



Health Promotion Advocates is a 501c4 non profit organization created to integrate health promotion concepts into national health policy and all aspects of society.

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Vision - The vision Health Promotion Advocates is to promote healthy lifestyles among all Americans and thereby reduce medical costs and utilization, improve quality of life, and enhance productivity.

Mission - Our mission is to make health promotion an integral part of all elements of society including clinical settings, schools, workplaces, neighborhoods, families, and local, state and federal policy.

Strategy - Our strategy is to engage the health promotion community in developing, supporting and passing legislation that contributes to our mission.

Who we are, History, Criteria and Priorities

Who are we?

Health Promotion Advocates is 501(c)(4) non-profit corporation created to integrate health promotion concepts into national health policy and all aspects of society and is governed by a board of directors.

The work of Health Promotion Advocates is done by the volunteer members of four standing committees (Collaboration, Communications, Finance, and Grassroots – each chaired by a board member), state advocacy leaders, and hundreds of grassroots advocates across the country. In addition, Health Promotion Advocates has recruited a large group of collaborators, and has a strategic legislative plan that guides the efforts of Health Promotion Advocates.

History:

Health Promotion Advocates was established after Michael P. O'Donnell, Editor in Chief and President of the *American Journal of Health Promotion*, realized that funds from the \$246 billion settlement between the tobacco industry and the states were being spent on everything except tobacco use prevention. He and some of his colleagues agreed that some political clout was needed to make health promotion an integral part of society. He and others involved in this movement spent the next two years in discussions with over 300 organizations and individual health promotion leaders to get a sense of the needs of the health promotion community, and determine which of these needs could be addressed through federal policy. Michael O'Donnell is now the Chairman of the Health Promotion Advocates Board of Directors.

Criteria for selecting the Health Promotion Advocates legislative priorities:

The legislation must:

1. Contribute to the mission and vision of Health Promotion Advocates;
2. Attract resources necessary to be successfully passed; and
3. Make Health Promotion Advocates smarter and stronger through the process of advocacy.

Legislative Priorities:

- Health Promotion FIRST (Funding Integrate Research, Synthesis and Training) - S.866
- The Healthy Workforce Act - one section S1753 for the Finance Committee and another Section (S1754) for the HELP Committee
- Personal Health Investment Today (PHIT) - H.R. 245

www.healthpromotionadvocates.org

