



Director of Policy Development Washington, DC

EXECUTIVE SUMMARY

As one of the nation's leading public health policy, research, and advocacy organizations, Trust for America's Health (TFAH) promotes optimal health for every person and community and makes the prevention of illness and injury a national priority. Since its founding in 2001, TFAH has been at the forefront of developing and advancing policies to improve the public health system. TFAH's strategic agenda focuses on ensuring and strengthening sufficient and sustained resources for an improved core public health system; building partnerships and collaboration across sectors to promote effective approaches to address the social determinants of health; advancing health equity so that everyone has a fair and just opportunity to be as healthy as possible; and improving the integration of the public health and health care systems to achieve better results by reducing health problems and delivering value-based results. Through its recent strategic planning, the organization has elevated and sharpened its focus on leveraging policy to address racial, ethnic, geographic, and economic disparities and creating the conditions that will advance health equity.

TFAH has built an exceptional reputation by defining a vision for a new era of public health – bringing together incisive, science-driven analysis with innovative, yet pragmatic and evidence-based ideas for policy change. The organization regularly issues a hallmark set of high-visibility issue reports that have redefined and advanced public health issues; convenes top experts and partners with diverse views to rethink and advance priority areas; builds partnerships and coalitions to achieve mutually-beneficial goals; and serves as a strong, credible, non-partisan “go to” thought leader on public health issues for policymakers, media, partners, and the public.

With exciting new partnerships, organizational growth, and funder relationships, TFAH now seeks a new **Director of Policy Development** who will provide expert leadership to the organization's policy agenda. The new Director will develop and define the policy agenda that is grounded in TFAH's evidence-based approach, identifying and prioritizing specific policy goals, and mapping out the overall strategy associated with advancing public policy to achieve the organization's goals. The new Director will identify, research, and analyze emerging and evolving health-related policy matters and engage key national, state, and local agencies, organizations, and individuals to yield impactful public health policy change.

This search is being conducted by Carolyn Ho, Cara Pearsall, and Catherine Seneviratne of NPAG. More information and application instructions are included at the end of this document. More information about TFAH can be found at www.tfah.org.

ORGANIZATIONAL OVERVIEW

Founded in 2001, the Trust for America's Health (TFAH) is a non-profit, non-partisan organization that promotes optimal health for every person and community and makes the prevention of illness and injury a national priority. Originally founded to promote public health through an environmental lens, TFAH has evolved to become a leading voice for the field of public health. With equal measures of vision and pragmatism, TFAH brings attention to and positions current and emerging threats to the nation's health and defines opportunities for prevention. TFAH educates policymakers, the media, partners, and the

public about priority public health concerns and brings together experts and cross-sector partners to help build support and advance ideas for policy change. Some key issue areas for the organization have included obesity, public health funding, public health preparedness, infectious disease, substance misuse and suicide, social determinants of health, health equity, healthy aging, and child and school health. TFAH promotes prevention-oriented policies, programs, and resources during its ongoing communications with federal legislative and executive branch policymakers.

TFAH's work advances the field of public health in several critical ways: (1) stakeholder education, (2) convenings, and (3) policy recommendations. To educate stakeholders, TFAH has published more than 85 evidence-based policy reports in the past 19 years, annually garnering more than 1,500 news articles and significant policymaker, partner, and public attention. Throughout all of its report-driven advocacy and campaigns, TFAH champions recommendations for improving the overall public health system as well as issue-specific recommendations. Recent [TFAH reports](#) include ones on obesity, emergency preparedness, public health funding, national health priorities and the drug, alcohol and suicide crisis.

TFAH was instrumental in the development of a 900-plus organization strong coalition seeking to strengthen support for the public health and prevention provisions in the Affordable Care Act (ACA). These efforts led to the creation of the [Blueprint for a Healthier America](#) in 2008, a series of recommendations that were ultimately incorporated into the historic Affordable Care Act and contributed significantly to the development of the Prevention and Public Health Fund, the National Prevention Council, the National Prevention Strategy, the Advisory Group on Prevention, Health Promotion, and Integrative and Public Health, and the Community Transformation Grant program.

TFAH convenes top leaders from a broad range of sectors and perspectives to build forward-thinking policy agendas and collaborations for a strong public health system. These important convenings and coalitions inform and shape TFAH's policy recommendations. Among its newer initiatives, TFAH convened a select group of national, state, and local public health officials, aging experts, advocates, service providers, and health care officials to discuss how public health could play a greater role in improving the health and well-being of older Americans and how it could learn from and complement the work of other sectors. The convening resulted in a [Framework for Creating Age-Friendly Public Health Systems](#) that outlines the roles that public health could fulfill, in collaboration with aging services, to address the challenges and opportunities of an aging society. With funding from The John A. Hartford Foundation, TFAH is partnering with the Florida Department of Health to implement this public health framework, and plans are underway to expand this pilot nationwide.

TFAH also takes a leading role in working with public and private partners to advocate on a number of high level issues, including maintaining a working group on public health preparedness, leading a behavioral health working group of public health, substance use prevention, and suicide prevention organizations, co-managing a collaborative on education and health, and participating in a wide range of coalitions focused on chronic and infectious disease prevention, environmental health, and cross-sector activities to advance improved health outcomes. TFAH continues to grow its position as a thought leader, convening top experts to advance emerging and effective policy agendas in areas ranging from developing foundational public health capabilities, advancing population health across the healthcare, hospital, and public health systems, and exploring key topics such as health equity, substance misuse, mental health, and social determinants of health.

As TFAH moves forward with its strategic plan, new and longstanding funding partnerships, and organization-wide growth, it now seeks a new Director of Policy Development to play a key role in enhancing the organization's capacity to lead on critical public health issues.

OPPORTUNITIES AND CHALLENGES FACING THE NEW DIRECTOR

Reporting to the President and Chief Executive Officer, the Director of Policy Development can expect to engage the following core opportunities and challenges in the first 6-12 months:

Creating and leading an innovative policy development agenda that supports the advancement of effective, equitable public health policy

The new Director will work closely with the President and CEO and senior team to create a policy development agenda that advances and supports TFAH's mission of promoting optimal health for every person and community. S/he/they will contribute to the organization's vision for public health and cross-cutting strategic priorities to advance health equity and address the social determinants of health through specific policy objectives. The Director will maintain a high level of awareness of key and emerging policy and public health issues by ongoing review of relevant sources and by cultivating and nurturing a broad and diverse network of external thought leaders. S/he/they will bring an insightful and critical lens to framing and shaping equitable public health policy discussions that lead to developing new and refining existing policy. The Director will contribute to TFAH's thought leadership in the field by positioning the organization's work on the leading-edge public health.

Leading and overseeing programmatic public health policy initiatives

The new Director will lead and work collaboratively across TFAH and with external partners on strategic programmatic initiatives at the federal, state, and local levels, including coalitions, working groups, and committees that advance the understanding, promotion, and implementation of specific policy goals. The Director will craft reports and other documents, conceptualize, plan, and execute convenings, and oversee learning and action networks/collaboratives. The Director will establish strong and positive relationships with key organizations to advance the policy agenda. The Director will collaborate with and support other departments/units across the organization, including communications and policy research, government relations, and state policy, in the drafting and review of reports and issue briefs and the development of evidence-based policy recommendations for advocacy.

Representing TFAH externally and serving as ambassador for TFAH's policy work

The new Director will apply professional policy knowledge to support TFAH's priority goals and serve as a key resource on a broad range of public health issues. S/he/they will conceptualize and direct integrated policy development research on relevant public health issues, including interviewing experts, identifying relevant partners, and reviewing key documents. The Director will attend and represent TFAH in a variety of external settings, both governmental and non-governmental, with consistent high-level knowledge and professional conduct. S/he/they will deliver presentations and speeches at national, regional, state, and local conferences and meetings and skillfully articulate TFAH's policies and practices.

Serving as an integral part of TFAH's senior team and advancing the implementation of TFAH's strategic plan

The new Director will partner closely with TFAH's senior team to ensure that the policy development team operates in synergy and alignment to advance TFAH's mission, vision, and core values and to support the implementation of the strategic plan. S/he/they will work closely with leadership to leverage cross-organizational efforts and strategies to promote the organization's policy agenda and goals. S/he/they will work to nurture a culture of collaboration, teamwork, and shared accomplishment, and manage a staff of direct reports as well as external consultants. The Director will participate in policy-related planning, researching, and identifying potential new funders, writing of grant applications and reporting requirements to funders, and budget development as needed.

QUALIFICATIONS OF THE IDEAL CANDIDATE

The new Director of Policy Development will be a proven strategist and a pragmatic, results-oriented, hands-on leader with a successful track record in developing equitable policy initiatives to advance an advocacy agenda and influence policy. While no one candidate will embody all the qualifications enumerated below, the ideal candidate will possess many of the following professional and personal abilities, attributes, and experiences:

- Minimum of 10-15 years demonstrated experience and leadership in managing policy development efforts that advance an organization's mission; minimum of 8 years in management leading and supervising staff; a master's degree in Public Health, Public Policy, or the equivalent is required.
- Proven policy leader who has successfully elevated or repositioned a strong organizational brand and reputation with diverse audiences; experience crafting and executing a results-driven policy strategy; accurate and current knowledge about national and regional trends and policy development to stimulate policy priorities and initiatives.
- Significant experience in successfully leading health equity work; a thought-leader in creating and promoting policy solutions to end inequities in health and the social determinants of health; deep and varied experiences in coalition building, strategic partnerships, and working effectively with organizations and individuals from diverse cultural, social, racial, and ethnic backgrounds.
- A demonstrated track-record of advancing evidence-based policy through research and analysis to improve public health; expert knowledge of public health systems, health care delivery, health financing systems, and/or understanding of the impact of the social determinants of health from the perspective of other sectors (e.g., education, housing, or transportation).
- Strong working knowledge of federal legislative and executive branches, regulatory, policy, and procedures.
- Superb verbal and written communications skills and the ability to distill complex issues into compelling and effective policy; proven ability to frame complicated issues in ways that draw the attention of policymakers, stakeholder organizations, the media, and the general public to drive innovative, effective, and equitable policy and systems change.
- Strong policy, research, and analytic skills; ability to anticipate emerging trends and policy opportunities in the field; skill in identifying, evaluating, and synthesizing relevant and timely sources and information.
- Strong team orientation and the interpersonal and managerial skills that foster a positive work culture; commitment to nurturing staff, building team capacity, and shared achievement.
- Exceptional project management skills, with the ability to manage multiple projects with staff and consultants while meeting deadlines and maintaining high quality; excellent problem-solving skills and the ability to anticipate and mitigate unexpected challenges.
- An unwavering commitment to a bipartisan approach and the gravitas and maturity to engage with diverse audiences and perspectives; a proven ability to build strong professional relationships and connect diverse audiences to TFAH's work.
- Commitment to living out the values of public health and healthy living in the workplace; a collaborative, collegial style that fosters respect, teamwork, and innovative approaches from a highly talented staff.

TO APPLY

More information about the Trust for America's Health may be found at www.tfah.org.

Trust for America's Health is partnering with Carolyn Ho, Cara Pearsall, and Catherine Seneviratne on this recruitment. Applications including a cover letter describing your interest and qualifications, your resume (in Word format), salary expectations, and where you learned of the position should be sent to: tfah-dpd@nonprofitprofessionals.com. *In order to expedite the internal sorting and reviewing process, please type your name (Last, First) as the only contents in the subject line of your e-mail.*

Trust for America's Health is an equal opportunity employer. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.