

# Protecting the Prevention and Public Health Fund

Dialogue4Health Webinar

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# 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](http://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....

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- **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...

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