

---

## Cost-Effective Strategies in Public Health: The “Winnable Battles Initiative”

---

Monday, June 20, 2016 - Wednesday, June 22, 2016  
Hilton Garden Inn- Denver, CO

Invited States: Alaska, Hawaii, Idaho, New Mexico, Oregon

### Summary:

This two-day, invitational meeting, sponsored by the National Conference of State Legislatures (NCSL) and in consultation with the Association of State and Territorial Health Officials (ASTHO), will bring together teams of key state policymakers to learn about the Centers for Disease Control and Prevention’s (CDC’s) “Winnable Battles” initiative, which supports the Department of Health and Human Services’ and other public health priorities. The Winnable Battles include: food safety, healthcare-associated infections, HIV, motor vehicle injuries, nutrition/physical activity/obesity, teen pregnancy and tobacco. These are all major public health areas that place an enormous health and economic burden on people and state governments, yet where effective and scalable prevention and control strategies exist to address them. These Winnable Battles have a potential return on investment for state budgets. Speakers from the CDC, health professionals with expertise in these health issues, and state leaders who have successfully developed and implemented policies related to these areas will be featured.

### Objectives:

- To convene state teams of key health policymakers from the legislative and executive branches to gain an understanding of the Winnable Battles initiative and how these public health priorities can be addressed.
- To give seminar participants the opportunity to discuss with leaders ways to address and promote health within their states.
- To identify priority health areas related to Winnable Battles to address over the next 6-12 months.
- To work with other state participants from individual states to develop an action plan to improve health outcomes with cost-effective public health strategies.
- To identify ways ASTHO and NCSL can be helpful in moving your action plan forward, including technical assistance and the opportunity to reconvene the state team in your state in the near future.

## Agenda

---

### Monday, June 20, 2016

---

2 – 2:30 p.m.  
*Prefunction Area*

#### **Registration**

2:30 – 2:55 p.m.  
*Zirconium & Platinum*

#### **Welcome & Meeting Overview**

*Welcome: Lisa F. Waddell, Chief Program Officer, Community Health and Prevention, ASTHO*  
*Introduction: Karmen Hanson, Program Manager, Health Program, NCSL*

2:55 – 3:25 p.m.  
*Zirconium & Platinum*

#### **Plenary: The Winnable Battles Initiative**

This session will highlight state issues, challenges and opportunities related to CDC’s Winnable Battles initiative and where the initiative fits within the context of state programs.

*Moderator: Karmen Hanson, Program Manager, Health Program, NCSL*

*Speakers: Kathleen A. Ethier, PhD, Director, Program Performance and Evaluation Office, Office of the Director, CDC*

3:25 – 3:55 p.m.  
*Zirconium & Platinum*

#### **Overview of Prevention Status Reports**

*Speaker: Andrea Young, PhD, Chief, Applied Systems Research and Evaluation Branch, Division of Public Health, Performance Improvement, Office for State, Tribal, Local and Territorial Support, CDC, Georgia*

*(next page)*

4 – 5 p.m.

*Breakout Rooms as assigned*

### **Round 1 of State Team Group Discussions: Introductions**

State team members will meet to review their state's health status indicators related to the Winnable Battles topics, as well as initiatives, successes, challenges, and individual team member goals for the state and for the group.

5:30 – 6 p.m.

*Prefunction Area*

### **Networking Opportunity and Reception (cash bar)**

6 – 8 p.m.

*Titanium*

### **Dinner, Introductions and Plenary: SHO and Tell**

*Moderator: Martha King, Group Director, Health Program, NCSL*

*Speakers: Virginia Pressler, MD, Director of Health, Hawaii Department of Health*

*Elke Shaw-Tulloch, MHS, Administrator, Division of Public Health, Idaho Department of Health and Welfare*

*Lynn Gallagher, JD, Cabinet Secretary, New Mexico Department of Health*

This session will be an open discussion featuring a few state health officials and their experiences with addressing winnable battles in their states. Topics to highlight: Public/Private Partnership experiences and sustainability with state priorities in a changing environment.

---

## **Tuesday, June 21, 2016**

---

7:45 – 9:30 a.m.

*Zirconium & Platinum*

### **Breakfast Plenary and CDC Town Hall—Winnable Battles Forum**

Subject Matter Experts from the CDC will provide the latest news and research about Winnable Battles topics. Open discussion and Q&A will follow.

9:30 – 9:45 a.m.

### **Break**

9:45 – 11:45 a.m.

*Breakout Rooms as assigned*

### **Round 2 of State Team Group Discussions: State Goals**

Participants will work in small groups with their state teams to discuss such issues as:

- What will your state's primary goals be with respect to the Winnable Battles?
- How will these goals fit into the larger health plan for your state?

Noon – 1:15 p.m.

*Titanium*

### **Lunch: Winnable Battles Topical Discussion Opportunity**

Tables will be designated for discussion with CDC, ASTHO and NCSL issue experts on the Winnable Battle topics.

1:30 – 2:30 p.m.

*Zirconium & Platinum*

### **CHOICES Project: Leveraging Opportunities to Address Winnable Battles**

*Moderator: Elizabeth Walker Romero, Senior Director, Health Improvement, ASTHO*

*Speakers: Tiffani Grant, Director of Nutrition, Physical Activity, and Obesity, Office of Preventive Health and Lead, CHOICES project, Mississippi*

*Janna Bardi, Assistant Secretary for Prevention and Community Health, Washington*

*Angie Cradock, ScD, Deputy Director, Harvard Prevention Research Center at the Harvard T.H. Chan School of Public Health, Massachusetts*

2:30 – 3:30 p.m.

*Zirconium & Platinum*

### **Prevention Status Report Analysis Assistance, Overview of Technical Assistance Opportunities from CDC, ASTHO and NCSL**

*Speakers: Kathleen A. Ethier, PhD, Director, Program Performance and Evaluation Office, Office of the Director, CDC*

*Lisa F. Waddell, Chief Program Officer, Community Health and Prevention, ASTHO*

*Martha King, Group Director, Health Program, NCSL*

*CDC Subject Matter Experts as needed*

3:30 – 3:40 p.m.

### **Break**

*(next page)*

3:40 – 5:00 p.m.  
*Breakout Rooms as assigned*

### **Round 3 of State Team Group Discussions: State Strategies**

Participants will work in small groups with their state teams to discuss such issues as:

- To further your state’s goals, what are some strategies your state could take to assure wiser expenditures of health funds?
- What are some steps your state can take to achieve each of the strategies you have identified? (*next page*)

6 – 7 p.m.  
*Meet in Hotel Lobby*

### **Physical Activity Opportunity**

Enjoy a nearby stroll in Denver

7 p.m.

### **Evening and Dinner on your own**

---

## **Wednesday, June 22, 2016**

---

7:30 – 8:30 a.m.  
*Zirconium & Platinum*

### **Breakfast and Networking by Affinity Groups**

Attendees will be grouped by table and winnable battles topic to discuss the issues, what they have learned from faculty presentations, as well as ask questions and share other ideas. Each table will be staffed with a NCSL or ASTHO staff member to facilitate the discussion.

9 – 10:30 a.m.  
*Breakout Rooms as assigned*

### **Final State Team Discussions: Finalizing an Action Plan**

State teams will finalize their action plan.

10:30 – 11 a.m.

### **Break and Hotel check-out**

11 – 11:45 a.m.  
*Zirconium & Platinum*

### **Closing Plenary: Charting Your Winnable Battles Path**

*Introduction: Lynn Chaiken, Director, Injury Prevention and Behavioral Health*

*Speaker: Anne Schuchat, MD, Principal Deputy Director, CDC, Georgia*

Hear from the CDC about how to keep your momentum going back in your state.

11:45 – 1p.m.  
*Zirconium & Platinum*

### **Lunch & State Team Reports (up to 5 min. each), Learning from Each Other**

This session will feature state team reports, allow attendees to share their experiences and ideas, and opportunities for follow-up, technical assistance, and meeting evaluations.

1 p.m.

### **Adjourn**