

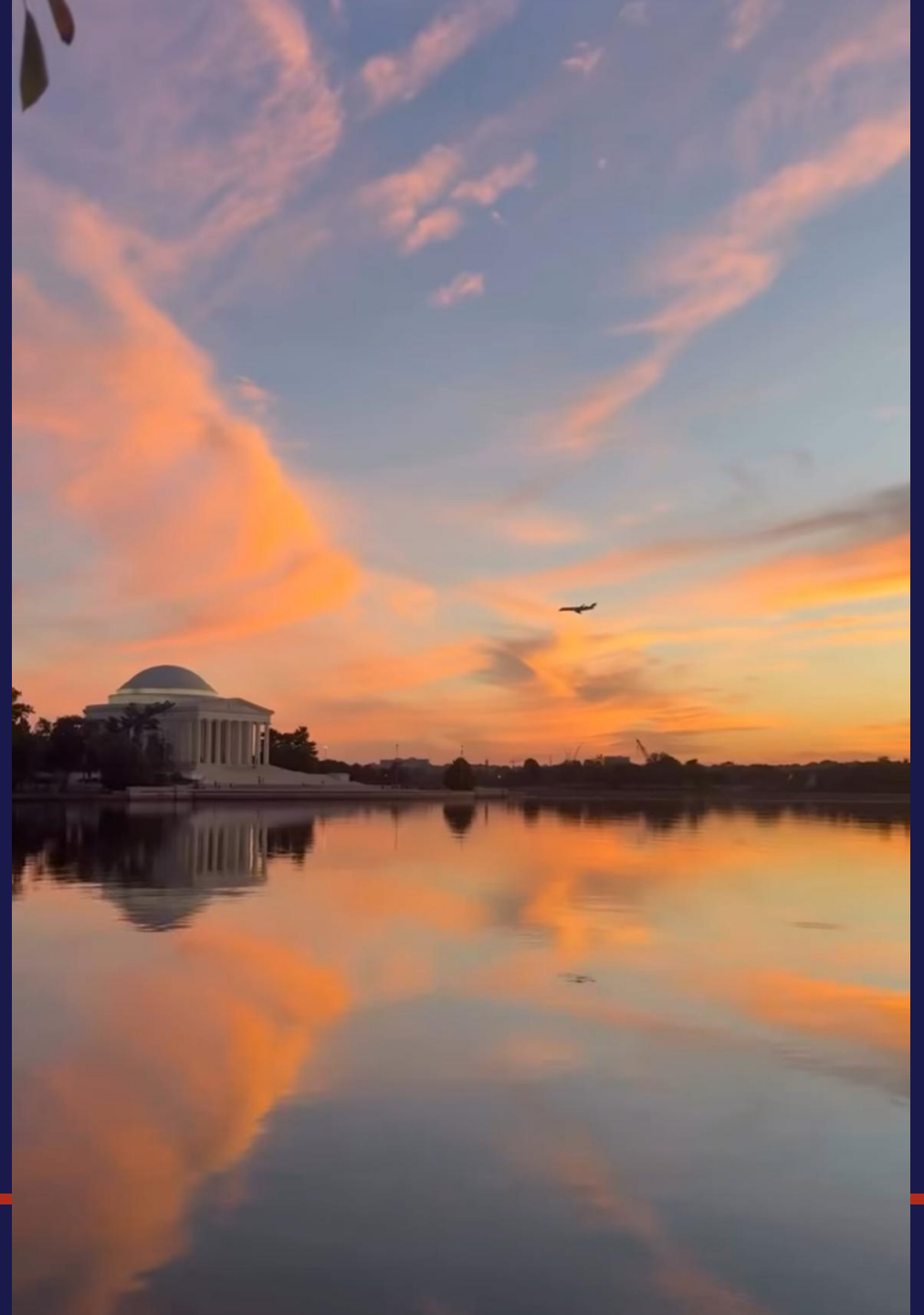


The View From Washington: The Federal Policy Landscape and Its Impact on Local Public Health

NYSACHO 2025 Public Health Leaders Summit
October 24, 2025

Dara A. Lieberman, MPP

Director of Government Relations





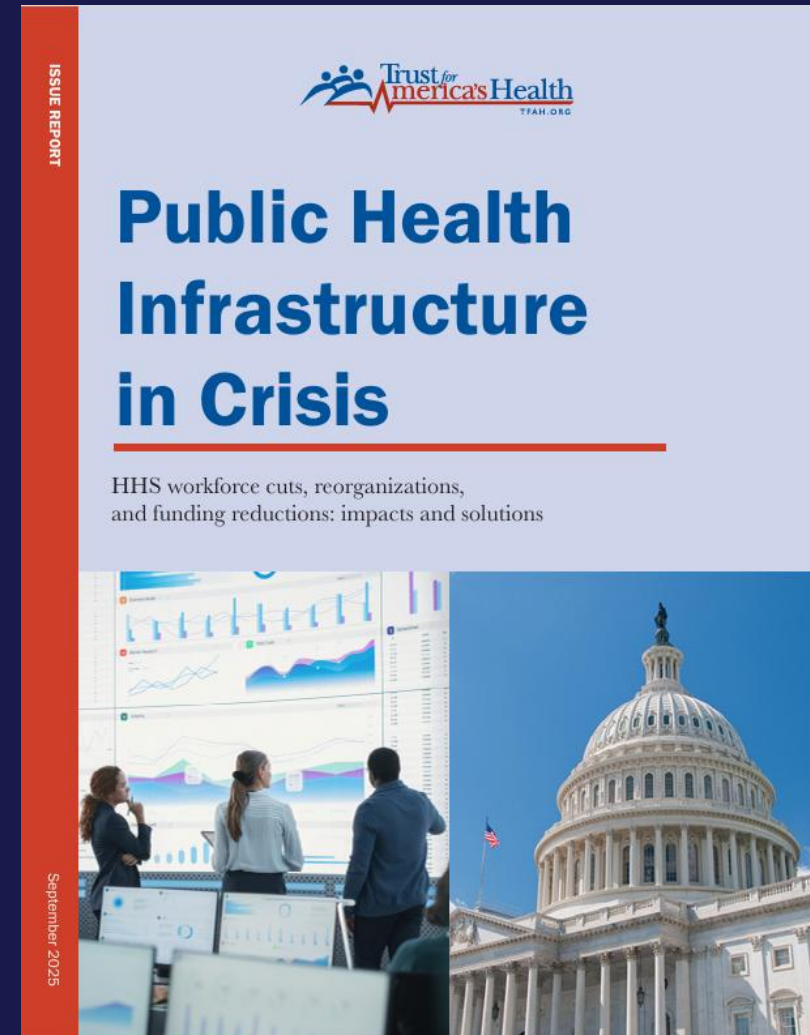
Trust for America's Health

Trust for America's Health (TFAH) is a nonprofit, nonpartisan public health policy, research, and advocacy organization that promotes optimal health for every person and community.

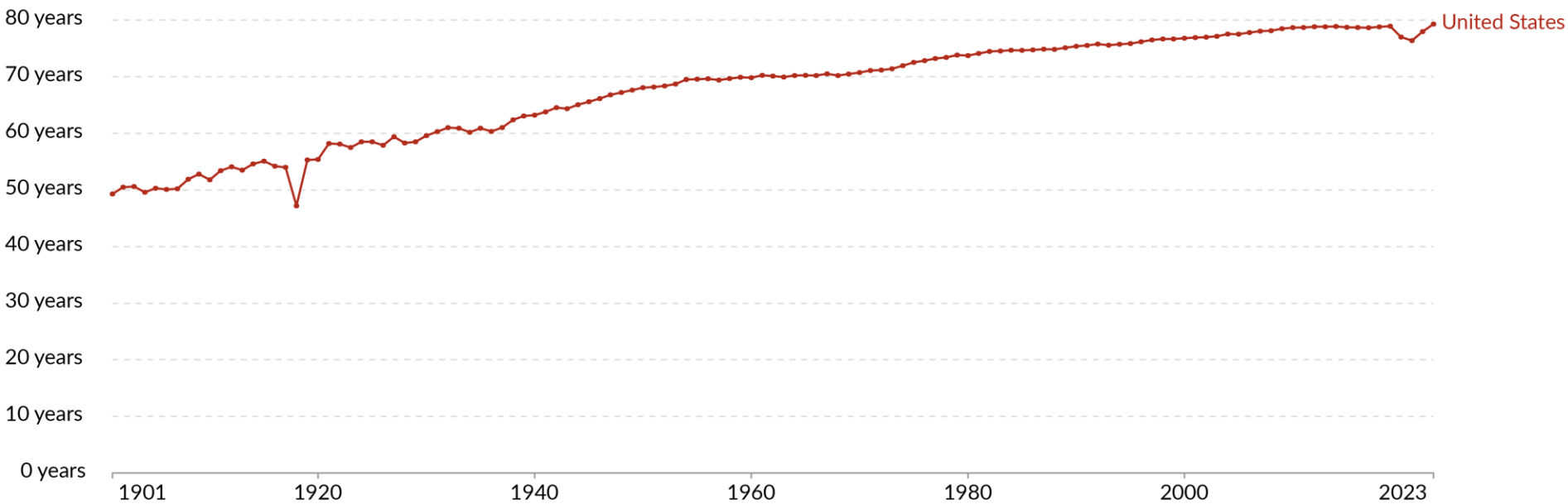


Overview

- Public health matters
- 2025 Federal Actions (so far)
- Impact on local public health
- The path forward



Life Expectancy in the U.S.: A Public Health Impact Story



Since 1900, the average lifespan of persons in the United States has lengthened >30 years; 25 years of this gain are attributable to advances in public health.

Data source: Riley (2005); Zijdeman et al. (2015); HMD (2024); UN WPP (2024)

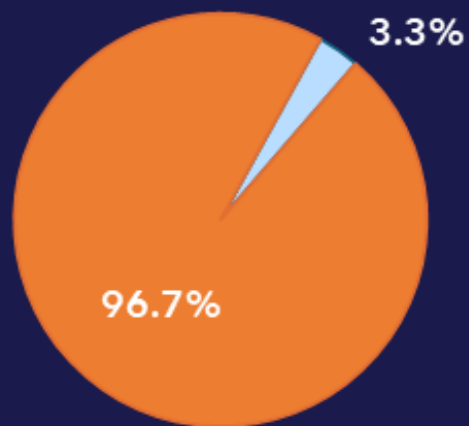
OurWorldinData.org/life-expectancy | CC BY

Source: CDC MMWR (1999)



Health Spending ≠ Health

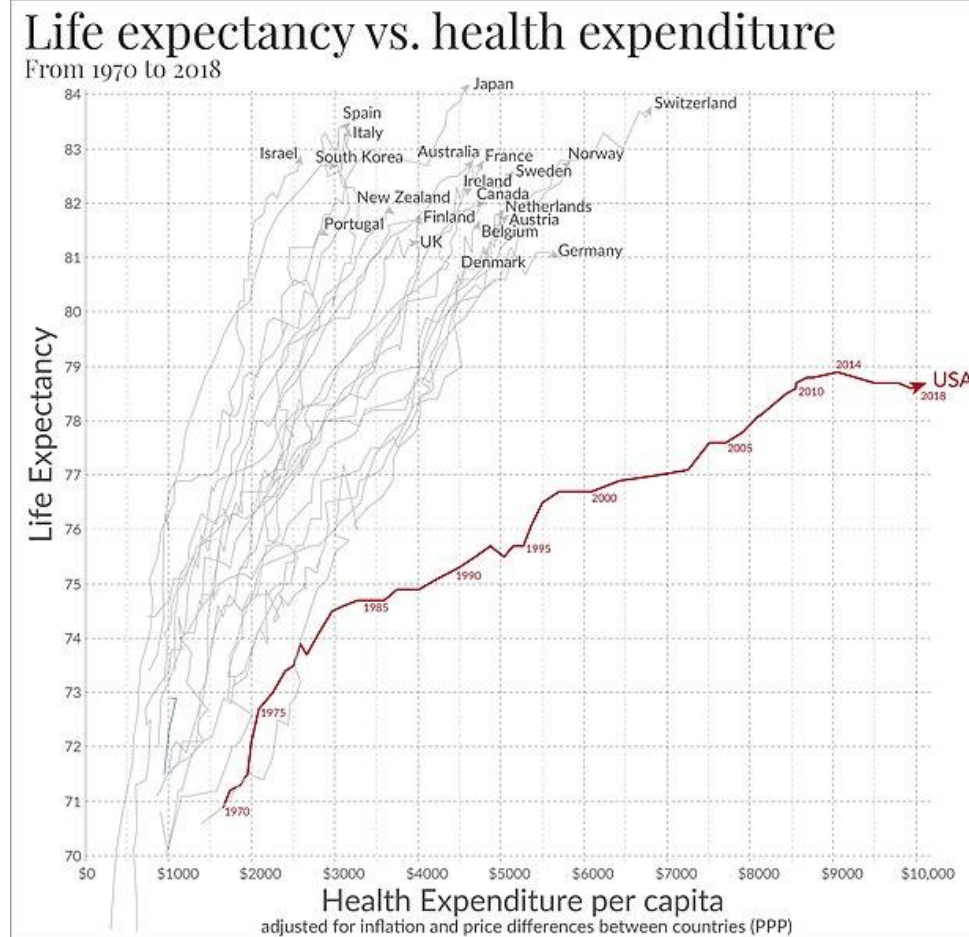
CY 2023 National Health
Expenditures: \$4.9T



■ Government Public Health

■ Other Health Spending

Source: TFAH analysis of NHE data



Source: OurWorldInData.org

Federal Actions in 2025 Impacting U.S. Public Health



Mass layoffs begin at HHS agencies responsible for research, tracking disease and regulating food

Trump administration pulls back billions in Covid-era funding for state, local health departments

A city responding to a lead crisis in schools reached out to the CDC for help. The agency's lead experts were just fired

States win injunction against HHS' \$11B clawback of COVID-19, public health grants

HHS Announces Transformation to Make America Healthy Again

RFK Jr. removes all 17 members of CDC's vaccine advisory committee

How the CDC's widespread layoffs cut lifesaving health programs

The CDC has laid off hundreds of employees, affecting little known parts of the agency that help keep people alive.

Oct 12, 2025 - Health

CDC purge hits 600 workers in key offices despite reversals

Proposed Funding Cuts

CDC Faces \$5 Billion Cut Under FY 2026 Budget Plan

The proposal would eliminate key public health centers

\$9.25B

FY 2024
(CDC + ATSDR)

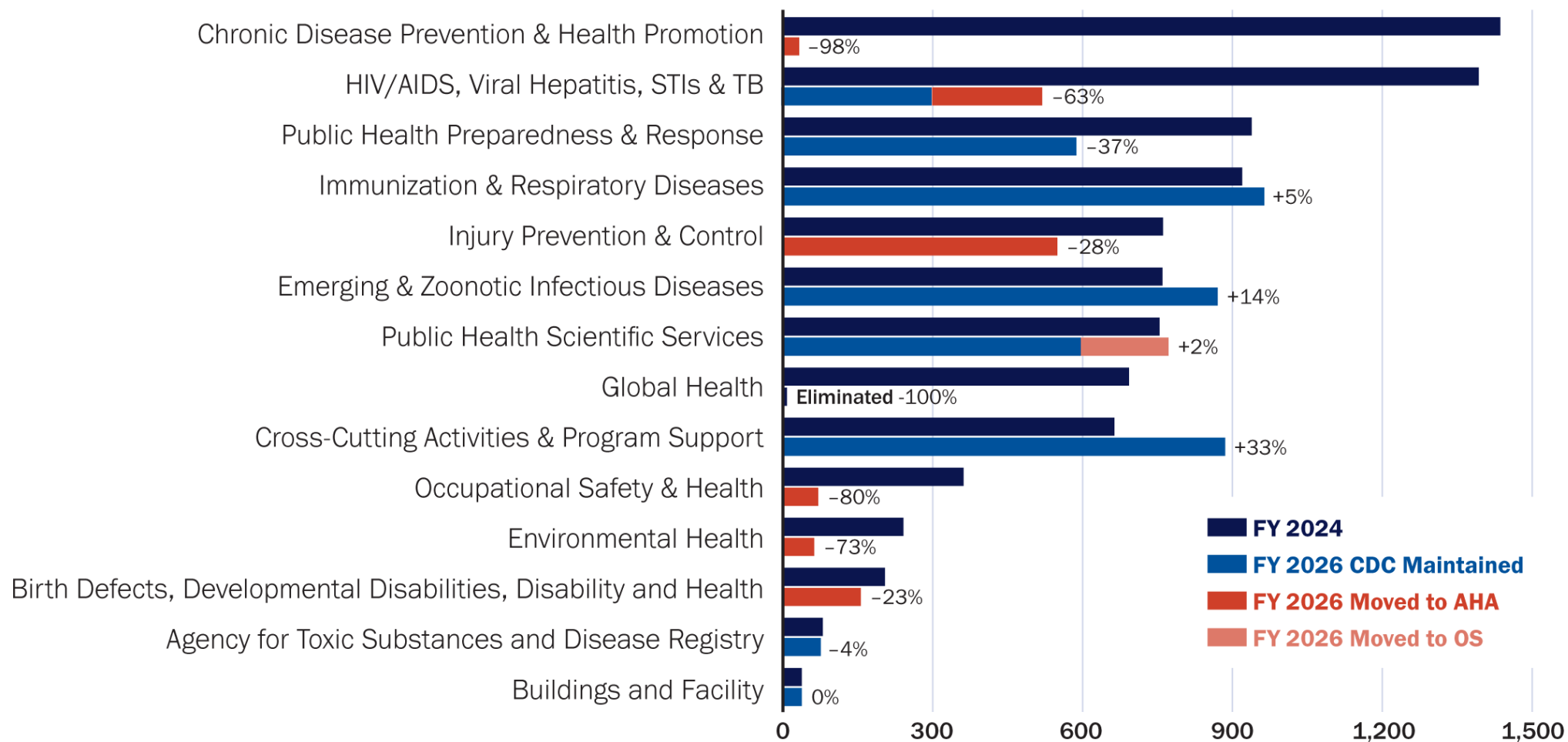
\$4.32B

FY 2026 Proposal
(CDC + ATSDR)

53% budget reduction



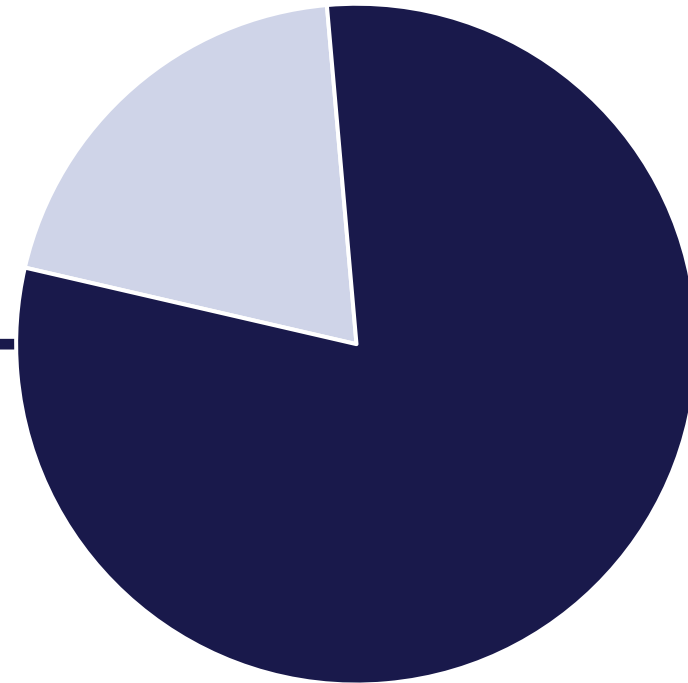
President's FY2026 Budget Proposed Cuts to CDC



The Realities on the Ground

80%

of CDC's domestic budget goes to
states, localities, tribes, healthcare
systems, CBOs, academic and other
partners.



Local Public Health Depends on Federal Funding

FIGURE 6.7

Revenue sources



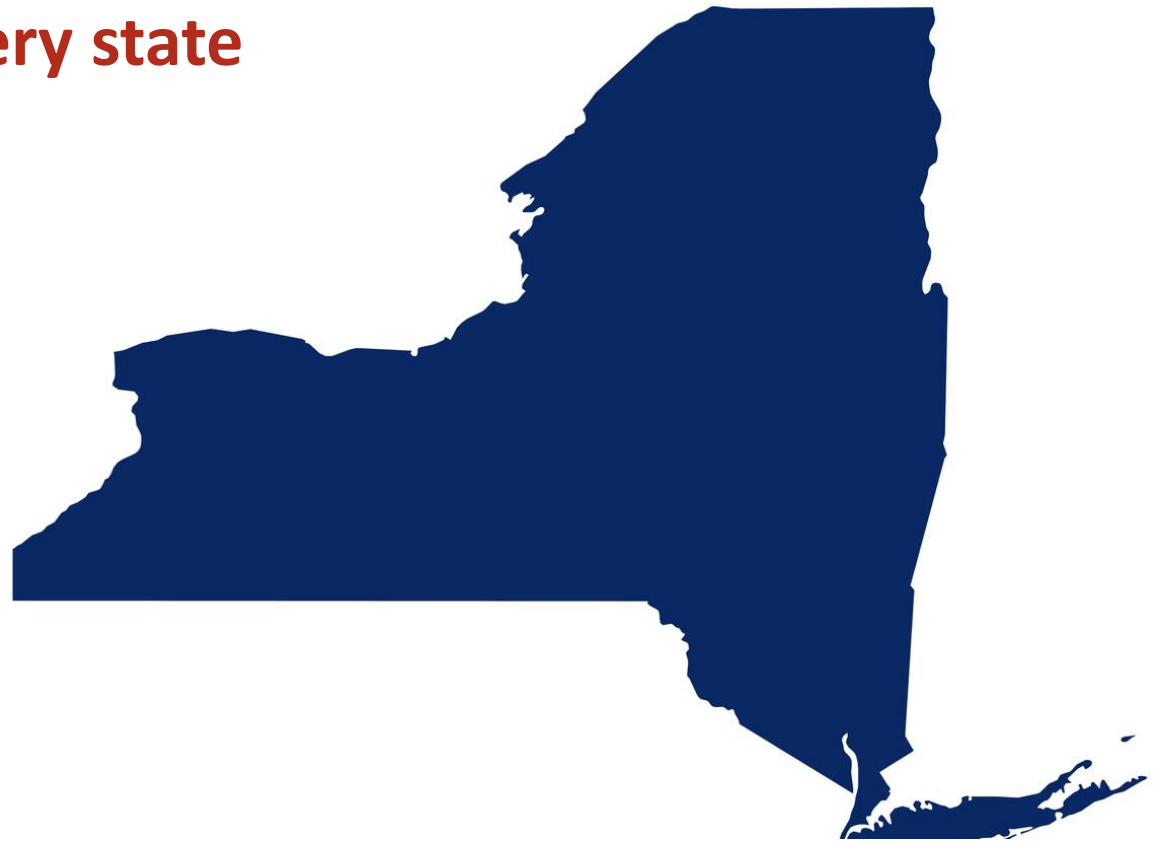
n=134-380

Source: NACCHO, 2024

Potential Increases in Uninsured in NY

One Big Beautiful Bill Act impacts every state

- +4% increased uninsurance rate due to Medicaid cuts by 2034
- ~860K additional uninsured in NY
- *Source: KFF analysis, 8/2025*



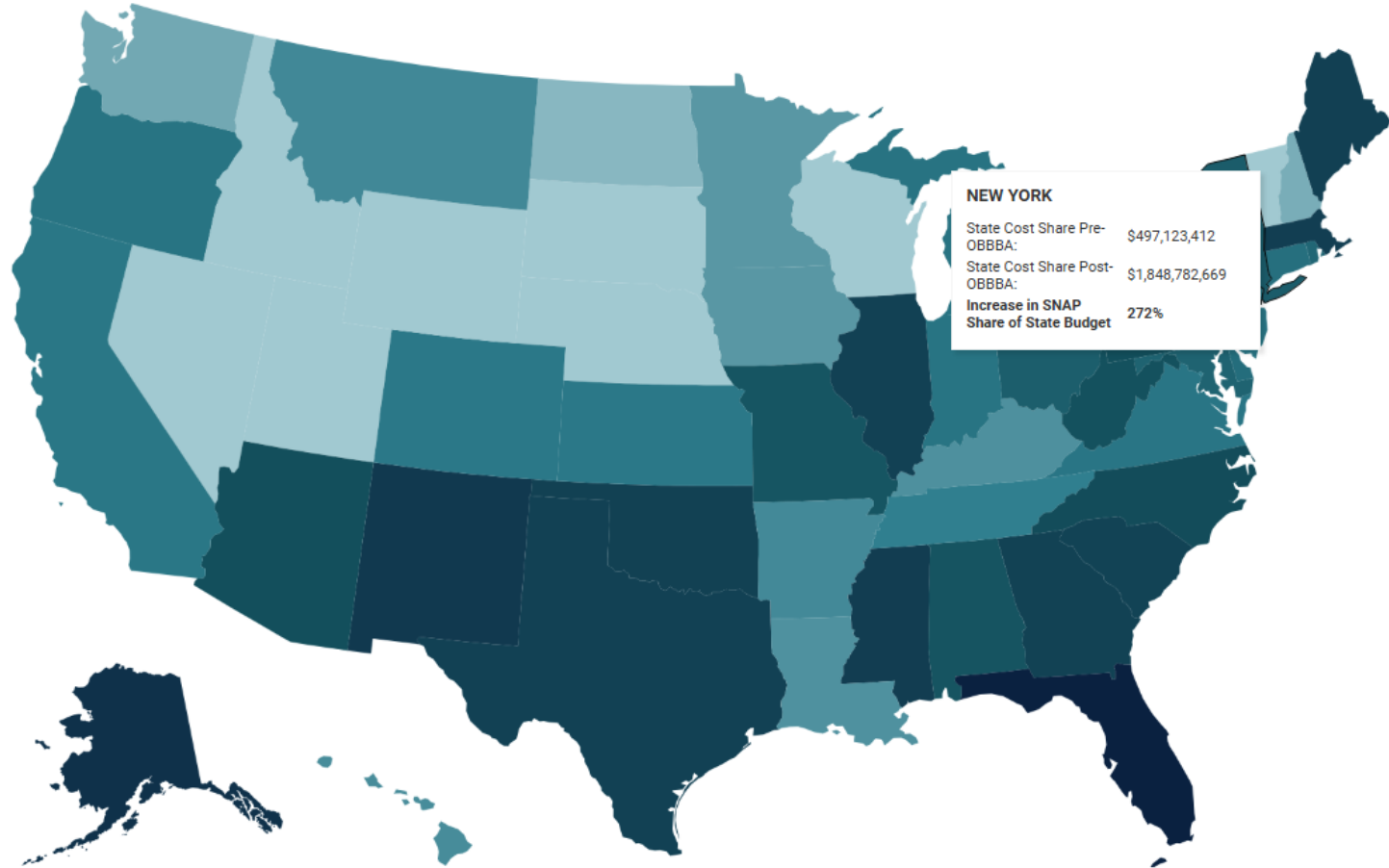
SNAP State Budget Costs Will Rise Sharply in All States

Percentage increase in state budgets allocated to SNAP due to OBBA's new matching funds requirement and administrative cost share increase.

Percentage increase in SNAP share of total state budget



0% 775%



Perspectives from the Field

“

What do we keep, what do we let go? What's more important: congenital syphilis or measles? These are tough conversations.”

Katherine Wells, DrPH

Director of Public Health, City of Lubbock , Texas

“

We will be less prepared. I don't think there is any question about that.”

Scott Harris, M.D., MPH

State Health Officer, Alabama



Public Health Infrastructure In Crisis Report Recommendations

The report recognizes the need to modernize and strengthen the public health system.

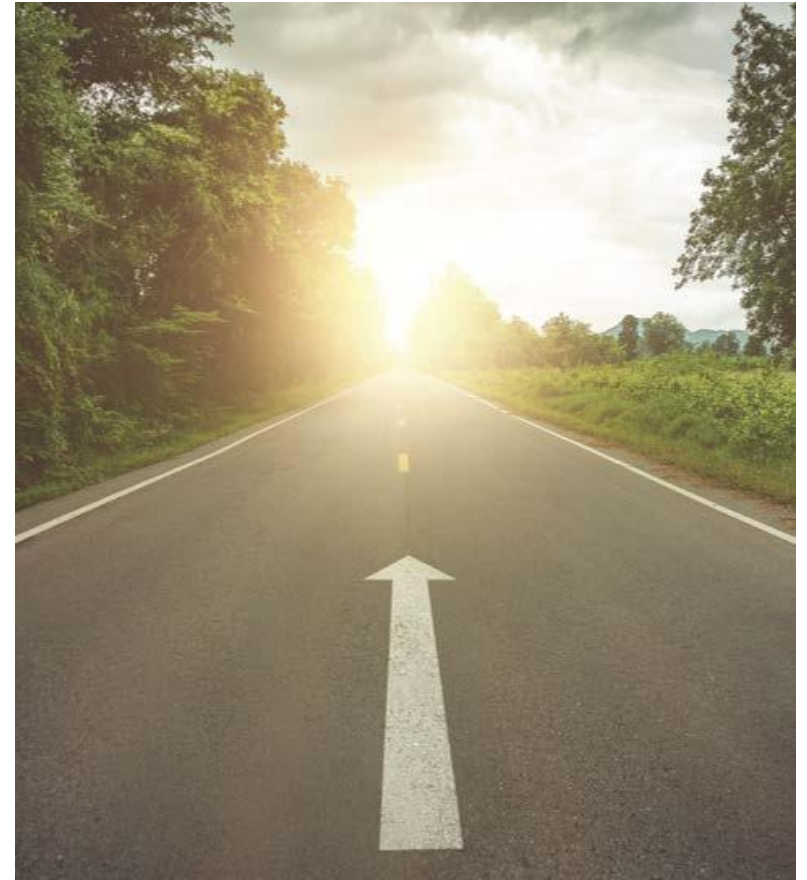
Recommendations include:

- Congress and the administration should reverse 2025 funding and workforce cuts; rebuild lost expertise and capacity
- Strengthen agency capabilities and maintain distinct functions of CDC, HRSA, SAMHSA, ACL, and other agencies
- Congress and partners should lead a review of proposed federal agency restructuring
- Strengthen CDC with funding to support comprehensive, national public health agency
- Ensure all appropriated funds are spent as directed by Congress – stop delays, freezes, or impoundment
- Invest in infrastructure, including workforce, lab capacity and data modernization



Public Health at an Inflection Point: The Path Forward

- **Protect and defend** the public health system at all levels
- **Strengthen, invest in, and modernize** the public health system
- **Reimagine** the public health system to meet the health threats and opportunities of the 21st century



You're Not Alone in This!



Public Health Advocacy Save Lives

- Seat belt laws
- Indoor smoking bans
- Menu labeling
- Clean air, water
- Food and drug safety



Some Friends in Washington



But most importantly...



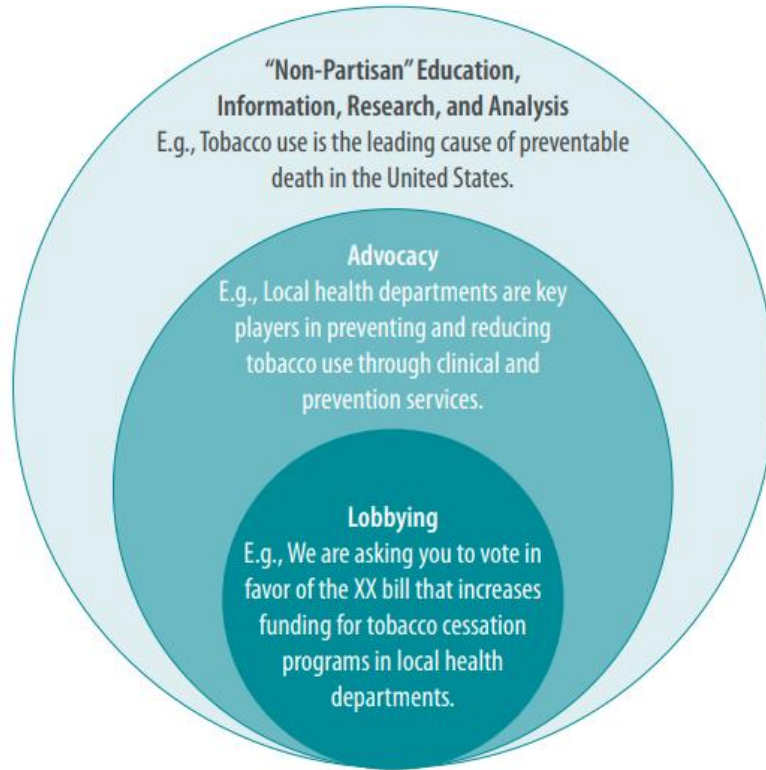
Tell your story!

You are the experts on the health needs of your community and the work you do.



Education & Advocacy vs. Lobbying

ARE YOU ADVOCATING OR LOBBYING?



Education

Explaining the state of play on the ground; explaining impact

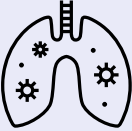
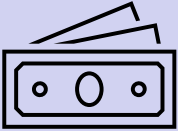
Advocacy

Arguing in favor of a cause or idea

Lobbying

Attempt to influence new or existing legislation

Lawmaker Meetings 101

	Who?	Who are you or who do you represent?
	What?	What is the challenge your lawmaker needs to understand?
	How?	Call to action: What solution is needed?
	Why?	Why is this important to your community?

About the Public Health Communications Collaborative (PHCC)

Public Health Communications Collaborative (PHCC) was formed in August 2020 by the CDC Foundation, the de Beaumont Foundation, and Trust for America's Health to provide unbiased communication about the COVID-19 pandemic.

Since then: practical resources, messaging, and learning opportunities on a broad range of public health topics



publichealthcollaborative.org

Sample of PHCC Resources

New Approaches to Vaccine Communications

Monday, August 26, 2024 • 2:30-4:00pm ET / 11:30-1:00pm PT

Jessica Malaty Rivera
Senior Science Communication Advisor
du Boulonnais Foundation

Michael Perry
Partner
PerryUdemon

Dana Howe
Communication Director
Vaccinate Your Family

Angie Colson Robertson
Campaigns and Rollouts Team Lead
CDC's National Center for Immunization and Respiratory Diseases

Webinar on Vaccine Communications

Trending Narrative Alert

Misleading claims are circulating online about vaccine ingredients

December 27, 2024

Numerous popular social media posts in multiple languages are circulating false and misleading claims about vaccine ingredients. A widely circulated video clip resurfaced the debate about the use of fetal cell lines to develop vaccines. Several posts repeated the false claim that vaccines contain fetal cells. Other posts falsely claimed that the hepatitis B vaccine contains thimerosal (mercury), HPV vaccines contain graphene oxide, COVID-19 vaccines contain HIV and cancer-causing DNA contaminants, and multiple routine vaccines contain aluminum additives that cause developmental delays.

Recommendation: ● **High Impact** [Read Less](#)

Fearmongering about vaccine ingredients is an effective anti-vaccine tactic that fuels hesitancy. Debunking messaging may explain that every vaccine ingredient is there for a reason and is tested to ensure that it is safe. For example, aluminum boosts the effectiveness of vaccines without a safety risk. Thimerosal is a form of mercury that is completely harmless in low doses and helps prevent vaccine contamination. Graphene oxide can be used in sensors to detect HPV in the body, and cells collected from fetal tissue from the 1970s have been used for decades to develop many medicines. No vaccines contain graphene oxide or fetal cells.

Fact-Checking Source(s): CHOP, FDA

Plain Language for Public Health Checklist

Using plain language in your public health communications can help your audience find what they need, understand what they find, and use the information. Whether you're working proactively on a campaign or crafting an urgent message on a quick turnaround, this checklist will help ensure the messages you're sharing with your audiences are clear, accessible, and useful.

Step 1: Prepare Your Communications

- Have you defined the audience for this message? (at specific, consider age, language, cultural background, occupation, etc.)
- Are your goals for this message identifiable? Aim to meet community members with the information they need to better understand this topic.
- Have you considered what your audience already understands versus where they need more information? Ensure your message fills existing information gaps.
- Have you identified the questions your target audience likely has about the topic? In your message, answer these questions clearly and directly.
- Have you determined when and where you'll share this message? Share your message when and where your audience is most likely to see it.

PHCC Tip: Think about your audience in specific terms, not just as the "general public." The more you know about your audience and the more specific you can be, the better you can tailor your message.

Step 2: Develop and Organize Your Communications

- Does your message use everyday words? Is it jargon-free? If you need to use scientific terms, make sure you define them in plain language. Aim to write at a fifth-grade reading level, which you can measure using a readability calculator.

PHCC Tip: Think about your material as early as possible, write based on feedback you receive, and then test again.

Are your sentences short? Do they lead with the bottom line? Make sure your sentences open with the most important information.

Did you use the active voice? Start your sentences with the subject followed by the verb and object.

Did you write your message in the second person? Use "you" to address your audience. (We do so in this checklist.)

If your content is text-heavy, do you use strategies to make the copy more digestible? This can include organizing your content into headers and lists.

Does your message use descriptive layout? Example: To learn more about plain language in public health, read this guide to the Public Health Communications Collaborative.

PHCC Tip: You will likely address community members differently than you would your public health colleagues. You should tailor your audience when communicating about public health.

Public Health Communications Collaborative

For more information, read "Plain Language for Public Health," a guide by the Public Health Communications Collaborative supporting public health communication in creating messaging to advance health literacy and building trust in your organization.

The Public Health Communicators Guide to Misinformation

PUBLIC HEALTH COMMUNICATIONS COLLABORATIVE

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Section Two: Assessing Risk and Determining Response	6
Section Three: A Public Health Perspective: The Impact of Misinformation	11
More Information	12

Communications Guides

Social Graphics

Protect Your Health: Preparing for Extreme Heat

During periods of extreme heat, your body has to work harder to keep you cool. Use these tips to prepare for extreme heat and stay safe when it is hot outside.

Collaborative Public Health Approaches



New York Innovations and Partnerships



**Dutchess County
Stabilization
Center**



**Getting Support to Survivors Right After Their
Opioid Overdose**



Where Do We Go From Here?



Expect uncertainty



Lean into the power of partnerships

Partner with community

Foster cross-sector collaboration

Listen and learn from each other

Find common ground



Communicate the value of public health

Tell your story

Defend and reimagine the public health system

Be an advocate for public health



Celebrate your wins



CONNECT WITH US



Trust for America's Health



@TrustForAmericasHealth



@HealthyAmerica1



@TrustforAmericasHealth



info@tfah.org

<https://www.tfah.org/about/tfah-newsletters/>

