

P2i PUBLIC HEALTH



PRECONCEPTION 2 INFANCY (P2i™)

The University of Georgia in partnership with The Forum Institute.



UNIVERSITY OF
GEORGIA
College of Public Health



THE FORUM
INSTITUTE

A Generation in Jeopardy

The P2i™ vision grows out of a paradigm shift now occurring among scientists who study unsafe pregnancies and chronic childhood health conditions.

The old paradigm: many pregnancy issues and childhood chronic health conditions are unpredictable, random events and/or perhaps genetic in origin.

Under the new paradigm, a high incidence of problem pregnancies and serious, chronic disorders among children are in large measure the common result of environmental factors. When women, before and during pregnancy, reduce toxins and follow proper nutrition, the incidence of both poor pregnancy outcomes and chronic disorders among the children is dramatically reduced.

This is the P2i™ Program.



This Avatar-like image represents the global sense of hope and wonder for today's children and those of future generations. By working with parents today, we are fulfilling our mission to ensure healthy pregnancies. Through this effort, significantly more children around the globe will experience a life free of chronic illness.

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Our Mission:

To empower couples to have healthy, full-term pregnancies, by engaging in preconception care thus reducing the incidence of serious, chronic disorders among their children.

The Forum Institute



The Forum Institute's (TFI) programs support the universal hope of parents for healthy pregnancies and children. TFI's think tanks focus cutting-edge research and clinical practice on health issues related to preconception, pregnancy, infancy, and early childhood. Formerly the Northwest Autism Foundation and The Autism Forum, The Forum Institute was founded in order to help address and mitigate the devastating impact and rising prevalence of special needs children including children with autism.

Today, The Forum Institute is widely recognized by academic institutions and the government as the largest and most successful think tank in the United States focusing on Special Needs Children. In 2012, TFI began a very ambitious project called P2i (Preconception to Infancy) in order to build scientific consensus around an evidence-based protocol to significantly increase the rate of safe pregnancies and healthy children.

The Forum Institute has been authorized since 2001 to operate as a 501(c)(3) nonprofit organization. In the fifteen years since its inception, TFI has provided services that have dramatically improved the lives of hundreds of thousands of children with Special Needs across the country and around the world.

University of Georgia College of Public Health



UNIVERSITY OF
GEORGIA
College of Public Health

The University of Georgia has forged a strategic alliance with the nonprofit think tank, The Forum Institute, to fundamentally change the future of medicine by advancing care through the Preconception to Infancy Initiative (P2i).

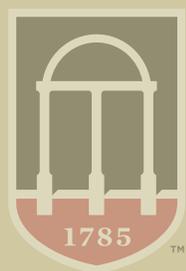
In 2016, U.S. News & World Report ranked the University of Georgia 21st among public universities in the country. Established in 1785, the school's current student enrollment stands at just over 36,000. The University of Georgia College of Public Health is one of only 59 accredited colleges of public health in the nation. Within the University of Georgia system, it ranks fourth in its level of sponsored research.

The College of Public Health, founded in 2005, is comprised of more than 70 full-time faculty. It was awarded full accreditation in June 2009 and was reaccredited for seven more years in 2014. Since 2005, it has doubled its enrollment with more than 900 students; it has graduated more than 1,600 doctoral, master's and undergraduate students; and, it has moved six of the College's seven units to the UGA Health Sciences Campus.

Rhodes Hall on the University of Georgia's Health Sciences Campus in Athens, Georgia. Home of the UGA College of Public Health.



**We invite you to become a part of our “2022 Vision.”
Please join us in creating a global legacy that will impact
the lives of children and families for generations to come!**



**UNIVERSITY OF
GEORGIA**
College of Public Health



SUMMARY

The University of Georgia College of Public Health has been appointed to implement a revolutionary preconception to infancy public health initiative for the State of Georgia. The appointment was announced by The Forum Institute, a nationally recognized think tank that has achieved prominence for its work in shaping federal policy for the treatment of medically fragile children. The Forum Institute established the program as Preconception to Infancy, or P2i, on the conviction that existing hard science and clinical practice offer a means of improving outcomes and significantly reducing the incidence of chronic disorders among infants when practitioners use a defined protocol to guide mothers before, during and after pregnancy to foster their babies' healthy development.



Highlights: University of Georgia College of Public Health P2i Initiative

Opening of New Center of Excellence in Atlanta, Headed by Dr. José F. Cordero

P2i's new Center of Excellence (COE) in Atlanta, set to open 1st Quarter 2017, will play a key role in ensuring safe pregnancies via the P2i Best Practices. These P2i Best Practices will be derived from longitudinal research undertaken by the COE that will examine the impact of the preconception care during pregnancy, at birth, and in early childhood.

Dr. José F. Cordero, Patel Distinguished Professor of Public Health at the UGA College of Public Health, will serve as director of the P2i Center of Excellence. This center will serve as the first step in advancing the public health initiative in Georgia by creating an entry point for patient care and data collection. Specially trained physicians and medical professionals using the P2i Best Practices will guide women through all stages of their pregnancy, including preconception care, to ensure optimal fetal development and healthy babies. UGA College of Public Health staff will oversee all data collection and process the results for research and publication.



José F. Cordero, MD, MPH

Patel Distinguished Professor of Public Health • Department Head, Epidemiology and Biostatistics • College of Public Health • University of Georgia

“I'm honored to serve as the director for the P2i Center of Excellence. I've worked with many talented colleagues from The Forum Institute who have helped foster the research and development for the P2i Best Practices. Now that we have the public health expertise of UGA behind the program, we will be able to help millions of women have healthy babies and the research we collect will prove invaluable for future generations of families in Georgia and around the world.”



The P2i Center of Excellence

The P2i Center of Excellence will be unique in offering families assessment and evidence-based recommendations to improve their chances of having a healthy pregnancy and a healthy child. The COE will allow the Forum Institute to demonstrate that it can provide assessment and recommendations to thousands of couples who are contemplating a pregnancy and will follow-up on their pregnancies and their pregnancy outcomes. This longitudinal approach will provide a wealth of data to assess the effectiveness of preconception care as well as to examine new and novel approaches to improve the health of mothers and children over their lifespan.

Leading Center for Research and Practice in Preconception Care

The UGA College of Public Health will provide the expertise in the development of protocols for preconception care based on best scientific evidence as well as extending current knowledge through clinical research, statistical analysis and publication of findings and their dissemination at scientific conferences and through the Virtual Campus. The College will also collaborate with The Forum Institute in developing curricula in preconception care and related topics.

Advisory Committee for the P2i Center of Excellence

The COE Advisory Committee will include prominent physicians, researchers and policy leaders in the field of maternal and infant health. The Advisory Committee will provide guidance to the Center's research program and will offer recommendations for updating the P2i Best Practices based upon new findings.

New Public Health Research Pillars Provide Reinforcement to Ensure the P2i Program's Success

P2i's success is based on raising public awareness of the preconception practices developed by the COE, as well as their simplicity and safety, and their power to improve pregnancy outcomes and infant health. Encouraging public participation and self-education – prime means of raising public awareness – are fostered by creating a strong partnership with UGA and by establishing a national P2i Center of Excellence.

The UGA and The Forum Institute have a shared goal of promoting P2i not only in the US, but also throughout the world. The first step in advancing on this path is to establish a public health initiative in Georgia via the University of Georgia College of Public Health, and to create a patient entry point (for patient care and data collection) through the Center of Excellence in Atlanta.

P2i Virtual Campus

The P2i Virtual Campus serves as a key tool in The Forum Institute's efforts to provide a central hub of interaction for all of its audiences – women, parents, medical professionals, researchers and advocates. The campus includes virtual buildings or pavilions through which visitors can navigate, get directions or interact with avatars. Once inside the numerous pavilions, guests can access information by watching lectures and video presentations or through various forms of inter-activity such as discussion rooms. The unique pairing of virtual technology with vibrant content combines to create a platform for a continuous global health conversation.



Phillip L. Williams, PhD

Dean, College of Public Health

University of Georgia

Chair, State Board of Public Health

“We are very pleased to establish this partnership with The Forum Institute to advance the Preconception to Infancy public health initiative. With Dr. Cordero, we have one of the leading experts in child and maternal health guiding this program. His role places us in an ideal position to implement an outstanding public health program for Georgia residents.”

UGA College of Public Health – Fully Positioned to Lead P2i’s Public Health Initiative

The UGA College of Public Health (CPH) is focused on training future leaders responsible for the public health and well being of Georgians. By bringing together many of UGA’s research, teaching and outreach programs in the diverse areas of public health, CPH addresses the serious disease and health problems that affect populations around the state, country and world.

By overseeing the P2i research and its collected data through the Center of Excellence, CPH researchers will have access to data upon which they can develop guidelines for a P2i public health campaign in Georgia. As a result, CPH will be positioned to lead educational institutions in other states in implementing P2i, thereby establishing it as a national health initiative. Capitalizing on UGA global health programs, P2i will be expanded and launched internationally once it has achieved prominence in the United States.

Our vision is that with the results of the findings of the COE, many more women can expect to carry their babies to full-term and not suffer pregnancy complications; and many more children born in 2022 can be expected to live without suffering from any childhood chronic diseases.

Robert Hendren, D.O.

**Chair, P2i Faculty • Professor of Psychiatry and Behavioral Science
U.C. San Francisco**

“The P2i Program represents a thoughtful coalescence of excellent research showing improved pregnancy outcomes when done in smaller studies but will now be carried out in a comprehensive program with strong outcome measures to ensure it is in the top tier of all biomedical research and implementation work being done today. The goal of P2i is to positively impact one million babies by 2022. This new alliance with UGA goes a long way in helping us reach this goal.”



*Tate Student Center on the
University of Georgia’s main
campus in Athens, Georgia.* ▶



P2i Funding Request

Realizing The Vision

An Investor Who Sees What's Possible for 2022

In six short years – by 2022 – we can accomplish what was previously unimaginable:

In 2022: Many more women can expect they will carry their babies to full term and not suffer pregnancy complications (with P2i).

In 2022: Many more children born in that year can be expected to live without suffering from any childhood chronic disease (with P2i).

In 2022: The evidence-based P2i Best Practices for disease prevention will be a major influence on public policy in the U.S. and will be in the initial stages of changing the face of global healthcare.

In 2022: Through the use of P2i Best Practices, we will understand how preconceptional care can significantly reduce the \$500 billion spent in the U.S. each year on health care costs. As a result, preconceptional care will become the standard of care in the U.S. and throughout the world.

P2i is not a new concept, but its development, modeled in part after a program developed by the remarkable work of the CDC, marks the greatest healthcare advancement of our generation.



A \$2 million investment in P2i will:

- Establish the P2i Center of Excellence in Atlanta and allow it to open in April 2017.
- Fund the launch of the P2i Virtual Campus in April 2017.
- Provide the resources needed to educate hundreds of physicians and medical professionals in the U.S. as well as establish a P2i Fellows Program for advanced P2i research and practice.
- Allow the UGA and The Forum Institute to design a scientific database and implement the research process.
- Provide funds for The Forum Institute to continue supporting scientific research related to preconceptional care and childhood chronic disease.
- Cover initial administration and overhead costs for the first 18 months of operation.

The Domino Effect of P2i Funding

One of the unique aspects of the P2i Program is that much of its ongoing funding will come from self-sustaining revenue streams. With this structure in place, the initial donor will be making a highly leveraged contribution.

Once a \$2 million investment is in place, it will fund the launch of the P2i Program and will be incorporated into affiliated projects. In this way, the initial investment triggers a ‘domino effect’ of income generating programs that are highlighted below:



Government Research Grants: The federal government has already made a commitment to invest millions of dollars in preventive healthcare related to environmental toxicity. The NIH and CDC are leading this effort by sponsoring a considerable number of grant programs whose funding is focused on toxicity and pregnancy health research.

Insurance & Self-Insured Organizations: We expect that outcomes could result in substantial health care cost savings, insurance companies and self-insured organizations will begin implementing P2i into their coverage plans.

By tapping into existing insurance compensation programs, P2i will garner the attention of women and their physicians thereby increasing the rate of P2i implementation across the general population. And, as a public health initiative, P2i has already secured strong interest from state public health systems who understand the benefit of using P2i to reduce Medicaid expenses.

P2i Center of Excellence: The Atlanta Center will generate income through the fees paid by women and couples who enroll in the preconception preparation program. The fees will cover the cost of screenings, lab tests, preconception counseling and health education. Some of these costs may be offset by the patient or couples’ insurance coverage.

P2i Virtual Campus: Along with interactive access points for individuals, couples and medical professionals, the Virtual Campus will include an expansive exhibitor pavilion. Companies represented in this area will sell P2i-certified products and fees generated by their sales will transfer to the P2i Program. Through an extensive marketing campaign for the Virtual Campus, we anticipate attracting high traffic counts, particularly in the exhibitor pavilion. As such, we view the exhibitor program as a consistent and reliable profit center for P2i. Income will also be generated through the sale of educational programming packages from exhibitors that will be used to inform and engage virtual campus visitors.



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