



HEALTHIER™  
COLORADO

# HUNGRIER THAN EVER



2017 ANNUAL REPORT

# A NOTE FROM THE EXECUTIVE DIRECTOR

Once a year, I revel in the culinary pleasure of roasting a duck. The duck itself is worth the time investment required for preparation, but maximizing the opportunity means utilizing the often discarded duck bits and byproducts of roasting. I use the giblets to make gravy. I save the bones to boil into a duck broth for soup. I store the melted duck fat for later use in frying up the most delectable french fries. I lost many of you at the mention of giblets, and I make no claims about the nutritional quality of duck fat french fries, but I couldn't help thinking about roasting duck when I thought about Healthier Colorado's 2017.

Our main course has always been and always will be influencing public policy change in Colorado. This would be worth 100% of our time all by itself. Recently, however, we have challenged ourselves to use every bit of our resources to advance the population's health in the best possible way for folks' specific communities. But first, let's talk about our main course.

In the 2017 state legislative session, we were instrumental in passing legislation that finally ended the practice of putting innocent people in jail who were experiencing a mental health crisis. Until the law came into effect, Colorado was one of just six remaining states in which this was lawful. By passing a law that both prohibited this practice and distributed \$20 million every year to communities that need help providing appropriate treatment to residents in a mental health crisis, the interests of both health and justice were served.

In all, we supported 21 bills in the 2017 session. However, the state legislature is just one of the public policy avenues that we successfully pursue. We also supported successful ballot measures in five localities, ranging from finally providing Park County residents with health care when the county did not have a single doctor or dentist in practice, to distributing mental health resources for every last student in a Colorado Springs school district. We also engaged at the federal level in debates that included the proposed repeal of the Affordable Care Act. Healthier Colorado mobilized thousands of Coloradans to contact their federal legislators to oppose irresponsible attempts at repeal, including a series of television and radio ads we ran statewide.



Healthier Colorado is the only health advocacy organization in the United States that can deploy the full range of political activity—from lobbying to ballot measures to engaging in candidate elections—to influence public policy. We don't want to be alone anymore, and we believe the byproduct of our work should include its spread across the country. That is why I released a white paper that shares lessons from our work, and have taken additional steps with interested parties all over the country, which I hope will eventually result in Americans outside Colorado having the same type of political voice on health that we're able to facilitate for residents of our own state.

We also now use our resources to support private sector means to improve health. In 2017, Healthier Colorado seed-funded a new investment vehicle called the Healthier Focus Fund. This is a fund that supports companies that seek to reap both financial profit as well as benefits for the population's health and has since attracted several million more dollars to put into the market in service of health. In parallel to this project in the financial market, we launched another one in the real estate market. We have endeavored to create better collaboration and other benefits for our partner organizations in health through the development of a building that can be a new working home for Healthier Colorado and other organizations with whom we share values and goals. Stay tuned on this one; I should have a substantive update in next year's report.

In September of 2018, we'll mark our four-year anniversary. In looking back on what we've been able to achieve in that short period, I do derive some measure of satisfaction, but it has mostly just expanded my measure of our potential and emphasized our responsibility to maximize the opportunity we've been given through the support of people like you. We're hungrier than ever. Thanks for being here at the table with us.



**Jake Williams**  
*Executive Director*  
Healthier Colorado



## Our Mission

Healthier Colorado is a nonpartisan, nonprofit organization dedicated to raising the voices of Coloradans in the public policy process to improve the health of our state's residents. We believe that every Coloradan should have a fair chance at living a healthy life. The people of Colorado are our constituency, and Healthier Colorado aims to make meaningful improvements throughout our state's diverse communities.

# OUR FOCUS AREAS

**L**aunched in 2014, Healthier Colorado was founded with a policy scope that spans all of health. We do not represent a particular stakeholder or narrow interest. To best serve the interest of Coloradans, we decided to pick three priorities within the vast field of health toward which we deploy our finite resources. Our process to pick our newfound issue priorities included health data analysis, opinion research, statewide conversations, and an analysis of where our resources compliment, rather than duplicate, those of our health advocacy partners to make a decisive impact.

1

## Reduce obesity and related chronic disease



Healthier Colorado seeks to reduce obesity and related chronic disease.

Colorado's adults are famously the nation's least obese, but our children rank significantly lower.

Residents with lower socioeconomic status, non-white populations (especially Latinos and African Americans), and certain geographic areas (especially rural ones) have higher rates of obesity and other related disease. We focus on the twin components to the prevention and reduction of obesity: physical activity and nutrition.

2

## Improve mental & behavioral health



One in five Coloradans needs mental or behavioral health services, yet less than one-third of them receive care. Colorado's mental and behavioral health outcomes are, in many cases, alarmingly poor. In response, Healthier Colorado aims to improve mental and behavioral health in Colorado. We believe that every Coloradan should have access to quality mental and behavioral health services that are affordable and integrated on equal footing with physical health within our health system. We pursue policy change on mental and behavioral health that improves Coloradans' quality of life, avoids premature death, and prevents adverse childhood experiences.

3

## Address population-level health disparities



Healthier Colorado seeks to reduce health disparities on the basis of socioeconomic status, race, and geography. We believe that a person's health status should not be dictated by how much money they make, the color of their skin, or where they live. Unfortunately, there are pronounced health differences between Coloradans on these bases. We focus on disparities within the areas outlined above, in addition to emerging opportunities, to make a meaningful difference in other areas.



# 2017 CAMPAIGNS

Since 2014, Healthier Colorado has supported over 30 campaigns. Each action taken by the nearly 100,000 members standing with us has been crucial in educating decision-makers and has helped propel these campaigns across the finish line. The campaigns are never easy. Our opposition usually has deep pockets and powerful lobbyists. But we do not shy away from these challenges because we have two things they do not possess: the voices of support from Coloradans and campaigns rooted in the important mission of creating a Healthier Colorado.



## Legislative Campaigns

### **Modernizing Mental Health Holds**

Prior to 2017, Colorado was one of just six states that could still jail individuals who had committed no crime, but were experiencing a mental health crisis. SB17-207: Strengthen Colorado Behavioral Health Crisis System put an end to this inhumane practice. Additionally, this legislation created the infrastructure necessary to ensure persons in crisis could have their needs met. Healthier Colorado activated our network to show the broad support of the legislation. More than 6,200 member emails, stories, and petition signatures made it clear to legislators how important this bill was. Governor Hickenlooper signed it into law on May 18, 2017.

### **Funding the Healthy Kids Colorado Survey**

The Healthy Kids Colorado Survey is a voluntary survey given to middle and high school students every two years. It covers a variety of health topics and is used to help communities and schools better understand their youth's health needs. The survey helps inform programs designed to prevent suicide, secure funding for schools, decrease the use of tobacco among youth, and much more. When the Joint Budget Committee failed to fund the survey, Healthier Colorado worked with a large and diverse coalition to bring an amendment to the state budget to secure funding. Healthier Colorado deployed our grassroots members to raise the issue with legislators and helped lobby the amendment. The amendment passed and the survey's funding was officially restored.

### **Transparency in Direct Pay Health Prices**

The Transparency in Health Care Prices Act requires increased transparency for consumers directly paying for medical services without insurance coverage. The law took effect at the beginning of 2018 and helps consumers who aren't covered by insurance have a better idea of what their health services will cost. While the scope of the law is narrow, it represents an important step forward in the area of transparency for our state. Healthier Colorado's network generated more than 11,000 emails to legislators throughout the course of this campaign.



## Additional Campaigns (including federal)

### Affordable Care Act Defense

Healthier Colorado spent a large part of 2017 working to defend the Affordable Care Act (ACA). We worked in a coalition of other advocates to mobilize grassroots activists to contact their members of Congress, attend rallies, share their stories, and speak out in support of the ACA. As part of this campaign, Healthier Colorado hosted “Our Turn”. This event consisted of a day-long live webcast where people from around the state shared stories about how the ACA has affected their lives and their ideas for improving the law. Healthier Colorado also ran a television ad calling on Cory Gardner to vote against repeal. The ad featured pictures of more than 250 Coloradans in our network who support the ACA.

Healthier Colorado’s ACA defense resulted in the mobilization of a large number of Colorado’s grassroots activists. Over the course of last year, we generated more than 3,500 phone calls to members of Congress and 10,000 additional actions. The coalition’s efforts led to at least one ‘no’ vote on a repeal bill from Representative Mike Coffman.

### Ensuring Funding for CHIP

Healthier Colorado worked with a coalition of health and children’s advocates to ensure that funding for the Children’s Health Insurance Program (also known as Children’s Health Plan Plus in Colorado) was extended. Healthier Colorado engaged in both grassroots and grassroots advocacy during this campaign. We mobilized our network to send more than 4,000 emails. We also lobbied Colorado’s Congressional delegation on the issue.

# Partnerships in Local Advocacy (PiLA)

Our Partnership in Local Advocacy Program (PiLA) was established in 2016 as an opportunity for communities across the state to seek resources from Healthier Colorado to support local policy change. Each campaign varies in topic and scope. The support we provide ranges from strategic input, to direct voter contact, or even a boost on social media. In 2017, we worked on six winning PiLA campaigns.

## Spring Campaign:



### Durango: Healthy Kids, Healthy Durango

Community water fluoridation is a common practice that has lasting positive health impacts on the community's residents. In April, Healthier Colorado helped defeat a ballot measure that would have prohibited the existing practice.

## Fall Campaigns:



### Aspen: Yes on 2B

After being outspent by 900% on the 2016 statewide tobacco tax increase, we were eager to tackle the issue on a local basis. We had the opportunity to do so in Aspen, where commissioners referred a tobacco tax increase on the November ballot. Revenue collected from the tax is invested back into the community to fund local health programs. This measure passed with an overwhelming 74% voter approval.



### Colorado Springs: Friends of District 11

In Colorado, we are all too familiar with the need for mental and behavioral health services, especially in our schools. In November, voters in Colorado Springs voted to approve increased services to the region's oldest and largest school district through a mill levy increase. The students of Colorado Springs now have consistent and increased access to school counselors, mental health professionals, and wrap-around services.



### Denver: GO Bonds

This comprehensive ballot measure allowed the City of Denver to invest in local infrastructure to support the city's rapidly growing population. The projects include bolstering Denver Health's outpatient program, improving the city's sidewalks and bike lanes, and upgrading recreation centers and parks in the low-income communities that need it most.



**OUT OF THE ELEVEN  
BALLOT INITIATIVES  
HEALTHIER COLORADO HAS  
ENGAGED IN, WE'VE WON NINE!**



**Park County: Bring Health Care  
Back to South Park**

Access to health care in rural parts of the state is often sparse and doesn't meet the needs of its residents. This was the case in Park County, where the only primary care clinic in South Park closed its doors in 2014, leaving the county's 16,000 residents without any primary care facilities. Seeing the immense need for care, Park County residents took the brave step forward and launched an effort to reopen and fund the clinic through a 1% sales tax on non-grocery items.



**Eagle County: Yes on 1A**

Eagle County saw higher suicide rates in 2017 than in the previous five years. For the county's residents, access to mental and behavioral health services was more than 2.5 hours away. Advocates and community leaders saw an opportunity to fix this by asking voters to approve a tax on marijuana to fund critical programs that support mental and behavioral health and substance abuse treatments.



**Political Giving**

**H**ealthier Colorado is uniquely positioned in the health advocacy realm to participate in not only policy change through lobbying and advocacy or ballot measures, but also in candidate elections. In 2017, we established a goal to elevate health to a consistent electoral issue. We kicked off the year by launching a Small Donor Committee and a Political Action Committee. Through these vehicles, we aim to support the elections of pro-health candidates who've proven to be champions of our mission. Additionally, to ensure Healthier Colorado would be engaged with the next Governor of Colorado, we hosted our first ever Small Donor Committee fundraising event, where gubernatorial candidates had the opportunity to meet our members. The majority of candidates who had announced their candidacy were represented.

# GEARING UP FOR MENTAL HEALTH



We hosted community-wide bike events in Fort Collins, Grand Junction, and Colorado Springs with the purpose of de-stigmatizing mental health and putting it on equal footing with physical health.



## OUR TURN

To help defend our health care from Congress' repeal attempts, we held an all-day Facebook LIVE event interviewing Coloradans who would be most affected by a repeal.

# AFFORDABLE CARE ACT COMMERCIAL

In May 2017, we produced a commercial asking Senator Gardner to defend our health care. We were joined by Routt County Commissioner, Doug Monger, and a few Healthier Colorado volunteers. More than 900 Healthier Colorado members submitted their photo to be placed at the end of the commercial.



# BIKE TO WORK DAY

Every year, we join in celebrating Colorado's Bike to Work Day by setting up a booth and offering healthy breakfast snacks.



# HOME PLATE WITH HEALTHIER COLORADO

We hosted our first ever Small Donor Committee fundraising event at Coors Field, where gubernatorial candidates had the opportunity to meet our members. We created a "baseball card" for each candidate.

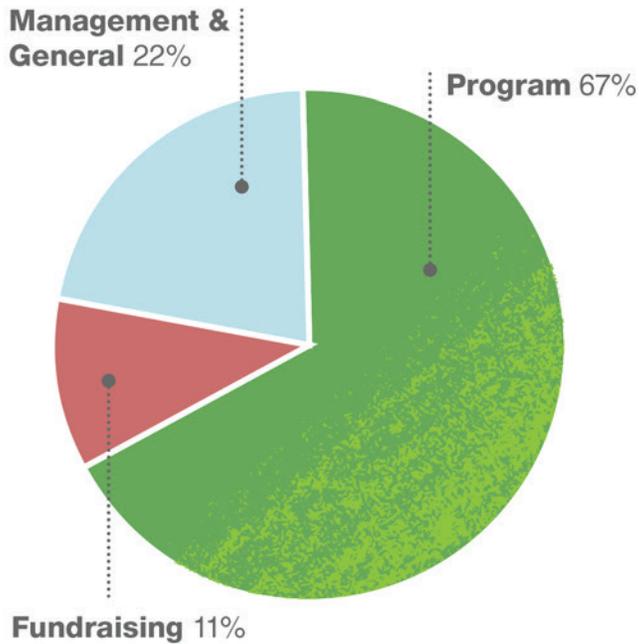
# 2017 ANNUAL EVENT: REDEFINING STRENGTH

To help us celebrate our mental and behavioral health wins, Herschel Walker joined us for our third annual event held at the Sports Authority Field at Mile High.

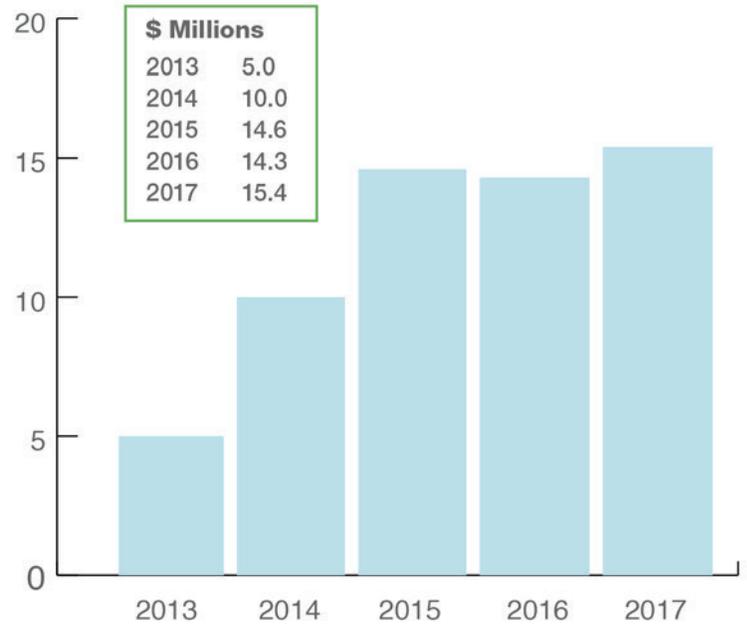


# 2017 FINANCIALS

## Expenses



## Net Assets Over Time



\$ 000s	Unrestricted	Restricted	Total
<b>Revenue</b>			
Donations & Grants	\$ 29		\$ 29
Investment Revenue	\$ 663	\$ 1,946	\$ 2,609
Service income	\$ 234		\$ 234
Released from Restriction	\$ 791	\$ (791)	\$ 0
<b>Total Revenue</b>	<b>\$ 1,717</b>	<b>\$ 1,155</b>	<b>\$ 2,872</b>
<b>Expenses</b>			
Program	\$ 1,131		\$ 1,131
Management & General	\$ 380		\$ 380
Fundraising	\$ 179		\$ 179
<b>Total Expenses</b>	<b>\$ 1,690</b>		<b>\$ 1,690</b>
<b>Change in Net Assets</b>	<b>\$ 27</b>	<b>\$ 1,155</b>	<b>\$ 1,182</b>
<i>Net Assets, Beginning of Year</i>	<i>\$ 1</i>	<i>\$ 14,250</i>	<i>\$ 14,250</i>
<i>Net Assets, End of Year</i>	<i>\$ 28</i>	<i>\$ 15,405</i>	<i>\$ 15,433</i>

# Staff

As of May 2018

**Jake Williams**, *Executive Director*  
**Hillary Jorgensen**, *Deputy Director*  
**Cheryl Fellows**, *Contract CFO*  
**Susanna Mizer**, *Director of Public Affairs*  
**Kate Stigberg**, *Director of Activism*  
**Ryan Sims**, *Director of Communications*  
**Irene Pérez Law**, *Director of Finance and Operations*  
**Flora Welsh**, *Communications Manager*  
**Ashley Barrow**, *Events Manager*  
**Melanie Kesner**, *Community Organizer*  
**Andrea Stojsavljevic**, *2018 Advocacy Fellow*  
**Luna Ly**, *2018 Advocacy Fellow*  
**David Navas**, *2018 Advocacy Fellow*  
**Kyle Helton**, *Spring 2017 Advocacy Fellow*  
**Jordan Anthony**, *Spring 2017 Advocacy Fellow*  
**Natasha Dickson**, *Spring 2017 Advocacy Fellow*  
**Nada Darwish**, *Canvass Team Member*  
**Matt Pietrovito**, *Canvass Team Member*  
**Megan Smith**, *Canvass Team Member*



From left to right: Melanie Kesner, Jake Williams, Nada Darwish, Susanna Mizer, Flora Welsh, Matt Pietrovito, Megan Smith, Hillary Jorgensen, Ashley Barrow, Kate Stigberg, Andrea Stojsavljevic, Luna Ly, David Navas, Ryan Sims.

# LEADERSHIP

## Board

As of May 2018

**Jacqueline Brown, RN, MSN**  
*Integrated Care Director*  
Southeast Health Group

**Jim Garcia, MPA**  
*Executive Director*  
Clinica Tepeyac

**Crystal Potter Rivera**  
*(Vice Chair)*  
*Manager of Foundation Relations*  
Denver Health Foundation

**Courtney Cuff**  
*(Chair)*  
*Executive Director*  
State Impact Project

**John Marshall**  
*VP for Student Services*  
Colorado Mesa University

**Jayson Sime**  
*Founder*  
Right to Shine, LLC

**Mike Dino**  
*Senior Policy Advisor*  
Squire Patton Boggs. LLP

**Pete Maysmith**  
*Senior Vice President of Campaigns*  
League of Conservation Voters

**Gwen Benevento**  
*Of Council*  
Maven Law Group



## THE FUND FOR A **HEALTHIER** COLORADO

**I**n July of 2015, the IRS certified the tax status of our new 501(c)(3) organization, The Fund for a Healthier Colorado. This new sister organization has a mission that parallels Healthier Colorado's and its Board of Directors are appointed by the board of Healthier Colorado. The Fund's first endeavor was a partnership with Delta Dental of Colorado Foundation, to build a robust statewide network of fluoride supporters and spokespeople. Community water fluoridation has been hailed as one of the ten most-important public health achievements in the last century, but many communities across the state continue to face attempts to eliminate their water fluoridation programs.

The goal for the network is to show strong, statewide support for the practice of fluoridation, as well as to provide our partners working on the issue with messaging training and useful communication materials. As part of this work, we also developed a Colorado-specific fluoride facts website at [www.coloradowaterfluoridation.org](http://www.coloradowaterfluoridation.org), which serves as an important resource for the average Coloradan searching for more information about community water fluoridation. We continued to build the network through 2017 and continued to make all of our messaging resources available to other organizations and individuals who wish to support community water fluoridation.

# LEADERSHIP

## Board

As of May 2018

### **Mike Dino (Chair)**

*Senior Policy Advisor*  
Squire Patton Boggs, LLP

### **Hollie Velasquez Horvath**

*Director of Community Affairs*  
Xcel Energy

### **Molly Pereira**

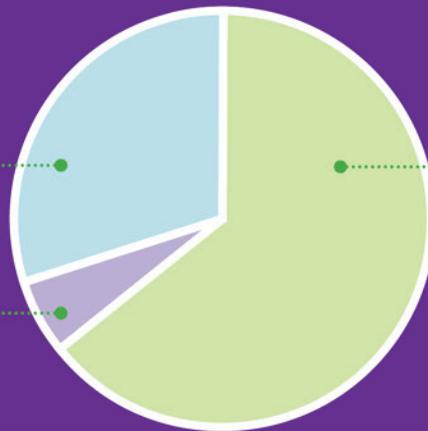
*Associate Executive Director*  
The Colorado Dental Association

# 2017 FINANCIALS

Management & General **30%**

Program Expenses **64%**

Fundraising **6%**



\$ 000s	Unrestricted	Restricted	Total
<b>Revenue</b>			
Donations & Grants	\$ 117	\$ 47	\$ 164
Released from Restriction	\$ 16	\$ (16)	\$ 0
<b>Total Revenue</b>	<b>\$ 133</b>	<b>\$ 31</b>	<b>\$ 164</b>
<b>Expenses</b>			
Program	\$ 137		\$ 137
Management & General	\$ 65		\$ 65
Fundraising	\$ 12		\$ 12
<b>Total Expenses</b>	<b>\$ 213</b>		<b>\$ 213</b>
<b>Change in Net Assets</b>	<b>\$ (80)</b>	<b>\$ 31</b>	<b>\$ (50)</b>
<i>Net Assets, Beginning of Year</i>	<i>\$ (9)</i>	<i>\$ 0</i>	<i>\$ (9)</i>
<i>Net Assets, End of Year</i>	<i>\$ (89)</i>	<i>\$ 31</i>	<i>\$ (59)</i>



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