislature. It’s not just nutrition, it’s social justice!
HEAL is the Oregon Healthy Eating Active Living Partnership, a diverse network of local and state partners who have come together to address the social, environmental and policy determinants of physical activity and healthy eating through improved community design, public policies, youth and adult programs, and communications. The HEAL Partnership began in 2003 as Active Living by Design, a project funded by the Robert Wood Johnson Foundation and sponsored by the American Heart Association. In 2005 the project expanded to include a Healthy Eating by Design component. With the move to CHP, the HEAL Partnership continues to focus on community-based solutions and region-wide policy change to make Oregon communities more supportive of daily physical activity and healthy eating. HEAL's project director is Noelle Dobson and its project consultant is Dr. Minot Cleveland. For more information about HEAL, contact Noelle Dobson at 503-227-5502, ext. 224 or noelle@communityhealthpartnership.org.

UPHAN is the Upstream Public Health Advocacy Network, a newly funded project designed to be a voice for the public health community in the legislature and continued on back page.
Special Needs Grants, the Laurence R. Foster Memorial Scholarships and annual Public Health Genius Awards speak to our values in advancing public health and the public's health:

- assisting public health workers in meeting urgent client needs,
- developing Oregon’s public health workforce, and
- recognizing public health leadership, innovation and excellence.

Special Needs Grants

For the 8th consecutive year, CHP awarded special needs grants ranging from $500 to $2000. These grants provide discretionary funds to public health professionals and related health workers to address the unmet, urgent needs of their clients. Funds often provide for necessary services that do not fall within the purview of grant funding but are crucial in helping an individual or family adhere to a treatment plan or achieve a public health goal.

SPECIAL NEEDS STORIES

- In a very poor family with several children, one of the children had shoes which were literally ‘falling apart.’ The boy did not attend school for 2 days because of his shoes. His parents could not afford to purchase new shoes. SNG funds purchased shoes for the child and he was able to return to school.

- In a house fire, a client lost all of her personal belongings and was left only with the ‘clothes on her back.’ She was placed in a motel by the Red Cross but had no personal hygiene items. Hygiene items were purchased with SNG dollars which allowed client to return to her community with “a sense of pride."

- Client has newborn with only one functioning lung. Newborn has been hospitalized several times with RSV and other respiratory distress viruses and is highly susceptible to infection. Using SNG funds, an air purifier and filters were purchased to improve the air quality of the home and, ultimately, the newborn’s health.

Special Needs Grants 2006 Recipients:

- Burns Paiute Tribe
- Cascadia Behavioral Health
- Hood River County Health Department
- Multnomah County Health Department
- Baker County Health Department
- Benton County Health Department
- Clackamas County Community Health
- Jackson County Health Department
- Josephine County Health Department
- Lane County Health and Human Services
- Native American Rehabilitation Association
- North Portland Nurse Practitioner Health Clinic
- Partners in Community Living, Inc.
- Polk County Health Department
- Portland Impact
- Salud Medical Center
- Union County Center for Human Development
- Interfaith Volunteer Caregivers of Central Oregon

Sustaining our Values

CHP Annual Grants
Laurence Foster Memorial Scholarships

To promote a diverse workforce and honor the memory of Dr. Larry Foster, former Oregon State Epidemiologist and much beloved public health colleague, CHP annually awards scholarships to recipients with excellent academic records and a demonstrated commitment to public health.

The 2006 recipients are Jennifer Holliday, MD, MPH Program - Oregon Health & Sciences University with an emphasis on rural health; Jacquelyn Martin, BSN - Nursing Program OHSU with an emphasis on adolescent sexual health, and Kaaren Nelson-Munson - MD, MPH Program OHSU with an emphasis on migrant health.

Since 2000, CHP has awarded $195,500 in scholarships promoting a diverse public health workforce.

Genius Awards

CHP's Public Health Genius Awards were established to recognize and honor public health leadership, innovation, and excellence. The 2006 Public Health Genius Award winners were Leda Garside Clinical Nurse Manager of Salud!, a health-based outreach program serving seasonal workers, and Sue Sanzi-Schaedel, Director of School and Community Dental Health at Multnomah County Health Department.

Merit awards were presented to Nancy Gummer, Registered Dietician from Good Shepherd Medical Center in Umatilla County and Michael Heumann, Epidemiologist with Environmental and Occupational Epidemiology at the Oregon Department of Human Services. Awards were presented at the annual Genius Awards Luncheon, held on October 6th and attended by more than 200 public health supporters and advocates.

2006 Genius Award winners are (left to right) Michael Heumann, Leda Garside, Nancy Gummer, and Sue Sanzi-Schadel.
The growth of our organization would not have been possible without the gift of expanded office space from CareOregon. We appreciate CareOregon's ongoing belief in the work we do and the continued support of our organization.

We thank all of you for your support of the work of Community Health Partnership over the past year. Public health and the public's health are strengthened by our united effort and advocacy.

Thank you to our 2006 Organizational Donors

- CareOregon
- Community Choices 2010
- Conference of Local Health Officials
- Ecumenical Ministries of Oregon
- Kaiser Permanente
- Legacy Health System
- MagnaCorp
- MIKE Program
- Multnomah County Health Department
- Northwest Health Foundation
- Oregon Department of Education
- Oregon Health & Sciences University
- Oregon Primary Care Association
- Oregon Public Health Association
- PacificSource
- Providence Health Plans
- Regence BlueCross BlueShield of Oregon
- Research and Education Group
- St. Paul Foundation
- Taking of Pounds Sensibly (TOPS) Chapter 929
- The ODS Companies
- Tuality Healthcare Foundation
- Vision Capital
- Westridge Elementary School

CHP is an active member of the following coalitions:

- 5 A Day Steering Committee
- Breastfeeding Coalition of Oregon
- Coalition for Commercial Free Schools
- Healthy Kids Learn Better Coalition
- Healthy Kids Watch Less TV Coalition
- Nutrition in Schools
- Oregon Nutrition Policy Alliance
- Oregon Oral Health Coalition

Yes, I'll support Community Health Partnership. Enclosed is my tax-deductible donation to improve the health of Oregonians through support of public health.

Enclosed is my check for:

☐ $25  ☐ $50  ☐ $100  ☐ $250
☐ Other  $ ______________

Thank you

Name __________________________ Address __________________________
City __________________________ State _______ Zip _________________
Phone ( ) ______________________ Email __________________________

This donation is in □ memory □ honor of: __________________________

Please send acknowledgement to:

Name __________________________ Address __________________________
City __________________________ State _______ Zip _________________

Please mail to: Community Health Partnership, 315 SW Fifth Avenue, Suite 202, Portland, OR 97204
HEAL and UPHAN continued

in our communities. With receipt of a grant from the Northwest Health Foundation, UPHAN will mobilize individuals to advocate for statewide school nutrition standards in the 2007 legislative session, in coalition with the Oregon Nutrition Policy Alliance. In the future, the network will support other public health initiatives. UPHAN will provide tools and information to be an advocate on behalf of a healthier Oregon. The network will provide public health stories to the media, advocate to legislators and promote healthy policies in local communities. Coordination of the network will be done primarily through email and through the Upstream Public Health website. UPHAN’s network coordinator is Mel Rader who can be reached at: mel@upstreampublichealth.org or 503-227-5502, ext. 225.

“Every school or school district should read Community Health Partnership’s “Time to Pop Open Your Soda Contract” before negotiating their school beverage contract. Too many schools are getting raw deals from soft drink companies.”

— Margo Wootan, Ph.D., Director of Nutrition Policy, Center for Science in the Public Interest