

COOA Frontline

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Salus Populi Suprema Lex Este

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FROM THE EXECUTIVE DIRECTOR

Global Tempest Remembered

Dear Friends of the
PHS Commissioned Corps,



Jerry Farrell
Executive Director

As I begin composing this column in late April, the Senate has just confirmed Kansas Governor Kathleen Sebelius as Health and Human Services

Secretary. Sebelius was sworn into her new office late in the evening of April 28th where she now faces the growing concern with an outbreak of swine (or if you prefer, H1N1) flu. Nothing like getting off to a fast start. COA wishes Secretary Sebelius every success as she takes up her critically important new post. We hope she has the wisdom to rely heavily on the experience, expertise, and professionalism of the Surgeon General and Commissioned Corps as she confronts her first crisis as DHHS Secretary.

The outbreak of the flu was first reported in this country during the week of April 20th which riveted the attention of us all. Many of you may recall that in 2006, just three years ago, our Foundation conducted a Public Health Leadership Institute in conjunction with the annual conference in Denver. Part of the Leader-

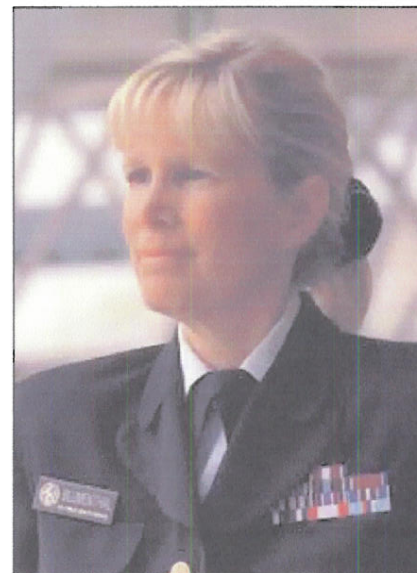
(See **Executive Director**, page 19)

Blumenthal Named Health Leader of Year

The Commissioned Officers Association of the U.S. Public Health Service (COA) is pleased to announce Susan J. Blumenthal, M.D., M.P.A., a retired Rear Admiral and Assistant Surgeon General in the U.S. Public Health Service Commissioned Corps, as the recipient of the Association's 2009 Health Leader of the Year Award. The COA Health Leader of the Year Award was established in 1987 to recognize individuals who have made notable contributions to the health of the Nation. Contributions can be in research, administration, service delivery or some other area of public health.

RADM Blumenthal is recognized for her lifetime achievements and leadership in raising national awareness and scientific attention to women's health issues, as well as a range of other critical public health concerns. As the first Deputy Assistant Secretary of Women's Health in the U.S. Department of Health and Human Services (HHS), Admiral Blumenthal stimulated and coordinated women's health issues across federal agencies and pioneered many innovative initiatives including the National Centers of Excellence on Women's Health at universities across the country to serve as models for research, training and care, the National Women's Health Information Center, and the "Missiles to Mammograms" program that transferred imaging technology used for space exploration and intelligence purposes to improve the early detection of breast cancer.

She also served as a White House advisor on health issues, as Senior Global Health Advisor in HHS, as the top medical advisor to the U.S. Secretary of



RADM Susan J. Blumenthal, (Ret.)

Agriculture, as Chief of the Behavioral Medicine and Basic Prevention Research Branch, and Chair of the Health and Behavior Coordinating Committee at the National Institutes of Health.

Additionally, RADM Blumenthal has been an international leader in global health including AIDS, emergency preparedness issues such as bioterrorism and pandemic flu, mental illness, suicide, violence, disease and obesity prevention. She fostered numerous international collaborations on health diplomacy including establishing a Middle East Health Initiative and was the U.S. representative to the World Health Organization's Global Commission on Women's Health. Admiral Blumenthal has been at the forefront of applying information

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COA Joins STOP Obesity Alliance

The Commissioned Officers Association of the USPHS has joined the Strategies to Overcome and Prevent (STOP) Obesity Alliance – a collaboration of consumer, provider, government, labor, business, health insurers and quality-of-care organizations united to drive innovative and practical strategies that combat obesity. Based at The George Washington University Department of Health Policy, the STOP Obesity Alliance is run by a Steering Committee that includes 17th U.S. Surgeon General Richard H. Carmona, M.D.; American Diabetes Association; the American Heart Association; American Medical Group Association; America's Health Insurance Plans; Canyon Ranch Institute; Centers for Disease Control and Prevention's Division

of Nutrition, Physical Activity and Obesity (DNPAO); DMAA: The Care Continuum Alliance; National Business Group on Health, National Quality Forum; Partnership for Prevention; Service Employees International Union; National Business Group on Health; Reality Coalition; and Trust for America's Health.

In its role as an Associate Member, COA will participate in efforts to remove the barriers preventing greater national progress on managing and preventing the obesity epidemic. To view the full press release announcing all of the new Associate Members, please visit <http://www.stopobesityalliance.org/newsroom/press-releases/>.

(Blumenthal, from page 1)

technology to improve health, providing national leadership as one of the first in the government to use the internet for health education, envisioning and establishing several award-winning websites including awoman.gov, safeyouth.org, nutrition.gov, globalhealth.gov, and collegewomen.org. Additionally, she is the author of numerous scientific publications, served as the health columnist for national magazines and as the host and medical director for an award winning television series on health.

Upon her retirement from active duty with the PHS Commissioned Corps after 20 years of service, Admiral Blumenthal was awarded the Distinguished Service Medal of the U.S. Public Health Service "for distinguished and pioneering leadership, groundbreaking contributions, and dedicated public service that has improved the health of women, our Nation, and the world." She has received honorary doctorates for her innovative work in identifying and championing understudied public health problems, and marshaling the resources of the government to address them.

RADM Blumenthal is now Director of the Health and Medicine Program at the

Center for the Study of the Presidency and Congress, where she leads its Commission on Charting New Directions in the field. She is also the Senior Policy and Medical Advisor at amFAR, The Foundation for AIDS Research, Chair of the Global Health Program at the Meridian International Center and a Clinical Professor at Georgetown and Tufts Schools of Medicine.

Previous recipients of the Health Leader of the Year Award have included former U.S. Surgeons General Antonia Novello, C. Everett Koop, Richard Carmona, and Acting Surgeon General Kenneth Moritsugu; Senators Bill Frist, John Warner, and Tim Hutchinson; Human Genome pioneer Dr. Francis X. Collins; NIH NIAID Director RADM Anthony Fauci, and many other distinguished public health leaders.

The Health Leader of the Year Award will be presented to RADM Blumenthal at the annual Awards Luncheon of COA on Wednesday, June 3rd, 2009 in Atlanta, GA during the 44th USPHS Scientific and Training Symposium sponsored by the PHS Commissioned Officers Foundation. For more information, visit <http://www.phscofevents.org/>.

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intentionally let their membership lapse, COA has lost revenues of \$25,000 or more in just one year based on officers not remembering to update their information or forgetting to pay their dues. Automatic payroll deduction of COA dues would have prevented this from happening.

Similarly, annual dues rates are based on status (active, inactive, retired, etc) and on rank (O-3 and below, O-4 and above). If you never alerted COA to your promotion to O-4, then you are probably paying less than your true annual dues amount. Also, local branch dues are calculated and paid to the local branches based on whatever information COA has on file. If you've moved and haven't updated your local branch affiliation, you may still be paying local branch dues, but probably not for your current local branch.

COA hopes to have its new database fully functional before the end of the year. This database will allow all officers to make updates and changes online. However, until that database is brought online, mail, fax, e-mail, or phone are still the means of communication available. Malissa Spalding is the COA Membership Coordinator – if you think you may need to update your information, her email is mspalding@coausphs.org and her contact info is on the back cover of this issue of Frontline. An even faster way to renew your membership is online at http://www.coausphs.org/members/members_renewal.cfm.

Finally, I would like to add a fourth, not-so-simple, but equally important rule. If you appreciate what Jerry and the COA staff are doing for us on Capitol Hill, if you take pride in what you have gotten to accomplish with your local branch, or if you want to see the Corps grow in importance and in parity with our sister services, you know that COA is central to all of these accomplishments and goals. Whether you are active duty, inactive reserve, or retired, you will always be a part of the PHS Commissioned Corps family. On a similar note, I think that we should add this fourth very important rule: Be a COA member for life.