

## NACCHO Press Kit

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For more information about NACCHO Media and Public Affairs, please contact Alisa Blum at (202) 507-4277 or [ablum@naccho.org](mailto:ablum@naccho.org).

To schedule an interview with an expert on local public health, please contact Becky Wexler, Burness Communications, at [bwexler@burnesscommunications.com](mailto:bwexler@burnesscommunications.com) or (301) 652-1558.



## NACCHO Helps Local Health Departments Create Healthy Communities



### What is NACCHO?

NACCHO is the national non-profit membership association representing the nation's approximately 2,800 local health departments, including city, county, metro, district, and tribal agencies. NACCHO's mission is to be a leader, partner, catalyst, and voice for local health departments in order to ensure the conditions that promote health and equity, combat disease, and improve the quality and length of all lives.

### How do local health departments protect the public's health?

Local health departments are the local stewards of public health. Known for helping to ensure the safety of the water we drink, the food we eat, and the air we breathe—local health departments develop and advance policies and promote conditions that make good health the default option. Local health departments help create and maintain conditions in communities that support healthier choices in areas such as diet, exercise, and tobacco control. They lead efforts that prevent and reduce the effects of chronic disease such as diabetes and cancer. They detect and stop epidemics of disease like the measles, tuberculosis, and foodborne illness. They are responsible for protecting and improving the health of their communities through evidence-based services and activities such as the following:

- Tracking and investigating health problems;
- Keeping the public informed about health problems in the community;
- Preparing for and responding to emergencies and disasters that endanger the public's health;
- Mobilizing community partners to identify and solve important health issues;
- Enforcing laws and regulations that keep us safe;
- Monitoring health status and health issues facing the community;
- Planning policies and programs that support healthy communities; and
- Linking people who need care to ways to get it.

### NACCHO Membership

In challenging economic times, NACCHO is best suited to help local health departments address their day-to-day challenges. NACCHO also helps local health departments improve their workforce and infrastructure through unique and robust benefits such as the following:

#### Networking Opportunities:

NACCHO has a history of establishing partnerships with traditional and non-traditional organizations to impact the broad public health system. Members benefit from networking forums, educational seminars, and access to grant opportunities.

#### Professional Development:

NACCHO offers vast resources to help local health departments be sustainable and successful in activities that range from screenings, inspections, and training programs to the essential tasks of formulating policy and health impact assessments. NACCHO members can access articles, audio and video resources, innovative model practices, evidence-based case studies, and tested tips.

**Savings:** NACCHO members enjoy significant savings through reduced registration fees and scholarships to attend NACCHO's annual conference and discounted publications, travel, shopping, and professional services.

#### FAST FACT

Did you know that NACCHO is pronounced *na'-cho*, *not* like the delicious snack food?

## How does NACCHO help local health departments?

NACCHO helps local health department staff do their jobs more effectively by making information, practical field-tested tools, and innovative model practices easily accessible. Some of NACCHO's primary services are highlighted below.

### NACCHO PROVIDES RESOURCES

NACCHO develops many resources with strong involvement from local health departments, ensuring a practice-relevant approach. Resources include training programs, peer assistance programs, career postings, event calendars, electronic list services, teleconferences, and webinars. These are some of NACCHO's most popular resources:

- **Website:** [www.naccho.org](http://www.naccho.org)
- **Publications:** [www.naccho.org/pubs](http://www.naccho.org/pubs)
- **Toolbox:** [www.naccho.org/toolbox](http://www.naccho.org/toolbox)
- **Public Health Branding:** [www.naccho.org/phbrand](http://www.naccho.org/phbrand)

### NACCHO PROVIDES A VOICE FOR LHDS

Through press releases, newsletters, and reports, NACCHO communicates the work of local health departments to its members, the media, and the public. As the principal source of authoritative national data and information on local health departments, NACCHO successfully works to help Congress, federal officials, and federal departments improve public health.

### NACCHO PROVIDES EXPERTISE IN PUBLIC HEALTH PROGRAMS



**Community health** activities support programs and services focused on promoting health and preventing disease. Community health projects address a wide variety of health promotion and disease prevention issues, including chronic disease, HIV/STI, other infectious diseases, injury, reproductive health, immunization, tobacco, primary care, and mental health.



**Environmental health** activities address the impact of the natural and built environment on human health. They focus on practice improvement, community assessment, advocacy, training, and effective adaptation to emerging global issues such as climate change, land use, transportation, and social conditions.



**Public health infrastructure and systems** activities ensure that local public health systems have the infrastructure support necessary for core functions and essential services in every community. Areas of focus include accreditation, community-driven strategic planning, health equity, informatics, public health systems research and evaluation, quality improvement, and workforce development.



**Public health preparedness** activities span practice and policy, helping to build capacity for local public health emergency and disaster response.



### NACCHO Annual Conference

"NACCHO Annual" is the largest gathering of local public health officials in the nation, typically attracting over 1,000 attendees. It includes an exhibit hall, poster showcase, and plenary and concurrent sessions, the topics of which are decided upon by a committee of local public health officials through a process that includes the submission of abstracts and proposals.

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# NACCHO

National Association of County & City Health Officials

The National Connection for Local Public Health

[www.naccho.org](http://www.naccho.org)



Public Health  
Prevent. Promote. Protect.

The mission of the National Association of County and City Health Officials (NACCHO) is to be a leader, partner, catalyst, and voice for local health departments in order to ensure the conditions that promote health and equity, combat disease, and improve the quality and length of all lives.

1100 17th St, NW, 7th Floor Washington, DC 20036

P (202) 783 5550 F (202) 783 1583

## What's New at NACCHO?

*Updated July 12, 2011*

Local health department leaders and NACCHO staff are in the news and on Capitol Hill all the time, talking about the need for new public health priorities at the local level and commenting on issues including funding for public health, local health departments, emergency preparedness, disease outbreaks, chronic disease prevention, health reform, and food safety. Here are a few highlights from recent press releases, advocacy, Congressional testimony, and media coverage.

### **NACCHO Survey Demonstrates Even Deeper Program Cuts and Job Losses Due to Budget Cuts**

In June 2011, NACCHO released its most recent analysis of the impact that ongoing budget cuts have had on the nation's local health departments. Roughly 19 percent of the nationwide local health department workforce has been eliminated since 2008, posing a staggering challenge to local health departments striving to keep Americans safe and healthy as the country's economic slump increases demand for services.

The 2010 survey results reveal that 6,000 local health department jobs were eliminated last year, bringing the total number of local health department jobs lost since 2008 to 29,000. In addition to the layoffs, 18,000 local health department employees were subjected to reduced hours or mandatory furloughs.

Forty percent of local health departments reduced services in at least one program area between mid-2009 and mid-2010. Maternal and child health programs were among the hardest hit, with nearly one in every five local health departments (18%) reporting reduced or eliminated services to pregnant women, new mothers and children.

“These annual budget cuts and job losses threaten the ability of local health departments to prepare for and respond to emergencies, and provide basic services that all individuals and families count on,” said NACCHO Executive Director Robert M. Pestronk. “The future of our nation's health is jeopardized.”

NACCHO continues to monitor staff and program cuts in local health departments and to explore ways to work with policymakers to respond to these challenges and restore local health department capacity.

### **NACCHO Continues to Champion Emergency Preparedness Efforts**

In a year that has witnessed extraordinary examples of public health emergencies in the hazards posed by the oil spill in the Gulf of Mexico and devastation following tornadoes, fires and



floods, NACCHO continues to raise the visibility of emergency preparedness efforts by local health departments. NACCHO advocates for FY10 funding levels (\$715 million) for the Public Health Emergency Preparedness Program (PHEP) at the Centers for Disease Control and Prevention, which was cut by 12% in the agency's FY11 operating plan.

NACCHO also works to highlight the need to reauthorize this year the *Pandemic and All Hazards Preparedness Act*, the legislation that created the PHEP program. Readiness for threats to the public's health requires constancy and an established local team that plans, trains, and practices on a regular basis. Reauthorization of PAHPA is an important opportunity to reiterate federal support for the local role in public health emergency preparedness.

### Health Reform Implementation

NACCHO continues to track implementation of the Affordable Care Act (ACA) and implications for local health departments and public health practice. NACCHO has produced a new white paper detailing challenges and opportunities for local health departments as a result of changes enacted in the ACA.

NACCHO also continues to communicate with the White House and U.S. Department of Health and Human Services on various aspects of health reform implementation, including providing recommendations for the National Prevention Strategy (see below), comments on proposed regulations including those governing menu labeling and accountable care organizations and guidance for the allocation of the Prevention and Public Health Fund.

### NACCHO Applauds Release of National Prevention Strategy

On June 16, 2011, U.S. Surgeon General Regina Benjamin released the first-ever National Prevention Strategy, developed by the National Prevention, Health Promotion and Public Health Council. The Council was created by the Affordable Care Act and is comprised of the heads of 17 federal departments and agencies, including the Secretaries of Health and Human Services, Agriculture, Labor, Education and Transportation and the Director of the Environmental Protection Agency.

Oxiris Barbot, MD, Baltimore City's health commissioner, represented NACCHO on a stakeholder panel at the formal release of the Strategy, highlighting the lessons local health departments can offer about working across sectors to improve health.

The Strategy's overarching goal is to increase the number of Americans who are healthy at every stage of life. The four focus areas within the Strategy are listed below:

- Healthy and Safe Community Environments: Create, sustain, and recognize communities that promote health and wellness through prevention;



- Clinical and Community Preventive Services: Ensure that prevention-focused health care and community prevention efforts are available, integrated, and mutually reinforcing;
- Empowered People: Support people in making healthy choices and
- Elimination of Health Disparities: Eliminate disparities, improving the quality of life for all Americans.

Read the full Strategy [here](#).

## Forty Communities Receive “ACHIEVE” Grants to Find Local Solutions to Improve Health

In February 2011, forty communities in 24 states received grants to develop and implement solutions that prevent chronic diseases and related risk factors. The community efforts are convened through a national network of partners and are implemented through a collaborative approach called Action Communities for Health, Innovation, and EnVironmental change (ACHIEVE).

The 2011 ACHIEVE communities will build on the successes of existing ACHIEVE communities from 2008–2010. These ACHIEVE communities have demonstrated success in making local improvements like working with city planners to install bicycle lanes to encourage biking to school; creating tobacco free parks; and sponsoring farmers markets to increase access to fresh fruits and vegetables.

ACHIEVE is supported by the Centers for Disease Control and Prevention (CDC)’s Healthy Communities Program and NACCHO is one of five national organizations involved in the program. A complete listing of funded communities is available at: [www.achievecommunities.org](http://www.achievecommunities.org).

## NACCHO to Co-Sponsor 2011 Public Health Informatics Conference

NACCHO is pleased to be partnering with the Centers for Disease Control and Prevention (CDC) to sponsor the annual conference for the public health informatics community in Atlanta, Georgia, August 21–24, 2011. Attendees will have the chance to hear from national experts in the field and collaborate with colleagues on issues ranging from data harmonization to trends in mobile health technology to standardizing health information exchanges.

Find conference and registration information [here](#).

## Have You Used NACCHO’s Local Health Department News Database?

Every day, the nation’s local public health departments are making news about their innovations and their challenges. For more than a year, NACCHO has been collecting and categorizing news stories about issues ranging from the impact that budget cuts are having on local health departments to community health innovations worth bragging about. Hundreds of stories are



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linked in what NACCHO believes to be the first-ever, ongoing, publicly-available collection of news stories about public health issues facing communities across the nation. News clips are

searchable by state or in the following subject areas: budget cuts, immunizations, County Health Rankings, general interest, good news and more. (Stay tuned for new categories to be added soon.) As the media continues to cover the hard choices made by local health departments and community partners in these lean budget times, now there's an opportunity for you to follow the stories. Visit the database at [www.naccho.org/newsmap](http://www.naccho.org/newsmap) and please share this resource with your colleagues.

*Visit NACCHO's Press Room at [www.naccho.org/press](http://www.naccho.org/press) for many other resources.*

*Read more about NACCHO'S advocacy efforts at [www.naccho.org/advocacy](http://www.naccho.org/advocacy).*

*For more information about NACCHO Media and Public Affairs, please contact Alisa Blum at [ablum@naccho.org](mailto:ablum@naccho.org).*

*To set up an interview with NACCHO leadership or a local public health official, contact Becky Wexler at [bwexler@burnesscommunications.com](mailto:bwexler@burnesscommunications.com).*





National Association of County & City Health Officials

*The National Connection for Local Public Health*

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### 2011 - 2012 Board Members (Continued)

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Crystal D. Swann (Ex Officio)  
Assistant Executive Director for Health  
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United States Conference of Mayors  
Washington, DC

Richard L. Vogt, MD\*  
Executive Director  
Tri-County Health Department  
Greenwood Village, CO

\*Term expires in July 2012

Updated: June 20, 2011

## BIOGRAPHY

### Robert Pestronk, Executive Director

As Executive Director for the National Association of County and City Health Officials (NACCHO) in Washington, D.C. since November 2008, Robert M. (Bobby) Pestronk represents our nation's local health departments and their staff who protect and promote health, prevent disease, and seek to establish the social foundations for wellness in nearly every community across the United States. Mr. Pestronk received the M.P.H. from the University of Michigan School of Public Health with concentrations in human nutrition and health planning and administration. He received the A.B. in politics from Princeton University.

Prior to his position at NACCHO, he served as Health Officer in Genesee County, Michigan for 22 years where, among other accomplishments, he was recognized for: *establishing* the 26,000 member Genesee Health Plan, some of Michigan's earliest public and work place tobacco control regulations, and Genesee County's Public Health week conference; *introducing* a culture of efficacy, efficiency, accountability and quality improvement within his Department; *reducing* infant mortality rates and the racial disparity among those rates; *increasing* foundation and federal funding for the Department's work; *involving* local residents and his Board in three five-year cycles of successful Departmental strategic planning; and, *creating* productive relationships with university and community-based organizations. His Health Department was fully accredited by the State of Michigan.

Mr. Pestronk is a member of the Board of Directors for the Ruth Mott Foundation. He is a past Board member of NARSAD, the Mental Health Research Association, the Michigan Health Officers Association (of which he is a past President) and of the Michigan Association for Local Public Health. He is a Primary Care Policy Fellow through the United States Department of Health and Human Services and trained as a Scholar through the Public Health Leadership Institute. He is Past President of the Primary Care Fellowship Society and Past President of the Public Health Leadership Society Council. He was a member of the Institute of Medicine Public Health Roundtable and of the National Advisory Committee for Turning Point: Collaborating for a New Century of Public Health. He was the first President of the Public Health Law Association. He served on the Board of the Greater Flint Health Coalition, the Rotary Club of Flint (Michigan), Priority Children, and Temple Bethel.

The University of Michigan School of Public Health honored him as a Distinguished Alumnus and he was the first recipient of the John H Romani Award from the Department of Health Management and Policy at the School of Public Health. The American Lung Association, Genesee Valley, has honored him as Professional of the Year and subsequently as Health Advocate of the Year.

Bobby's published work includes articles in the Journal of Public Health Management and Practice, the Journal of Law, Medicine & Ethics, the Journal of the American Public Health Association, Health Education and Behavior, Public Health Reports, and the Journal of the American Academy of Nurse Practitioners. Chapters in books include those published by the American Public Health Association and Oxford University Press.



## **BIOGRAPHY** **Lillian Shirley, President**

Lillian Shirley, RN, MPH, MPA, is President of NACCHO. As director of the Multnomah County Health Department in Portland, OR, Shirley provides public health leadership in collaboration with community partners to address the county's health needs and offers health policy leadership on both a county and state level.

Early in her career, Shirley served as the executive director for Medical Aid for Indochina, a non-profit medical relief organization. After receiving a nursing degree, Shirley worked for the City of Boston Division of Public Health, serving as director of joint maternity programs for Boston University Medical Center and the City of Boston's Department of Health and Hospitals. As director of public health in Boston, Shirley was responsible for all preventive and community-based health services. Following the merger of Boston's public hospital with Boston University's medical center, Shirley became the interim Commissioner of the newly formed Boston Public Health Commission. In this role, she had executive responsibility for the establishment, design, and organization of the new public health authority in Boston.

Shirley received a master's in public health from Boston University School of Medicine and a master's in public administration from the John F. Kennedy School of Government at Harvard University. Community and professional activities include membership on the Board of Care Oregon, involvement in the Managed Care Medicaid Plan for Oregon, Community Health Partnerships, Center for Women's Health, the Public Health Foundation, North by Northeast Community and the Portland Multnomah County Sustainable Development Committee. She is an adjunct faculty member at the Oregon Health & Science University (OHSU) School of Medicine and the OHSU School of Nursing.



## BIOGRAPHY

### **John Wiesman, President-Elect**

John Wiesman, MPH, CPH is President-Elect of NACCHO. John has served as the Director of Clark County Public Health in Vancouver, Washington, since July 2004. In that role he provides policy, budget, and organizational leadership in a health jurisdiction serving over 430,000 people. He is most proud of his Board of Health authorizing the development of a health chapter in the 2014 Comprehensive Growth Management Plan.

Mr. Wiesman began his public health career in 1986 as a member of the first group of people trained to perform HIV counseling and testing services in CT. He did HIV work with the Greenwich Department of Health, Greenwich, CT until he moved to Washington State in 1989. At that time he worked at the University of Washington, Seattle, WA as a project director of a large back pain outcomes research project. Following his heart back to local public health work, he worked at both Public Health—Seattle & King County and Tacoma-Pierce County Health Department, Tacoma WA between 1993 and 2004. He variously managed HIV/AIDS, clinical services, and multiple community-based prevention programs during those years.

John received a Bachelor of Arts in Biology from Lawrence University (WI) and a Master of Public Health in Chronic Disease Epidemiology from Yale University (CT). He is currently a full-time doctoral student (executive DrPH program) in Health Leadership at the University of North Carolina-Chapel Hill. John's dissertation topic is focused on succession planning in local health jurisdictions. John also passed the Certified in Public Health exam in 2009.



## **BIOGRAPHY**

### **Terry Allan, Vice President**

Terry Allan is Vice President of NACCHO. He has been the health commissioner at the Cuyahoga County Board of Health since 2004, which serves as the local public health authority for 885,000 citizens in 57 Greater Cleveland communities. He holds a Bachelor of Science degree in Biology from Bowling Green State University and a Master of Public Health from the University of Hawaii. Terry is an adjunct faculty member at Case Western Reserve University's School of Medicine and was a Year 13 Scholar of the National Public Health Leadership Institute. Terry is the Immediate Past President of Ohio's SACCHO, the Association of Ohio Health Commissioners, and has served as an At-Large member of the NACCHO Board of Directors since 2007.

Terry has worked in public health for 22 years in Greater Cleveland, working to reduce childhood lead poisoning rates by half since 2004 and reducing smoking rates by 11% since 2003. He has dedicated his career to cultivating a wide range of partnerships with industry, academia, medicine, non-profits and other governmental agencies at the state, local and national level to address the public health needs of the community.

He served as a representative of NACCHO on the Standards Development Workgroup for the National Public Health Accreditation Board (PHAB) and chaired a local health department Site Visit Team during the Beta Test of the PHAB standards.

In May of 2009, Terry had the honor of testifying before the United States House of Representatives Government Oversight and Reform Committee, concerning public health pandemic influenza preparedness and resource needs and he participated in a White House meeting on the national response to Novel H1N1 Influenza in September of 2009. In June of 2010, Terry participated on behalf of NACCHO in a Congressional briefing on local public health job losses.

