



a nonprofit institute for public health

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October 14, 2009

President Barack Obama
The White House
1600 Pennsylvania Avenue NW
Washington, DC 20500

Dear President Obama:

I write to request that your administration advocate strongly for the creation of a *National Prevention and Health Promotion Strategy* and the *Prevention and Public Health Fund* during the negotiations that will lead to the creation of a final version of health reform legislation.

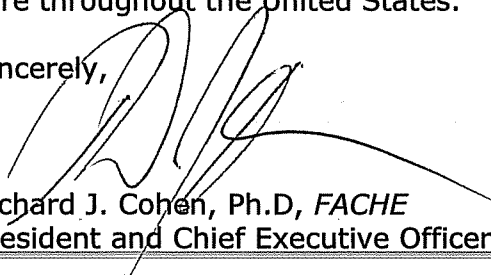
I am President and CEO of the Public Health Management Corporation (PHMC) in Philadelphia, PA. PHMC is a nonprofit public health institute that builds healthier communities through partnerships with government, foundations, businesses and community-based organizations. We fulfill our mission to improve the health of the community by providing outreach, health promotion, education, research, planning, technical assistance, and direct services. PHMC has served the Greater Philadelphia region since 1972.

We bring health services to more than 55,000 people per year in more than 70 locations throughout the region. We have 250 programs, spanning behavioral health/recovery, community-based and culturally-based health promotion, smoking cessation, obesity prevention, early intervention, HIV/AIDS, violence intervention, homeless health services, and much more, plus the research and evaluation that allow us to assess and target health issues effectively.

A *National Prevention and Health Promotion Strategy* would help local, state, and national public health stakeholders better coordinate health policy across government to assess our public health status, establish national priorities, and identify health goals and objectives. At the same time, the creation of a dedicated federal funding stream for public health and prevention would help organizations like ours serve more individuals and families effectively, and improve the health of more Americans through the dissemination and replication of evidence-based public health programs.

I would be very happy to answer any questions you may have. I may be reached at 215.985.2501 or rjc@phmc.org. Thank you for your ongoing commitment to improving health care throughout the United States.

Sincerely,



Richard J. Cohen, Ph.D, FACHE
President and Chief Executive Officer

Cc: The Trust for America's Health