A Time for Action: Taking a Stand for Prevention and Protecting the Affordable Care Act

Welcome and thank you for joining our Web Forum!

If you have technical difficulties call 1-866-229-3239 for assistance

Use the Q&A function to submit questions or any technical issues

Participate in the polls by selecting your answer and clicking submit

Complete the Post-Web Forum online evaluation. We need your feedback!

The Recording and Slides will be available at www.Dialogue4Health.com
Q&A Feature

Please submit questions via the Q&A Feature

Please send your questions to All Panelists
POLL #1

Are you attending this Web Forum:

a. Individually
b. In a group of 2-5 people
c. In a group of 6-10 people
d. In a group of more than 10 people
A Time for Action:
Taking a Stand for Prevention and Protecting the Affordable Care Act

March 10, 2011
1:00 PM to 2:00 PM, Pacific Time
4:00 PM to 5:00 PM, Eastern Time
Thank you to our cosponsors:

American Public Health Association
PolicyLink
Prevention Institute
Public Health Institute
Trust for America’s Health
• **The American Public Health Association** is the oldest and most diverse organization of public health professionals in the world and has been working to improve public health since 1872.

• **PolicyLink** is a national research and action institute advancing economic and social equity by Lifting Up What Works.®

• **Prevention Institute** was founded in 1997 to serve as a focal point for primary prevention practice—promoting policies, organizational practices, and collaborative efforts that improve health, equity and quality of life.

• **The Public Health Institute** (PHI) is an independent, nonprofit organization dedicated to promoting health, well-being and quality of life for people throughout California, across the nation and around the world.

• **Trust for America's Health** (TFAH) is a non-profit, non-partisan organization dedicated to saving lives by protecting the health of every community and working to make disease prevention a national priority.
Take part in this conversation on the Dialogue4Health social network:

dialogue4health.ning.com
As Director of Public Health Policy and Advocacy for the Public Health Institute (PHI), Matthew is responsible for designing and implementing PHI strategy for monitoring and influencing public policy, legislation and regulations affecting PHI projects and public health policy relevant to PHI interests.

Website: www.phi.org
Mayra Alvarez

Director of Public Health Policy
Office of Health Reform
Department of Health and Human Services

Ms. Mayra E. Alvarez is the Director of Public Health Policy in the Office of Health Reform at the Department of Health and Human Services, where she has primary oversight responsibility for coordinated and timely implementation of the public health, prevention, and healthcare workforce policy provisions in the Affordable Care Act.

Previously, Ms. Alvarez served as a Legislative Assistant for Senator Dick Durbin (D-IL), and then-Congresswoman Hilda L. Solis, the chair of the Health Task Force for the Congressional Hispanic Caucus. She began her work in Washington D.C. as a David A. Winston Health Policy Fellow in the office of then-Senator Barack Obama.

Website: www.hhs.gov
Richard Hamburg is Deputy Director at TFAH. He oversees public policy initiatives, advocacy campaigns, and internal operations and has more than 25 years of experience as a leading health policy advocate.

Website:  http://healthyamericans.org/
Sana Chehimi oversees projects related to healthy eating and active living, health reform implementation and communications. Her work focuses on developing tools and strategies to promote healthier, more equitable environments. Sana co-edited *Prevention Is Primary: Strategies for Community Wellbeing*, one of the first academic texts on primary prevention; the Second Edition was published in August 2010.

Website: [www.preventioninstitute.org](http://www.preventioninstitute.org)
Adrienne Hallett
Professional Staff,
United States Senate Committee
On Appropriations

Adrienne Hallett serves on the Majority staff of the U.S. Senate Appropriations Committee, Subcommittee on Labor, Health and Human Services, and Education, and Related Agencies. Her responsibilities include the annual funding of programs in the Health Resources and Services Administration, Centers for Disease Control and Prevention, and Centers for Medicare and Medicaid Services.

Website: http://appropriations.senate.gov/sc-labor.cfm
Sue Pechilio Polis is responsible for the development and management of TFAH’s advocacy outreach program in support of the organization’s public policy efforts. Prior to joining TFAH, Ms. Polis worked at AARP on health and financial security-related advocacy, outreach, campaign planning and implementation efforts most recently on the Initiative on the Future of Nursing: Campaign for Action in coordination with the Robert Wood Johnson Foundation. Prior to joining AARP, Ms. Polis was the first National Director of Grassroots Advocacy for the American Heart Association.

Website: www.healthyamericans.org
Susan Polan, PhD, is associate executive director for public affairs and advocacy with the American Public Health Association. She oversees the Association's departments of government relations and affiliate affairs, communications and membership. She is responsible for planning and directing APHA's legislative, regulatory and legal activities, communicating those initiatives and Association news to members and the public, and overseeing membership recruitment and retention and Affiliate, Caucus and Section relations.

Website: www.apha.org
1. Administration update on anniversary of Affordable Care Act
2. Sharing the impact of health reform and investments in community prevention
3. Update from Capitol Hill
4. Taking Action in your States and Communities
5. Q&A and Discussion
POLL #2

Are you planning to participate in any ACA anniversary week-related efforts? (Multiple choice, single answer)

a. Yes  
b. No  
c. I am interested, but need to know more  
d. I don’t know
WE must insert community prevention into the conversation
Next Steps: Media Advocacy

• Send in **at least one** letter to the editor in response to coverage of the ACA highlighting community prevention benefits

• Share your letters/success stories: sana@preventioninstitute.org
Elements of Strong Community Prevention Messages

- Emphasize local control
  - Describe how efforts are addressing community priorities

- Include co-benefits
  - Jobs, economy, partnerships
Need help with media advocacy?

• Sign up for Prevention Institute’s Health Reform Rapid Response Network

• Contact Prevention Institute:
  sana@preventioninstitute.org
  ann@preventioninstitute.org
POLL #3

What resources would be most helpful to you as you prepare for March recess?
(Multiple choice, single answer)

a. Backgrounder and fact sheet
b. Talking Points
c. Help with scheduling and preparing for a district meeting
d. All of the above
Join the conversation on the Dialogue4Health social network:

http://dialogue4health.ning.com/group/hcr
Q&A Feature

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The Time for Action

APHA Advocacy Site:

http://action.apha.org/site/PageNavigator/Advocacy

TFAH:

http://healthyamericans.org/policy/
POLL #4

Following this Web Forum, I would like additional information on:

(Multiple choice, single answer)

a. Events and activities during the ACA anniversary week;
b. How to protect the Prevention and Public Health Fund;
c. What I can do in my community/state to help;
d. All of the above.
MARK YOUR CALENDARS NOW!
JUNE 23-25, 2011

YOU DON’T WANT TO MISS THIS VERY IMPORTANT & INFORMATIVE MEETING

Detailed Agenda, Speakers, Hotel and Registration Information Available in January 2011
www.apha.org/midyear

“"Protect, Prevent, Live Well””
Registration is now open
early bird deadline April 15

Susan L. Polan, PhD
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202/777-2510

www.apha.org/midyear
Learn more about health reform advocacy at:

http://dialogue4health.org/hcr/index.html


http://healthyamericans.org/health-reform/
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