



December 17, 2009

Dear Partners:

As we near the end of 2009, we reflect on all that the Partnership to Fight Chronic Disease (PFCD) has achieved this year. First and foremost, we want to thank you for ensuring that PFCD successfully increased awareness of the importance of tackling chronic disease, elevated awareness of the chronic disease crisis on national and state agendas, and focused attention on the tremendous financial and personal costs caused by preventable chronic diseases. By working together, we have raised the substance and constructive focus of many ongoing efforts to fight chronic disease, including the health reform movement.

**This year, PFCD has:**

- **Built an unparalleled network of partners – inside and outside Washington, D.C.** Thanks to your leadership and support, PFCD is one of the most influential voices in the health reform debate both in Washington and across our nation. With more than 120 diverse organizations as national partners and hundreds of state partners in the 17 states where PFCD is active, we are one of the largest, most effective and influential health coalitions in existence. PFCD acts as a resource for decision-makers and communities as well as a catalyst for improving health and health care.
- **Ensured that health reform legislation deliberations strongly emphasize provisions to address the crisis caused by chronic disease.** PFCD has played an active role in Washington and the 17 states to direct policymakers' attention toward solutions that promote health, wellness, health literacy, and disease prevention and management. PFCD has issued numerous letters to Congressional leadership – at least one letter for every piece of major national health reform legislation – with detailed comments and signatures from hundreds of state and national organizations. Additionally, we have issued several detailed comparisons of the prevention-related provisions contained within draft legislation.
- **Generated unprecedented media attention about the value of wellness, prevention, and disease management as common-sense solutions in health reform.** Prior to the launch of PFCD, there was little awareness of how the crisis of chronic disease was affecting Americans' health, quality of life, health care costs, and productivity. Since that time, most major national newspapers and magazines have covered chronic disease as part of the health reform movement. Several hundred stories, op-eds, interviews, and major online articles have been published, and many featured in-depth discussions of the topic. Media outlets that have run PFCD stories, op-eds, and letters to the editor this year include:
  - Major broadcast media outlets: CNN, ABC, FOX, MSNBC, CBS, NPR
  - Major dailies and wires: *USA Today, The Washington Post, New York Times, Wall Street Journal, Boston Globe, Chicago Tribune, LA Times, Associated Press, Reuters*
  - Major newsmagazines: *TIME, U.S. News & World Report, Newsweek, Reader's Digest, Forbes*
  - "Inside-the-Beltway" publications: *POLITICO, Congressional Quarterly, Roll Call, The Hill, National Journal, Kaiser Health News, CQ Healthbeat*
  - Blogs: *The Huffington Post, Daily Kos, A Chronic Dose, The Health Care Blog*

- **Amplified the voices of diverse stakeholders to tell their stories about why we need health reform now – and why better prevention and management of chronic disease must be a focus of health reform.** PFCD has hosted forums in Washington and in the 17 states to focus attention on what works and what needs further research to improve Americans' health. A key message we have heard and amplified on behalf of stakeholders is the need to help improve access to and affordability of prevention and treatment of chronic disease. In the fall of 2009, PFCD launched a major campaign, "[Say 'Yes' to Health Reform](#)," to bring the voices of Americans to the forefront of the health reform debate in Washington. The campaign, which features nearly 200 videos of PFCD partners and other Americans, was shared with the media and Members of Congress to directly communicate what Americans want health reform to do for them and their families.
- **Advocated that the Congressional Budget Office (CBO) scoring of health reform bills recognize the long-term value of prevention and disease management.** PFCD has drawn policymaker and media attention to CBO's methods of scoring health reform legislation. In May 2009, PFCD released a white paper that offered suggestions for improvement, including lengthening the scoring window. PFCD was one of the strongest advocates in the policy community for making that change, and our efforts helped to bring about CBO's decision to consider a 20-year window (as opposed to the usual 10-year window) to evaluate future legislation.
- **Issued nationally recognized publications on the impact of chronic disease and "promising practices" for prevention and management.** The second annual "Almanac of Chronic Disease" – a compendium of comprehensive facts about the crisis of chronic disease and how it contributes to problems with access, affordability, and quality of care, as well as the economy – was covered by *USA Today* and *Roll Call*, among others. The Almanac was also catalogued in the Congressional Record for the second consecutive year.
- **Facilitated active participatory online discussions about health reform and chronic disease through PFCD-branded online tools.** [The PFCD Blog](#) was launched in spring 2009 to further PFCD's engagement with media and other key stakeholders. We also joined Twitter to increase interaction with leading health care stakeholders, and Ken Thorpe's Twitter feeds have been highlighted by *The Washington Post's* Ezra Klein and *TIME's* Karen Tumulty.

To be sure, we are still far from being able to declare victory when it comes to making sure that prevention and management of chronic disease receive the attention and response they deserve. As we move ahead into 2010, we hope that we can count on your continuing steadfast support to maintain PFCD's momentum and help achieve all our shared goals for improved health and wellness.

Sincerely,



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 17<sup>th</sup> U.S. Surgeon General (2002-2006)  
 President, Canyon Ranch Institute



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