

Public Health Leadership Forum

Foundational Public Health Services Working Group Session

Proposed Agenda – May 12th

RESOLVE – 1255 23rd Street NW, Suite 275 – Washington, DC

Goals:

- 1) Review and discuss progress with the Cost Estimation effort and associated insights and impacts on building the case for Foundational Capabilities (FCs) and Foundational Areas (FAs) – collectively referred to as Foundational Public Health Services (FPHS).
- 2) Share information and updates on other related activities for context with determining next steps for building the case.
- 3) Identify and prioritize key points for consideration in developing a communications strategy.
- 4) Determine near-term next steps for the DCWG in contributing to the development of an overall strategy to advance the case for FPHS.

Dinner May 11th 6:30 – 8:30 pm Café Deluxe (2201 M St NW, Washington, DC)

8:15 am *Breakfast and Coffee Available*

8:30 am **Welcome and Introductions; Overview of Goals and Agenda**

- *Pamela Russo, Robert Wood Johnson Foundation*
- *Abby Dilley, RESOLVE*

8:45 am **Overview and Discussion of Cost Estimation Data Collection**

The overview and discussion will include:

- General overview of methodology and approach for cost estimation of a national number.
- Observations of data on foundational capabilities and foundational areas collected to date, including features such as variability among and across different public health departments.
- Based on the information gathered to date, some insights on the robustness of a “first generation” national number for cost of foundational capabilities and areas.
- Projections for when a national number will be available.

- *Glen Mays and CB Mamaril, University of Kentucky*

10:15 am Break

10:30 am Implications of Cost Estimation Projections and Building the Case for Financing

Questions to be discussed:

- Given the update and information generated so far, what are key insights to glean and consider integrating into the case?
- What implications are there for building a financing strategy?
- What are implications for developing a communications strategy?
- What are key next steps to advance the case for FPHS?

➤ *Full Group Discussion Facilitated by Abby Dilley, RESOLVE*

12:00 pm Break for Lunch (Provided)

12:45 pm Context for Building and Advocating for the Case for FPHS

- Federal activity, including budget allocations for FPHS
 - CDC (*Judy Monroe, Liza Corso, and John Auerbach*)
- Activity at the state and local levels for FPHS
 - ASTHO
 - NACCHO
 - Cross-section (states/locals at table, engaged in CE effort, active/not active)
 - *TBD* (invitations have been made to WA, KY, OR to participate)
- PHAB
 - *Kaye Bender, Les Beitsch and others*
- RWJF
 - *Pamela Russo*
- Other updates on relevant/related work

2:00 pm Break

2:15 pm Next Steps in Advancing the Case for FPHS

- Status of the case for FPHS – how well are we developing the case on the following:
 - Clarity on what they are?
 - Why they are important (i.e., why do we need to establish and sustainably fund them)?
 - How will they be established and financed?
 - Who needs to be engaged and when and how?
- What are near-term key steps and/or different possible scenarios and associated strategies and tactics?

3:15 pm

Communications Strategy Update and Considerations

- RWJF update and next steps for communications strategy development.
 - Alexis Levy, RWJF (*by phone*)
 - Brianna Gavio, GYMR-Public Relations
 - Mike Warner, GYMR-Public Relations (*by phone*)
- Key messages of ongoing efforts and incorporation into a communications strategy.

3:45 pm

Wrap Up/Next Steps

- Specific next steps
- Timeline
- What is needed from whom to make progress prior to the next meeting (*to be scheduled end of August/early September*)?

4:00 pm

Adjourn