



Public Health  
Foundation  
Enterprises

*Annual Report*  
**2015-2016**



*Leading In*  
**INNOVATION**  
BUILDING HEALTHIER COMMUNITIES  
FOR NEARLY 50 YEARS

# A MESSAGE FROM THE CEO



**Blayne Cutler, MD, PhD**  
*Chief Executive Officer*

I am delighted to share with you the 2015-2016 Annual Report for Public Health Foundation Enterprises (PHFE). More than ever, the work of PHFE is a critical component of the collective effort to improve the health of our communities. The past fiscal year was a period of intense civic engagement. Two pressing public health issues also assumed greater focus for PHFE, along with several key partner programs. The emergence of the Zika virus in the U.S. and the worsening opioid crisis are issues that have moved to the forefront of our work.

PHFE was proud to partner with the U.S. Office of the Surgeon General to develop increased awareness of the role that providers can play in helping to turn the tide on this devastating problem. We continued to support our public health partners to meaningfully address these and many other critical issues impacting population health.

Launched in August 2016 to raise awareness about the opioid crisis in America, PHFE is proud to have worked with the U.S. Office of the Surgeon General to support a web based campaign, [www.TurnTheTideRx.org](http://www.TurnTheTideRx.org). PHFE supported the development of a website home for the campaign, helped create of core messaging and assisted with outreach strategies. PHFE also provided highlights of current client programs working to address this important population health issue and share stories on its own website: [www.phfe.org/turnthetiderx](http://www.phfe.org/turnthetiderx).

As PHFE approaches its 50-year anniversary next year, we have begun to gather a treasure of stories and photos from long-term and former staff to highlight benchmarks in each of the past five decades. We hope you enjoy the stories of current client programs and a look back at PHFE's history and organizational growth since 1968.

PHFE is poised to enter our next 50-years stronger than ever, with an outstanding, dedicated team and a highly engaged Board of Directors. I thank our funding partners, client programs and incredible staff for the many successes of the past year. We look forward, with renewed commitment, to the work ahead.

Blayne Cutler, MD, PHD

## MISSION:

PHFE enables population health initiatives to improve the health and well-being of our communities.



Go to [www.PHFE.org](http://www.PHFE.org)  
or simply scan this code

## WHO WE ARE:

PHFE is the national leader in providing program and support services for optimizing population health. We offer a full range of program development, personnel, financial and grant management support to researchers, consortia, government agencies and community nonprofits. PHFE leads the largest network of breastfeeding and nutrition services in the nation, reaching more than 230,000 low-income families each month.

## PHFE Board of Directors 2015-16

### OFFICERS

**Erik D. Ramanathan**  
*Chair*

**Delvecchio Finley**  
*Vice Chair*

**Robert R. Jenks**  
*Treasurer*

**Tamra Joseph**  
*Secretary*

### MEMBERS

**Amy Kircher**

**Edward Yip**

**Jean C. O'Connor**

**Jeffrey Benson**

**Scott Filer**

**Susan DeSanti**

# CELL-ED

**C**ell-Ed partnered with PHFE in March 2016 to manage the organization's charitable activities. Cell-Ed is a social enterprise firm that teaches essential skills—language, literacy and job training—on any cell phone (basic or smartphone), tablet or computer.

Literacy and basic education are social determinants of health. The inability to read or write isolates and impoverishes adults and families. Every day, many adults who cannot read and write hustle from their jobs, to caring for their kids, to working a second job. Cell-Ed created their program around this reality, turning cell phones into a classroom and teacher. Now low-income adults can learn anywhere, anytime. Learning can happen while on break, on the bus or after the kids have been put to bed.

By partnering with the states of New York and Texas, Service Employees International Union, Los Angeles Public Library and others, Cell-Ed educates more people for less money and better results. This 24/7 accessibility, along with a learner-centered course design, increases learner engagement and proficiency.

Through Cell-Ed's partnership with PHFE, Cell-Ed is able to apply for funding to provide its life-changing courses at no cost to low-income households.

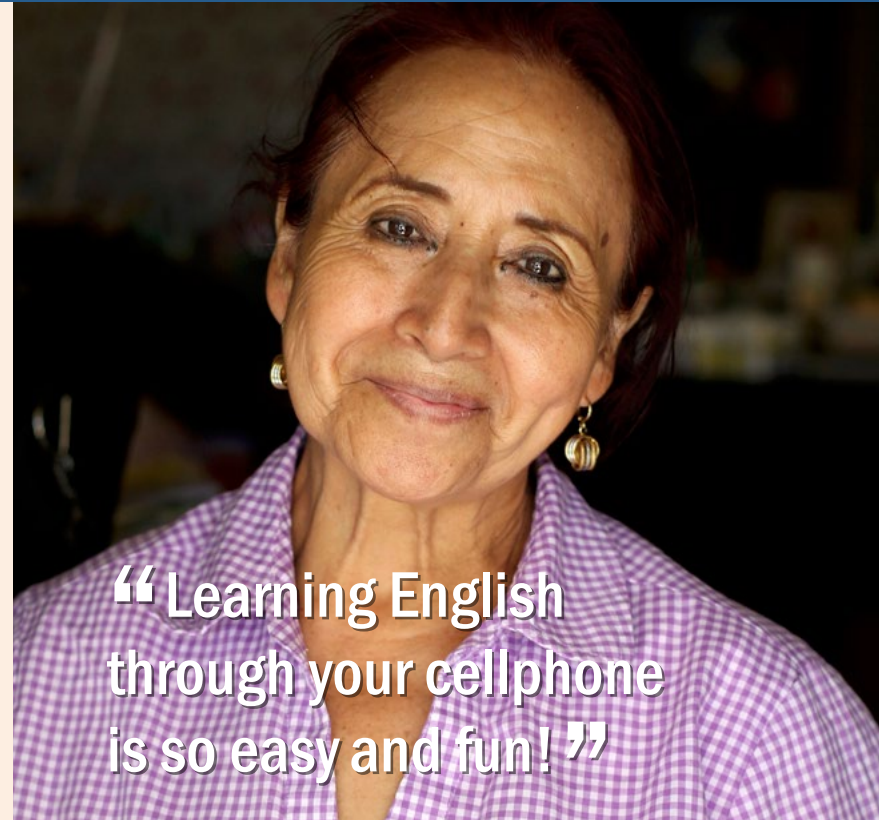
## IN 2016, CELL-ED WAS A RECIPIENT OF:

- A grant from AT&T that extended mobile education services to underserved populations.
- A grant from the Roy & Patricia Disney Family Foundation to deliver Cell-Ed's "English on the Go!" classes to 1,000 families in Los Angeles.
- The Library of Congress Literacy Award in Washington, D.C.
- A Top 10 Company designation by South by Southwest's® education Conference and Festival (SXSWedu).
- A World's Top 25 Company designation by SheEO (SheEO is a women-led, socially positive ventures investment group).

**DONATE  
TODAY**

▶ [www.phfe.org](http://www.phfe.org)

[www.phfe.org](http://www.phfe.org)



“ Learning English  
through your cellphone  
is so easy and fun! ”

LIBRARY OF  
CONGRESS  
LITERACY AWARDS  
2016

Cell-Ed received the Library of Congress Literacy Award for the category of 'Mobiles for Literacy Honor'. Learning on mobile devices is most effective when the content is relevant to the reader. Since 2013, the Library of Congress Literacy Awards Program has recognized 60 organizations worldwide for their effectiveness in promoting literacy.

# SHOO THE FLU

'Shoo the Flu' is a public-private partnership committed to improving public health by decreasing flu and flu related disease burden in Oakland, California.

Over 28,000  
vaccinations given  
since 2014

**DONATE  
TODAY**

▶ [www.phfe.org](http://www.phfe.org)

# SHOO THE FLU: QUICK FACTS

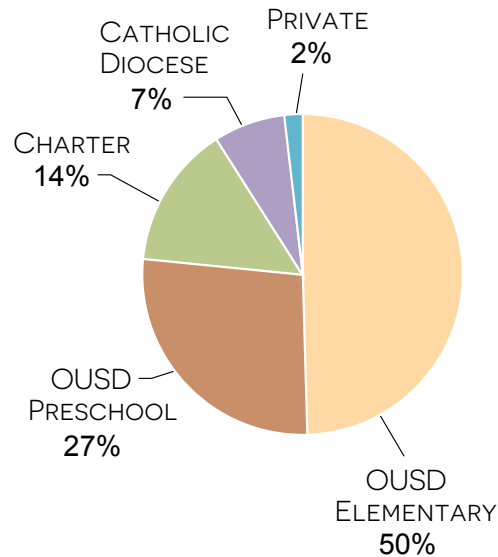
In 2014, Shoo the Flu launched a multi-year project to demonstrate school-located influenza vaccination (SLIV) effectiveness in limiting community-level flu transmission and achieving high flu vaccination coverage rates among children in Oakland, California.

Studies have shown that children are “super spreaders” of influenza: they spread virus in greater quantities and for longer periods than adults. Providing vaccines at school is the best way to reach the greatest number of children, especially the medically underserved. Increasing vaccine coverage in school children can help decrease community-wide transmission.

The Shoo the Flu partnership is conducting a rigorous evaluation of child, family and community level outcomes, as well as a process evaluation to assess the impact of its work.

‘Shoo the Flu’ is a public-private partnership committed to improving public health by decreasing flu and flu-related disease burden in Oakland, California.

## PARTICIPATING SCHOOLS (110)



### OUR PARTNERS:

- Alameda County Public Health Department
- Oakland Unified School District (OUSD)
- California Department of Public Health
- UC Berkeley School of Public Health
- Funding by the Page Family Foundation

**57%** Vaccinations administered were for **uninsured/low income students**

**82%** Received the **nasal mist**, 18% received an **injection**

“The staff was very informative and helpful. Please come back next year!”  
- Catholic Diocese K-8 School

“This was so helpful for families, as they did not need to pull the child out of school to get this done. Parents really liked it.”  
- OUSD Elementary School

“It was quick and convenient.”  
- OUSD Elementary school

# PURSuing THE GREATER GOOD—TOGETHER

For nearly half a century, PHFE has provided program and support services to optimize population health, or the health of all communities. PHFE's growing knowledge base and customized approach in working with communities has evolved with the dynamic changes in health and social science.

To maintain the highest level of performance for our clients, PHFE is building on the planned growth, which began in FY 2013-14. We continue to stretch our organizational and operational leadership in support of new and existing program partners.

*building healthier communities*

FOR NEARLY

**50** *years*

## *through the years:* **STAFF STORIES**



**Leticia Bean** (PHFE WIC Client Services—1987 to present)

Q: In what ways have you seen innovation and leadership displayed throughout the years?

A: I have seen new tools for communication with our families and special projects.

Q: What means the most to you about your time with PHFE WIC?

A: Being part of the many new, special projects.

The Public Health Foundation of Los Angeles County incorporated in 1968 as a 501(c)3 to support and augment the operations of the Los Angeles County Health Department.

In May 1993, the Public Health Foundation of Los Angeles County becomes Public Health Foundation Enterprises (PHFE).



YEARS:

1968

1978

1988



**Ed Bunning** (Contract Manager: 1996-2010 (14 years))

Q: In what ways have you seen innovation and leadership displayed throughout the years?

A: A previous CEO reorganized the PHFE headquarters staffing structure to form teams of a financial specialist, HR specialist and contract manager for each client to increase customer service interaction and efficiency of internal HQ processes.

Q: What are you most proud of at PHFE?

A: Providing good customer service, which encouraged client word-of-mouth referrals to PHFE for new clients.

Q: What means the most to you about your time with PHFE?

A: Working with people who had the same sense of purpose and enjoyed working as a team.



**PHFE FACTS THROUGH THE YEARS**

**1990 TO 2001**

- Business sales and budgets tripled from \$30 to \$100 million
- The number of PHFE staff tripled
- The number of projects on which PHFE partnered quadrupled

**2001-2011**

- 2009—Headquarters moved to current location

Courtesy of Bernard Weintraub Past, PHFE Board Chair (1990-2001).



PHFE Partners with Surgeon General to 'Turn the Tide'

1993

1998

2011 2013 2016



# ANGELS CHILD CARE FOOD PROGRAM



**T**he mission of Angels Child Care Food Program (Angels CCFP) is to assist and train licensed day care home providers to provide healthy, nutritious meals that will promote beneficial life-long eating habits for the children in their care. Angels CCFP is funded through the California Department of Education Child Care Food Program. Thousands of children receive nutritious meals and snacks made possible through this program.

Day care home providers enrolled in Angels CCFP receive nutrition training and monitoring visits every four months to assure that they are providing the required healthy meals to children in their care. A licensed day care home provider may be approved to request up to two meals (breakfast, lunch or supper) and one snack, or two snacks and one meal for each enrolled child every day.

The participants we serve are day care home providers with a household income at or below 185 percent of the federal poverty and/or day care enrolled children with a household income at or below 185 percent of the federal poverty.





The lack of affordable child care and the negative effects of poor nutrition on child development are growing concerns in the United States. Angels CCFP supports providers that want to provide healthy meals to the children in their care but need to keep costs low. This program promotes high standards of nutrition for infants and children in day care homes, trains providers on nutrition and food preparation, and provides nutrition education activities. Angels CCFP serves low income communities in Los Angeles, Orange, San Bernardino, Riverside, and Ventura counties in the state of California. In 2015, Angels CCFP was able to provide nutritious meals and snacks to 5,338 children and train 653 day care home providers.

“Angels CCFP supports providers that want to serve healthy meals to the children in their care but need to keep costs low.”

**DONATE TODAY**

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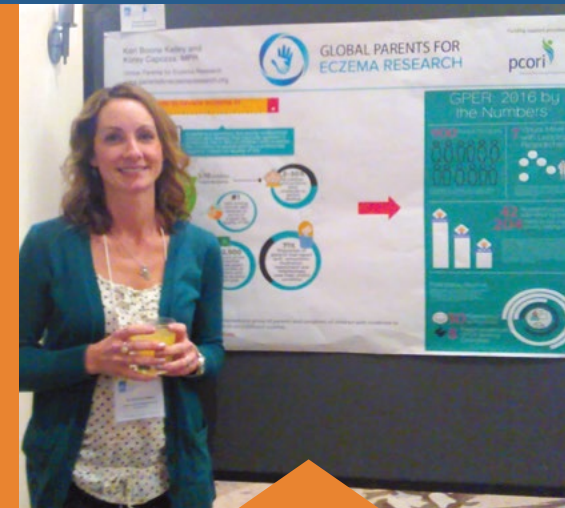
## ANGELS CHILD CARE FOOD PROGRAM

FISCAL YEAR 2015

Providers	653
Children enrolled	5,338
Breakfasts served per month	45,123
Lunches served	63,718
Dinners served	41,687
Snacks served per month	85,545



“ GPER was selected for a ‘Pipeline to Proposal’ award by the Patient Centered Outcomes Research Institute in 2015 and 2016. ”

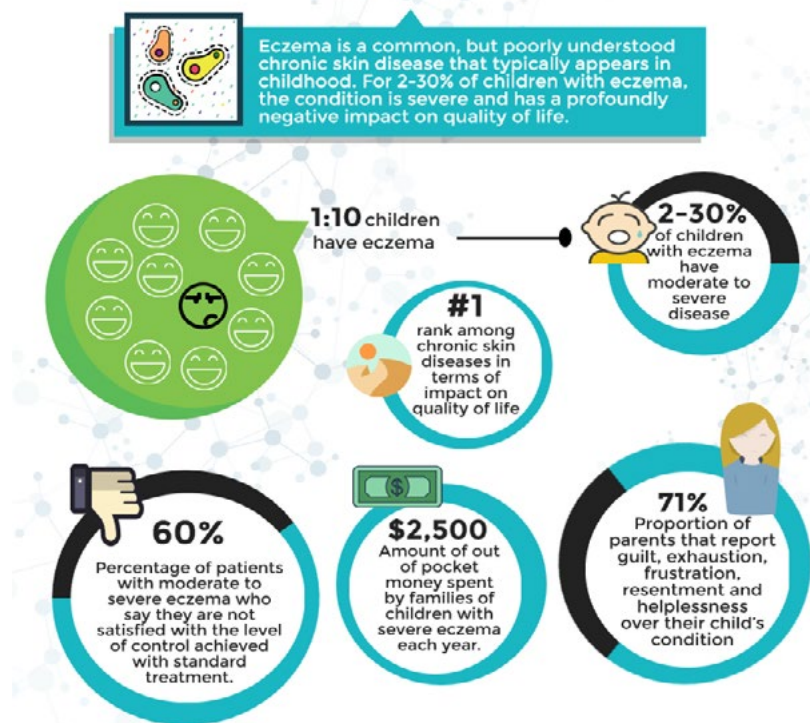


# GLOBAL PARENTS FOR ECZEMA RESEARCH

**G**lobal Parents for Eczema Research (GPER) was created for and by parents of children with moderate to severe eczema. An international virtual group with members representing five different continents and six countries, GPER’s goal is to advance research on childhood eczema to improve the lives of families affected by this condition. The organization uses technology to rapidly spread high-impact, practical and high-quality research initiatives that have a patient-centered focus.

GPER was selected for a ‘Pipeline to Proposal’ award by the Patient Centered Outcomes Research Institute in 2015 and 2016. It was one of 47 groups chosen for this award, which is designed to build the community of patients, stakeholders and researchers who can participate in the patient-centered outcomes research. GPER was also recently awarded an Allergan Foundation community grant for research dissemination and partnership. GPER has successfully published articles in the *International Journal of Dermatology* and in *Modern Medicine*.

## Moderate to severe eczema in children



Data and images shown above are excerpts from GPER Studies.

**Statements of Financial Position  
June 30, 2016 and 2015**

	<u>2016</u>	<u>2015</u>
<b>Assets</b>		
Cash and cash equivalents	\$ 6,361,625	\$ 5,401,430
Contracts receivable, net of allowance for doubtful accounts of \$122,291 and \$141,972, respectively	13,389,439	13,625,121
Deposits and prepaid expenses	1,789,511	1,035,860
Property and equipment, net	<u>2,088,406</u>	<u>2,527,325</u>
<b>Total assets</b>	<b>\$ 23,628,981</b>	<b>\$ 22,589,736</b>
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$ 3,866,802	\$ 4,769,881
Accrued payroll and related liabilities	5,341,861	5,157,957
Agency and other funds payable	2,052,011	2,121,543
Advance on grantor payments	3,001,607	2,047,035
Accountability for program assets	1,716,067	1,508,746
Deferred rent	366,446	323,056
Capital leases obligations	92,240	174,932
Deferred revenue	<u>179,199</u>	<u>83,940</u>
<b>Total liabilities</b>	<b>16,616,233</b>	<b>16,187,090</b>
<b>Commitments and contingencies</b>		
<b>Net assets - Unrestricted</b>	<b>7,012,748</b>	<b>6,402,646</b>
<b>Total liabilities and net assets</b>	<b>\$ 23,628,981</b>	<b>\$ 22,589,736</b>

**Statements of Activities  
For the Years Ended June 30, 2016 and 2015**

	<u>2016</u>
<b>Unrestricted revenues and support</b>	
Governmental service contracts	\$ 93,692,293
Private contracts	2,320,933
Management fees	9,662,557
Other income	<u>28,748</u>
<b>Total unrestricted revenues and support</b>	<b>105,704,531</b>
<b>Expenses</b>	
Program services	95,096,555
Support services	<u>9,997,874</u>
<b>Total expenses</b>	<b>105,094,429</b>
<b>Change in net assets - unrestricted</b>	<b>610,102</b>
<b>Net assets - unrestricted, beginning of the year</b>	<b>6,402,646</b>
<b>Net assets - unrestricted, end of year</b>	<b>\$ 7,012,748</b>

# PHFE CLIENTS

4BoneHealth	Cycle for Heart and Climb for Heart
Alameda County Public Health Laboratory	Eastern Los Angeles Regional Family Resource Center
Angels Childcare Food Program	Global Parents for Eczema Research
CA Health and Human Services Agency	Health Consortium of Greater San Gabriel Valley
Carolyn Kordich Family Resource Center	Health Disparities Research Group
CCHS Senior Nutrition Program	Health Officers Association of California
CDPH: California Department of Public Health	Heartfelt Cardiac Projects
California Emerging Infections Program	Immunization Coalition of Los Angeles County
California STD/HIV Prevention Training Center	InDependent
California Youth Advocacy Network	Los Angeles County Department of Health Services (LACDHS)
Center for Chronic Disease Prevention and Health Promotion	LAC-USC Healthcare Network
Center for Environmental Health	LAC-USC Medical Center
Center for Family Health	Los Angeles County Department of Public Health (LACDPH)
Center for Infectious Diseases	Childhood Lead Poisoning Prevention Program
Chronic Disease and Injury Control	Environmental Health Division
Communicable Disease Control	Los Angeles Community Health Project (LACHP)
Emergency Response Branch	Los Angeles Network for Enhanced Services (LANES)
Food, Drug and Radiation Safety	Los Angeles Partnership for Special Needs Children
Genetic Disease Screening Program	OCDE Alternative Education
Health Information and Strategic Planning	Orange County Department of Education (OCDE)
Infant Botulism Treatment and Prevention	Project Pregnancy
Infectious Disease Branch	RTI International
Microbial Disease Laboratory	Rancho Santiago Community College District (RSCCD)
Public Health Policy and Research Branch	REPAIR
Refugee Health Program	San Francisco Department of Public Health (SFDPH)
Saving Our Legacy (SOL) Project	Applied Research, Community Health Epidemiology and Surveillance (ARCHES)
Tobacco Control Program	Behavioral Health Services SFHOT (CBHS)
Vector Borne Disease Section	Bridge HIV
Viral and Rickettsial Disease Laboratory	Center for Learning and Innovation
Women, Infants, & Children	Center for Public Health Research
Cell-Ed	Community Health Equity and Promotion
Children & Families Commission of Orange County	Disease Prevention and Control
City and County of San Francisco	Population Health Division
CMV Workshop Fund	Public Health Emergency Preparedness and Response
Coeffective, LLC	Shoo The Flu
Community Translational Research Institute	Shoreline Center for Eating Disorder Treatment
Congenital Cytomegalovirus (CMV) Foundation	University of California San Francisco Curry Center
Contra Costa Health Services (CCHS)	Violence Prevention of Orange County
County of Contra Costa	Wilson High School Alumni Foundation
County of Los Angeles	
County of Orange	

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Fax: (562) 222-7385  
info@phfe.org**

Visit [www.phfe.org](http://www.phfe.org) to learn more ▶



# THANK YOU TO OUR MAJOR FUNDERS

Abbott Laboratories  
Adamma Foundation  
Alameda County  
    Mosquito Abatement  
    Public Health Department  
Allergan Foundation  
Altarum Institute  
Association of Public Health Laboratories  
AT&T Foundation  
Bio-Rad Laboratories, Inc.  
Blue Shield of California Foundation  
California Community Foundation  
California Healthcare Foundation  
City of Los Angeles  
    AIDS Coordinator's Office  
    GRYD  
Community Partners  
Community Translational Research Institute  
Congenital CMV Foundation  
County of Contra Costa  
    Health Services  
    Mosquito Vector Control District  
County of Los Angeles  
    Department of Public Health Services  
County of Orange  
Dr. Bronner's Magic Soaps  
Elton John AIDS Foundation

Family Resource Library  
First 5 Los Angeles  
Fred Hutchinson Cancer Research Center  
George Kaiser Family Foundation  
GRYD Foundation  
Health Officers Association of California  
Kaiser Foundation Hospitals  
LA Biomed  
LA Care Health Plan  
Los Angeles County  
Mac AIDS Fund  
Magee Women's Research Institute and Foundation  
Montana Department of Public Health and Human Services  
Mountains Recreation and Conservation Authority  
Northrop Grumman  
Open Society Foundations  
Ortho-Clinical Diagnostics, Inc.  
Pomona Community Health Center  
Pomona Valley Hospital Medical Center  
Public Health Institute  
Quest Diagnostics  
Rancho Santiago Community College  
Regents of the University of California  
    Office of the President  
Berkeley  
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San Diego  
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RTI International  
San Bernardino County  
San Francisco Department of Public Health  
Shoo the Flu LLC  
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    Department of Developmental Services  
    Department of Education  
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