Protecting the Prevention and Public Health Fund

Dialogue4Health Webinar
October 13, 2011
On-going Partner Efforts to Protect Prevention/Public Health Funds

**Objective:**
Prevent cuts to public health and prevention programs

**Several efforts on-going:**
- Joint visits to the Hill including to Super Committee members and Leadership
- Joint letter to Congress and the Administration signed by CEO’s
- Monthly coalition meetings to develop/refine tactics and efforts and share latest intelligence
- Continuing outreach to traditional and non-traditional partners
On-going Partner Efforts to Protect Prevention & Public Health Fund

On-Going Efforts (continued):

- National partner outreach to respective members & stakeholders (APHA, NACCHO, NACo, ASTHO, etc)
  - Earned media/social media
  - In-district visits
  - Joint letters to elected officials
  - Individual letters from thought leaders/non-traditional partners
- Collecting success stories
Your role?

✓ **Tell the story...**
  ✓ Prevention is key to lowering health care costs and creating a long-term path to a healthier and economically sound America.
  ✓ How your work/program/efforts **delivers value** to people in a community, state or region.

✓ **To key audiences....**
  ✓ Super Committee members
  ✓ House/Senate Leadership
  ✓ District Representative
  ✓ State elected officials
  ✓ Leadership within your respective organizations (don’t assume people know the value of your work/program/efforts)
Resources

www.healthyamericans.org

Key Resources:
- Fact Sheets
- Talking Points
- Sample Letters
- Backgrounders

Other Available Resources:
- Briefings (via conference call/webinars)
- Previous votes/statements, etc.
- Key messages
Next Steps....

- **Continuing outreach** to partners in key states/districts to spur efforts aimed at elected officials, media, and thought leaders.
- **Early November**: TFAH Economic Report featuring stories from six states/communities with a focus on cost savings through investment in prevention.
- **National Prevention Strategy**: State Tour
Questions….

Please contact Sue Polis at Spolis@tfah.org.