



2021 YEAR IN REVIEW

Iowa Public Health Association (IPHA) is a statewide nonprofit organization serving as an independent voice of more than **580 members** with the goal of advancing public health and health equity.

IPHA MISSION

To unite and strengthen the voice for public health in Iowa.

THROUGH:



CONNECTING: Public health leaders, partners, and community members.



EDUCATING & ADVOCATING: Raising awareness to promote the importance of public health.



LEADERSHIP: Offering public health expertise to members, public, and policy makers.

CONNECTING



- Weekly meetings with local public health administrators
- Weekly IPHA Connect for members to support one another
- Highlighted important work of members through Member Monday on social media
- Hosted Celebration of Public Health Event

EDUCATING & ADVOCATING



- Social Media Community of Practice provided communication guidance on public health issues
- Legislative Forum shared priorities with executives and legislative leaders
- Hosted Town Hall Meetings to discuss the Health and Human Services Alignment
- Provided testimony to Iowa Legislature on public health topics

LEADERSHIP



- One-on-one meetings with public health workforce
- Invited to serve on Iowa Infectious Disease Advisory Committee
- Presented at local and national conferences
- Addressed public health students at colleges and universities



IPHA Executive Director **Lina Tucker Reinders** named Affiliate Staff Representative to the American Public Health Association Executive Council.



OTHER ACCOMPLISHMENTS

PUBLIC HEALTH CONFERENCE OF IOWA

Public Health in Action: Taking on a Pandemic, Health Equity, Natural Disasters and More!

46 SESSIONS
400 ATTENDEES

14 SPONSORS
41 EXHIBITORS

MEDIA COVERAGE

16% INCREASE IN FOLLOWERS ACROSS ALL PLATFORMS (fb, twitter and li)

46+
MEDIA
INTERVIEWS

175,000+

ORGANIC SOCIAL
IMPRESSIONS

13,000+
SOCIAL ENGAGEMENTS



SPECIAL INITIATIVES



IOWA IMMUNIZES - coalition of individuals and organizations committed to protecting the health of Iowans through child and adult vaccinations

- **75 active organizations**
- Secured more than **650 signatures** for the 2021 Joint Letter to Legislators calling for legislation that maintains Iowa's high immunization rates
- Featured a Facebook campaign highlighting real Iowan's vaccination stories



COVID-19 RESPONSE
IPHA worked with partners to activate an evidence-based COVID-19 response.

- Held 1:1 meetings with legislators and Governor's office
- Served as public health resource to legislators, Governor's office, media, Infectious Disease Advisory Council

FINANCIAL OUTLOOK

Every year, we focus on building trust among our members, partners, and funders. Collectively, this year's activities and accomplishments have resulted in increased:



MEMBERSHIP



DONATIONS/DONORS



GRANTS



LOOKING AHEAD

The last two years have been challenging, to say the least. Yet, we're proud of the strength and resolve among our workforce to continue advocating for and supporting the health of our communities.

IN 2022 AND BEYOND, WE WILL:

- **Collaborate** with partners to find ways to address the mental health burden on the public health workforce.
- **Advocate** for sustainable funding to support local public health efforts across Iowa.
- **Support** the public health workforce through a time of transition in Iowa.
- **Mentor** new public health professionals.



While we're thankful for supplemental pandemic funding that allowed us to **grow our team**, it is important that we have the financial capacity to support members well into the future.

TO HELP CONTINUE THE ADVANCEMENT OF PUBLIC HEALTH AND HEALTH EQUITY IN IOWA, please consider joining as a member and/or making a financial donation to our efforts at iowaPHA.org.