Government Agencies and State Health Programs

Ideas and Experience from Nevada
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WHY?
Coalitions

A coalition is a union of people and organizations working together to influence outcomes on a specific problem. Coalitions are useful for accomplishing a broad range of goals that reach beyond the capacity of any individual member organization.

- Advocacy for environmental or policy changes
- Community education
- Provider tools & education
- Coordination of services
- Grassroots community work
- Set-up:
  - 501c3
  - Program of state, county, university or other 501c3
  - Fiscal sponsor
State of Nevada

- Executive Branch
  - Governor Sandoval
  - First Lady Kathleen Sandoval

- Legislative Branch
  - Meets every other year
  - Interim health committee

- State Departments & Agencies
  - Different in each state
  - Conservative
  - Must remain neutral
Benefits

- Direction & synergy
- Funding
- Increased reach
- Data access
- Sharing & leveraging resources
- “Big guns” in your corner

Challenges

- Lack of flexibility
- Slow moving processes
- Reduction of funding
- Open meeting laws
Current trends…

- Integration – at national level and state level
- Decreases in funding, fast funds
- Data driven, evidence based
- Tighter non-profit requirements
- Transparency for funders
State program partners...

**Immunizations**
- Immunization Program
- Public Health Preparedness
- Maternal/Child Health
- Immunization Registry

**Cancer**
- Comprehensive Cancer
- Colorectal cancer
- Women’s Health Connection
- Cancer registry
State program partners…

- Board of Pharmacy
- Chronic Disease Prevention
- Department of Education
- Head Start
- Medicaid
- Obesity Program
- Office of Minority Health
- Oral Health Program
- Local Public Health Departments
- Rural Health Services
- Tobacco Control
- Tribal Health Program
- Women, Infants, & Children (WIC)
Are you ready?

- Legitimate, professional organization
- Executive board or executive committee and bylaws
- Contact person, telephone number, email
- Image/brand – logo, collateral materials
- Website, social media, e-newsletter
- Projects or programs for partners to support
- Measureable results
What can you offer?

- Flexible and nimble - if not housed at a government entity not bound by open meeting laws
- Neutral and inclusive
- Assist in meeting CDC deliverables
- Assist in meeting CDC requirements
- Fundraising abilities, in-kind support, match funding
- Advocacy
- Staff
- Expertise in other areas such as marketing/public relations or project management
- Access to services – ease of choosing vendors, paying vendors
- Marketing and communication flexibility
How to do it…

- Communicate, communicate, communicate!!!!!
- The “us” versus “them” pitfall
- Build out roles and responsibilities
- Financials
  - Learn how to bill for each program (incurred vs. accrued)
  - Be flexible on timing (grant cycles, reimbursements)
  - Understand US General Services Administration (GSA rates)
- Transparency and reporting – make it easy for program to report up CDC
- Other funding sources - do not rely solely on state funds
Fourth Annual Nevada Cancer Control Summit
MAY 4, 2012
IZ Flash Mob!
Fundraising

- Federal opportunities
- State opportunities
- Companies – Walmart, NVEnergy
- Private foundations
- Community foundations
- Community members
- Run a fundraising campaign
- Become a continuous fundraiser - take a class on grant writing or fundraising, subscribe to fundraising resources
Advocacy

- Communicate with legislators
- Policy brief to guide decisions
- Legislators as coalition partners
- Know your local leaders
- State medical society, hospital association, family practice association, pharmacy association
Governor Sandoval’s Flu Shot
Cover Up Nevada
Text for Baby Partnership

Text "Baby" to 511411
For updates on how to give your baby the best start in life
Cancer Partnerships
Questions & Ideas!