

Connecting Prevention to the People: Voter Attitudes, Prevention Messaging and Where the Prevention Fund Stands

Wednesday, May 29, 2013

11:30 AM to 1:00 PM Pacific

2:30 PM to 4:00 PM Eastern

Welcome and thank you for joining our Web Forum!

Technical difficulties? Call **1-866-229-3239**

Questions? Comments? Use the **Q&A** function

Please participate in the **polls**

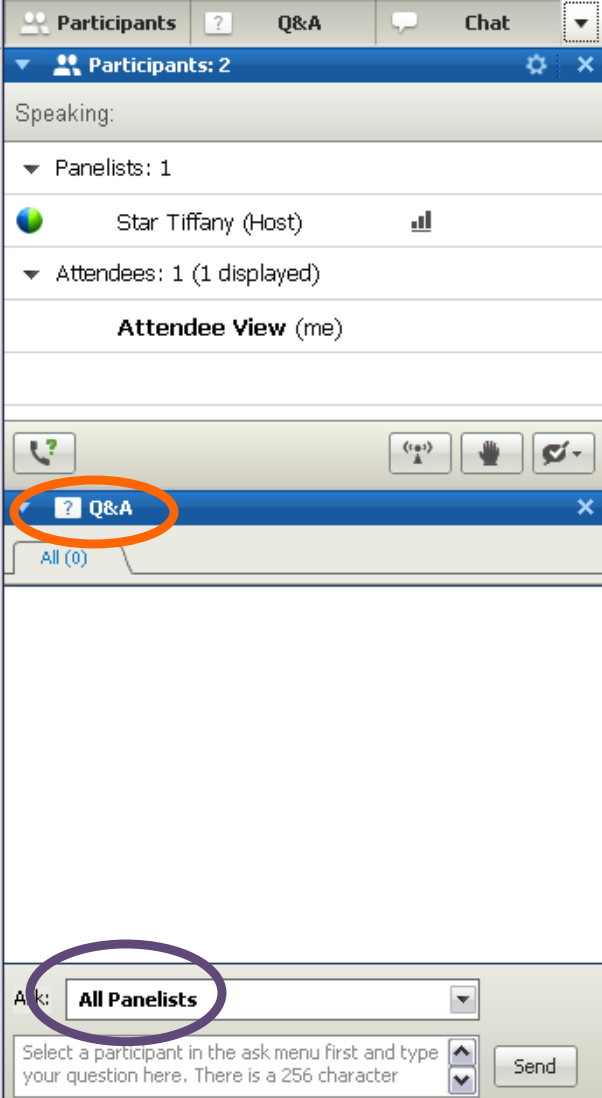
Please take the Post-Web Forum online evaluation. **We need your feedback!**

Recording and **Slides** will be available at www.Dialogue4Health.org

Q&A Feature

Please submit questions via the
Q&A Feature

Please send your questions to
All Panelists



The screenshot shows a Zoom meeting interface. At the top, there are tabs for 'Participants', 'Q&A', and 'Chat'. The 'Participants' tab is active, showing a list of participants. Below the list, there are icons for 'Mute', 'Unmute', and 'Raise Hand'. The 'Q&A' tab is highlighted with a red circle. Below the 'Q&A' tab, there is a dropdown menu for 'Ask:' with 'All Panelists' selected and circled in purple. Below the dropdown, there is a text input field with a placeholder message: 'Select a participant in the ask menu first and type your question here. There is a 256 character'. To the right of the input field is a 'Send' button.

Polling Feature

Please

1. Choose your **answer**, then
2. Click **Submit**



Partic... Chat Q&A Polling

Participants: 2

| Name | Tools |
|----------------------------|-------|
| Star Tiffany (Host) | |
| Attendees: 1 (1 displayed) | |

Attendee View

Request Mute

Q&A

All (0)

Ask: All Panelists

Select a participant in the ask menu first and type your question here. There is a 256 character limit. Send

Time elapsed: 0:20 Time limit: 1:30

Poll Questions:

1. I am attending this Web Forum:

- a. Individually
- b. In a group of 2-5
- c. In a group of 6-10
- d. In a group of more than 10 people

Submit

Your answer may be recorded. Submit

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



Matthew Marsom

Vice President

Public Health Policy and Advocacy

Public Health Institute

As Vice President for 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

Thank you to our presenters:



**Richard
Hamburg**



**Laura
Segal**



**Ann
Whidden**



**Rob
Waters**



Richard Hamburg, MPA

Deputy Director
Trust for America's Health

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. He has led TFAH's efforts to ensure disease prevention is a centerpiece of health reform, and has been instrumental in TFAH's work on obesity prevention, building national pandemic flu and public health emergency response capabilities, and increasing support for public health priorities and budgets.

Website: <http://healthyamericans.org>



Laura Segal, MA

Director of Public Affairs
Trust for America's Health

Laura Segal oversees public affairs, communications, and policy research for Trust for America's Health. She brings more than 15 years of strategic communications experience to TFAH. Prior to joining TFAH, Ms. Segal directed corporate communications for health and technology companies and worked for the Clinton/Gore Campaigns, White House and Administration from 1992-2000 in a variety of communications and political capacities.

Website: <http://healthyamericans.org>



Ann Whidden, MPH

Director
Communications
Public Health Institute

Ann Whidden is Director of Communications at the Public Health Institute, where she leads communications strategy, messaging and framing development and media outreach efforts. She has twenty years' experience as a health and communications professional, working with progressive corporate and non-profit clients to create compelling strategies that amplify best practices, capture media attention, and inspire action.

Website: www.phi.org



Rob Waters

Chief Communications Officer
Prevention Institute

Rob Waters is Prevention Institute's chief communications officer. He has worked in journalism for more than 30 years with a focus on health, science, mental health, health policy and child and family issues. He covered health, science and biotechnology for Bloomberg News, was a staff writer at Health magazine, a senior editor at WebMD, editor of the Tenderloin Times, a four-language monthly newspaper in San Francisco's inner-city Tenderloin neighborhood and has written for Mother Jones, Parenting, San Francisco magazine, Reader's Digest, Family Circle, Columbia Journalism Review and other publications. He was awarded fellowships from the University of Maryland Fellowships in Child and Family Policy and the Rosalyn Carter Fellowships for Mental Health Journalism. He continues to write for Forbes.com and other publications.

Website: www.preventioninstitute.org

Thank you to our cosponsors:

Prevention Institute
Public Health Institute
Trust for America's Health

- **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.



Web Forum Objectives

- Provide an update regarding the Prevention and Public Health Fund.
- Discuss new prevention messaging including focus groups and survey research conducted for the Trust for America's Health and the Robert Wood Johnson Foundation.
- Share findings from California's field poll, and discuss how data and poll findings can be incorporated into legislative outreach and education efforts.
- Give guidance on how to craft a prevention story.
- Open discussion and Q&A session.

Take part in this conversation on the
Dialogue4Health social network:

<http://dialogue4health.ning.com/>

Polling Feature

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Attendee View

Request Mute

Q&A

All (0)

Ask: All Panelists

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Time elapsed: 0:20 Time limit: 1:30

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Submit

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POLL #2

Are you a current or past recipient of federal prevention funding?

- a. Yes, CTG -- Community Transformation Grant Program
- b. Yes, REACH -- Racial and Ethnic Approaches to Community Health
- c. Yes, Other (Please type your response into Q&A)
- d. No

Polling Feature

Please

1. Choose your **answer**, then
2. Click **Submit**



Partic... Chat Q&A Polling

Participants: 2

| Name | Tools |
|----------------------------|-------|
| Star Tiffany (Host) | |
| Attendees: 1 (1 displayed) | |

Attendee View

Request Mute

Q&A

All (0)

Ask: All Panelists

Select a participant in the ask menu first and type your question here. There is a 256 character limit. Send

Time elapsed: 0:20 Time limit: 1:30

Poll Questions:

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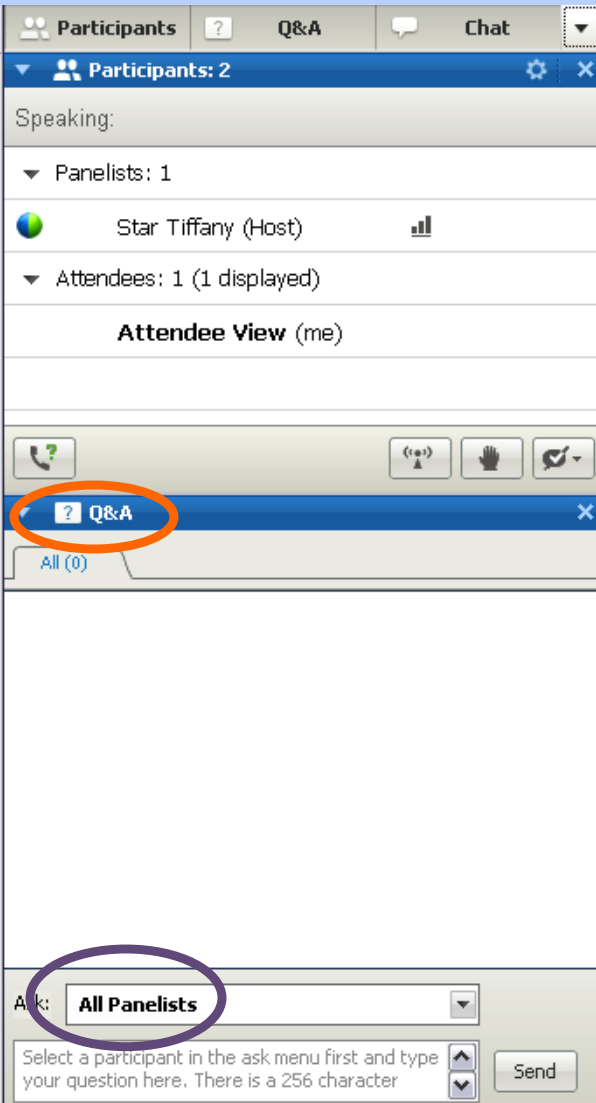
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Q&A Feature

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All Panelists



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- Top navigation bar: Participants, Q&A, Chat.
- Participants panel: Shows 2 participants, including Star Tiffany (Host).
- Q&A panel: Shows 1 question, with the 'Q&A' tab highlighted by an orange circle.
- Ask menu: Shows 'All Panelists' selected, highlighted by a purple circle.
- Send button: Located at the bottom right of the Q&A panel.

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POLL #3

Have there been stories in the local press about your prevention work?

- a. Yes, (Please provide examples in Q&A)
- b. No

Polling Feature

Please

1. Choose your **answer**, then
2. Click **Submit**



Partic... Chat Q&A Polling

Participants: 2

| Name | Tools |
|----------------------------|-------|
| Star Tiffany (Host) | |
| Attendees: 1 (1 displayed) | |

Attendee View

Request Mute

Q&A

All (0)

Ask: All Panelists

Select a participant in the ask menu first and type your question here. There is a 256 character limit. Send

Time elapsed: 0:20 Time limit: 1:30

Poll Questions:

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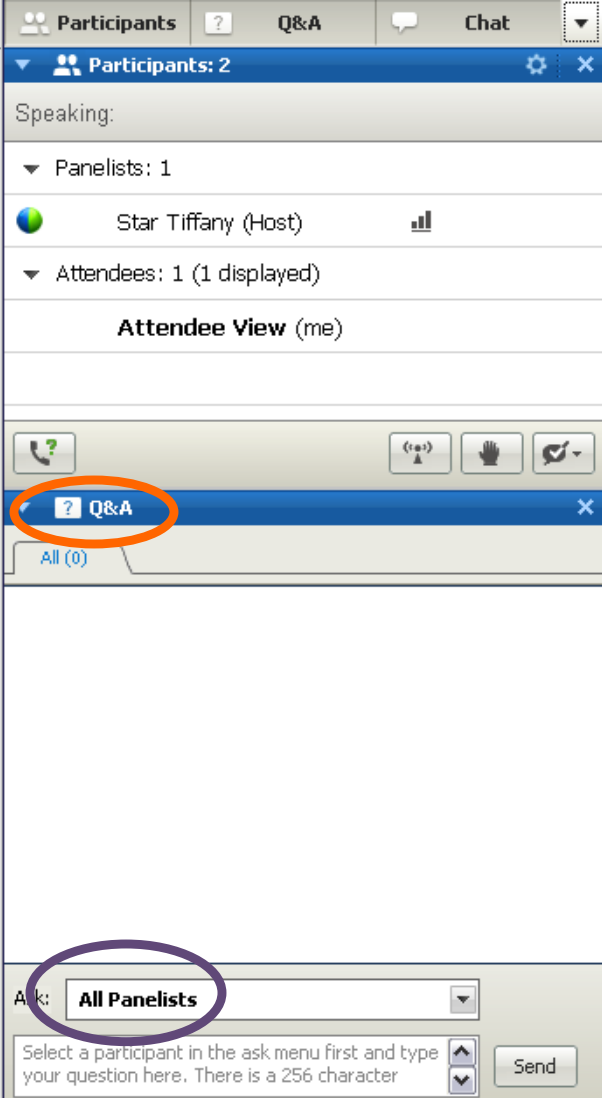
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Participants ? Q&A Chat

Participants: 2

Speaking:

Panelists: 1

Star Tiffany (Host)

Attendees: 1 (1 displayed)

Attendee View (me)

Q&A

All (0)

Ask: All Panelists

Select a participant in the ask menu first and type your question here. There is a 256 character

Send

POLL #4

What action are you likely to take as a result of this Web Forum? (Please choose all that apply)

- a. Pitch a story to local reporters
- b. Write a column or Op-Ed about your experience
- c. Speak to my legislators about the value of prevention in our community
- d. Identify local people who can speak about the value of prevention
- e. Other (Please describe in the Q&A Feature)
- f. None of the above

Polling Feature

Please

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2. Click **Submit**



Partic... Chat Q&A Polling

Participants: 2

| Name | Tools |
|----------------------------|-------|
| Star Tiffany (Host) | |
| Attendees: 1 (1 displayed) | |

Attendee View

Request Mute

Q&A

All (0)

Ask: All Panelists

Select a participant in the ask menu first and type your question here. There is a 256 character limit. Send

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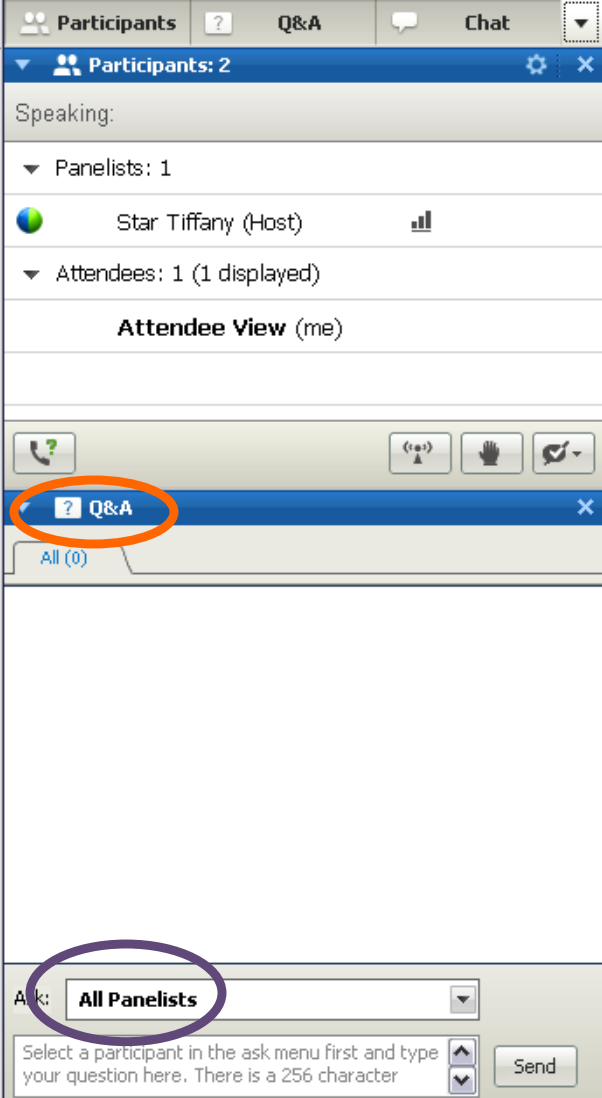
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- Top navigation bar: Participants, Q&A, Chat.
- Participants panel: Shows 2 participants, including Star Tiffany (Host).
- Q&A panel: Shows 1 attendee, Star Tiffany (Host), and the 'Attendee View (me)' button.
- Q&A tab: A blue tab labeled 'Q&A' is highlighted with an orange circle.
- Ask menu: A dropdown menu labeled 'All (0)' is visible, with 'All Panelists' selected and highlighted by a purple circle.
- Send button: A 'Send' button is located at the bottom right of the interface.

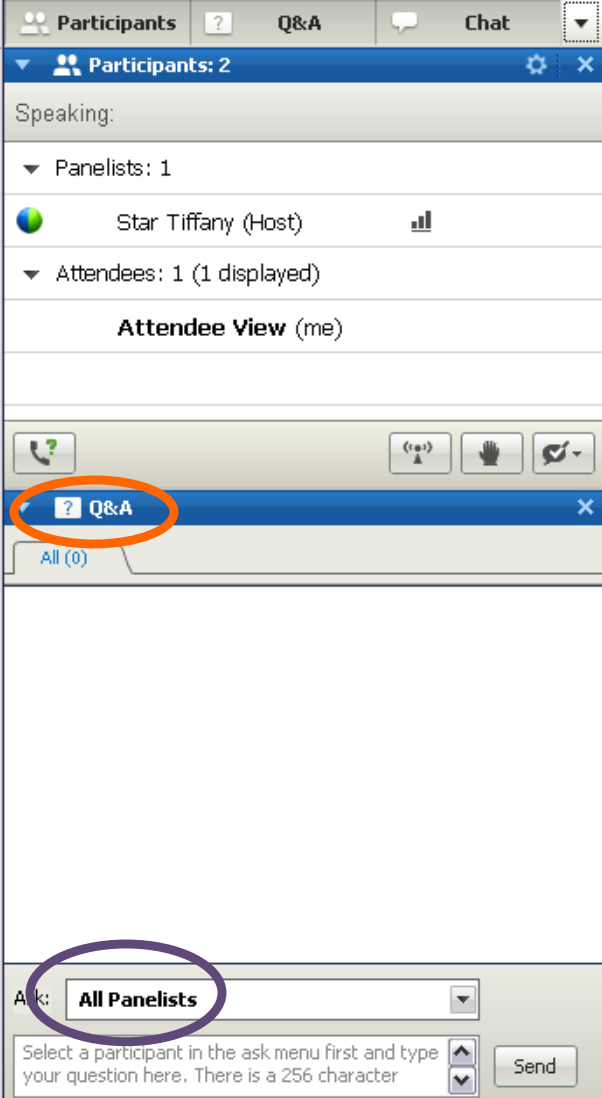
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- Top navigation bar: Participants, Q&A, Chat.
- Participants panel: Shows 2 participants. The 'Q&A' tab is highlighted with an orange circle.
- Speaking section: Star Tiffany (Host).
- Panelists section: 1 panelist.
- Attendees section: 1 attendee (1 displayed).
- Attendee View (me): Shows the current user's view.
- Q&A section: A dropdown menu is open, showing 'All (0)'. The 'All Panelists' option is highlighted with a purple circle.
- Ask section: A text input field with a dropdown menu set to 'All Panelists' (highlighted with a purple circle). Below the input field is a 'Send' button.

Thank you to our presenters:



**Richard
Hamburg**



**Laura
Segal**



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Prevention Institute
Public Health Institute
Trust for America's Health



And the Dialogue4Health Staff!



**Star
Tiffany**



**Lotta
Chan**

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Thank You!

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