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Modernizing and Redefining Public Health: From Reactive to Proactive

MassMutual Center, Springfield

November 13-15, 2024

Local Public Health Today: Two Challenges and One Opportunity

Our panel will discuss key challenges threatening our public health efforts, explore the impact of artificial intelligence and data modernization on the future of public health work, and highlight advocacy as both a short and long-term strategy for improvement and recognizing our successes so far

Meet our Keynote Panel!

John Auerbach

Over the course of a thirty-year career, John Auerbach has held senior public health positions at the federal, state, and local levels in both governmental and non-governmental organizations.

As Boston's health commissioner for nine years, he directed homeless, substance abuse, and emergency medical services for the city as well as a wide range of public health divisions. During that time, he was a member of NACCHO's board and was the designated board member for assisting with the planning of the annual NACCHO conference.

During his six years as the Commissioner of Public Health for the Commonwealth of Massachusetts, he developed innovative programs to promote health equity, combat chronic and infectious disease, and support the successful implementation of the state's health care reform initiative.

He was previously the Director of Intergovernmental and Strategic Affairs at the Centers for Disease Control and Prevention (CDC), serving as the strategic advisor on CDC engagement with the government agencies at the federal, state, local, tribal, and territorial levels, public health partners, and other external partners. Earlier in his career, Auerbach was the CDC Associate Director and oversaw policy and the agency's collaborative efforts with CMS, commercial payers, and large health systems.

For five years he served as the President and CEO of Trust for America's Health (TFAH), where he oversaw TFAH's work to promote sound public health policy and make disease prevention a national priority through research, reports, communications campaigns, and government relations.

He now is the Senior Vice President for Public Health at ICF where he served as a thought leader and liaison with federal agencies and non-profit public health organizations.

For more information on John Auerbach, visit <https://www.icf.com/company/about/our-people/a/auerbach-john>

Lori Freeman

Lori Tremmel Freeman has been the CEO for the National Association of County and City Health Officials since 2018, having returned to the organization after previously serving as its Associate Executive Director from 2010-2014.

In the CEO role, Ms. Freeman ensures our country's over 3,300 local health departments deliver essential health services to their communities, advocates for public health, and assures strategic alliances with federal, state, local, public and private agencies to advance the health of our nation.

Lori's career includes holding former CEO roles with the Association of Maternal and Child Health Programs and the International Test and Evaluation Association. She also held C-Suite roles with the Association for the Advancement of Medical Instrumentation; the Society of Nuclear Medicine and Molecular Imaging; the American Public Health Association; and Grant Thornton LLP. Lori also serves on numerous national advisory groups and Boards of Directors for the betterment of public health.

For more information on Lori Freeman visit <https://www.naccho.org/about/leadership/lori-tremmel-freeman>

Harold Cox

A Professor of the Practice in Community Health Science at Boston University School of Public Health. He has taught courses in leadership and management, managed the MPH practicum program, and co-directed the dual MPH/MSW program. Cox served as the Associate Dean of Practice for 14 years and was the founding director of the Activist Lab, which fosters community engagement among students, faculty, and staff. He has been instrumental in training thousands of public health professionals through his leadership of the Local Public Health Institute (LPHI), the New England Public Health Training Center (NEPHTC), and the School Health Institute for Education and Leadership Development (SHIELD). His work in regionalization and cross-jurisdictional sharing has greatly influenced public health system reforms in Massachusetts, leading to significant legislative funding for municipal public health departments.

Before joining Boston University, Cox served as Chief Public Health Officer for Cambridge, Massachusetts, where he led efforts to make the city tobacco-free and spearheaded the Clean Air Works initiative, which played a key role in Massachusetts becoming the third smoke-free state in the U.S. He also developed emergency preparedness programs and created the Cambridge Advanced Practice Center for Emergency Preparedness, benefiting 27 surrounding communities. Cox's extensive service includes leadership roles with the Massachusetts Public Health Association, the Multicultural AIDS Coalition, and Planned Parenthood Advocacy Fund. His numerous awards include the Milton and Ruth Roemer Prize from the American Public Health Association and a proclamation of Harold Cox Day by Boston Mayor Marty Walsh.

For more information on Harold Cox, visit <https://www.bu.edu/sph/profile/harold-cox/>

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