

Protecting Prevention in the Affordable Care Act: Sharing the Evidence, Putting Leadership and Resources into Action

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**

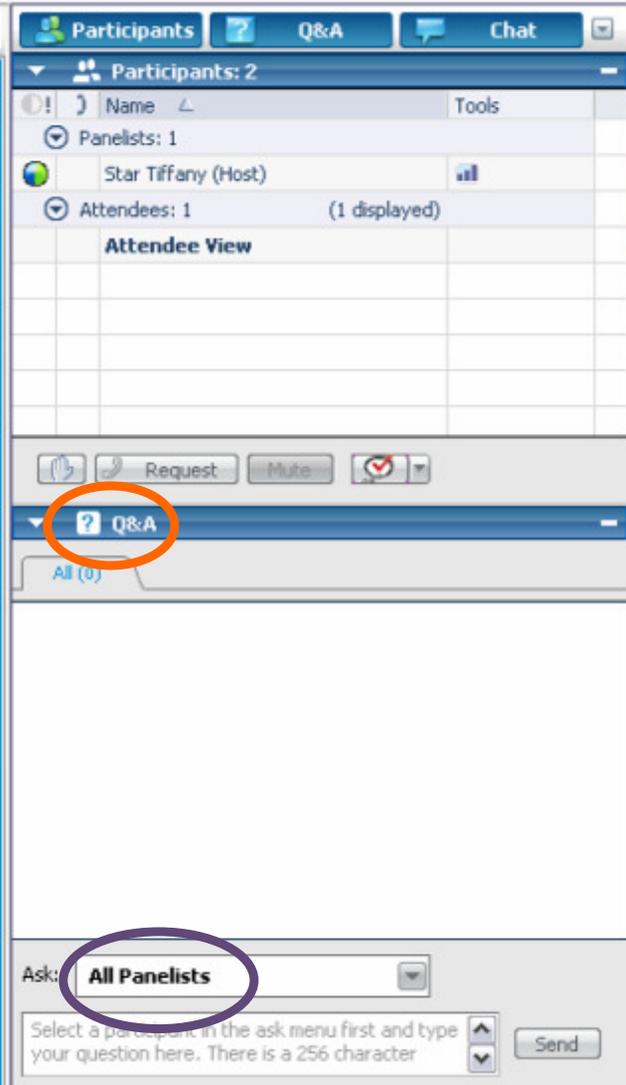
Complete the Post-Web Forum online evaluation. **We need your feedback!**

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



Participants Q&A Chat

Participants: 2

Name	Tools
Panelists: 1	
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

Send

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

Protecting Prevention in the Affordable Care Act: Sharing the Evidence, Putting Leadership and Resources into Action

July 27, 2011

11:30 AM to 1:00 PM, Pacific Time

2:30 PM to 4:00 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



Matthew Marsom

Director of Public Policy
Public Health Institute

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



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.

Website: <http://healthyamericans.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>



Ann Whidden, MPH

Communications Manager
Prevention Institute

Ann Whidden is Communications Manager at Prevention 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.preventioninstitute.org



Sue Polaris

Program Director
Trust for America's Health

Sue Pechilio Polaris 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. Polaris 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. Polaris was the first National Director of Grassroots Advocacy for the American Heart Association.

Website: www.healthyamericans.org



Lucy Melcher, MPP

Government Relations Manager
American Public Health Association

Lucy Melcher is the Government Relations Manager at the American Public Health Association (APHA) where she works to advance the organization's public health priorities at the federal level. She also works on APHA's grassroots advocacy program, developing resources and tools for public health advocates across the country. Prior to joining APHA, Lucy worked on health care and education issues for Senator Jeff Merkley (D-OR). Lucy holds a Masters of Public Policy from Duke University and a Bachelors of Arts in political science from American University.

Website: www.apha.org

Web Forum Agenda

1. Review the prevention and wellness provisions of the Affordable Care Act;
2. Discuss the latest national developments from Capitol Hill and Washington D.C.;
3. Share evidence, framing and messaging, and strategies to lift up community prevention success stories;
4. Discuss legislative outreach tools to use during the August recess to educate leaders and decision makers; and
5. Open Q&A and discussion.

POLL #2

From the list below, please indicate those activities that you are planning over the August recess:

(Check all those that apply)

- a. Scheduling an in-district meeting with Member(s) of Congress;
- b. Attending a town hall meeting with my Member(s) of Congress;
- c. Sending a letter to Member(s) of Congress;
- d. Taking action online to email my Member(s) of Congress;
- e. Calling my Member(s) of Congress;
- f. Writing an op-ed, letter-to-the-editor or blog post making the case for community prevention;
- g. Sharing or disseminating community prevention successes with media and policymakers;
- h. Joining the Prevention and Public Health Fund (PPHF) supporters list;
- i. Asking a friend or colleague/friend to join the PPHF supporters list.

POLL #3

What additional resources and technical support would be most helpful to you in building support for community prevention?

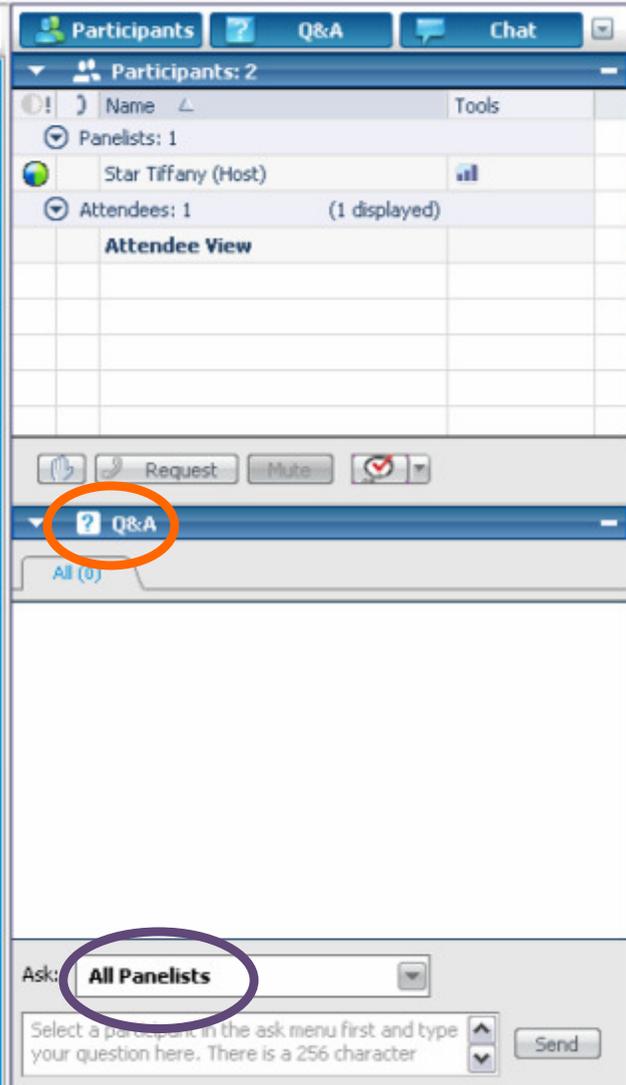
(Check all those that apply)

- a. Messaging, talking points, and tools for engaging with media and decision makers (e.g. sample op-eds, letters to the editor, templates for legislative letters);
- b. More information on the prevention provisions within the Affordable Care Act and resources available at the federal, state, and local level;
- c. Case studies and 'real' examples of prevention at work;
- d. Advocacy Training (e.g. strategic consultation re: legislative outreach, media advocacy and communications training, etc.);
- e. Other (please list).

Q&A Feature

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Q&A Feature

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The screenshot displays a web application interface with three tabs: 'Participants', 'Q&A', and 'Chat'. The 'Q&A' tab is highlighted with an orange circle. Below the tabs, there is a 'Participants' section showing a list of participants. The 'Attendees' section is expanded to show 'Attendee View'. Below the participants list, there are buttons for 'Request', 'Mute', and a checkmark icon. The 'Q&A' tab is highlighted with an orange circle. Below the 'Q&A' tab, there is a dropdown menu for 'Ask:' set to 'All Panelists', which is highlighted with a purple circle. Below the dropdown menu, there is a text input field with a character count and a 'Send' button.

POLL #4

Following today's web forum, please indicate those activities that you are committed to accomplishing over the August recess:

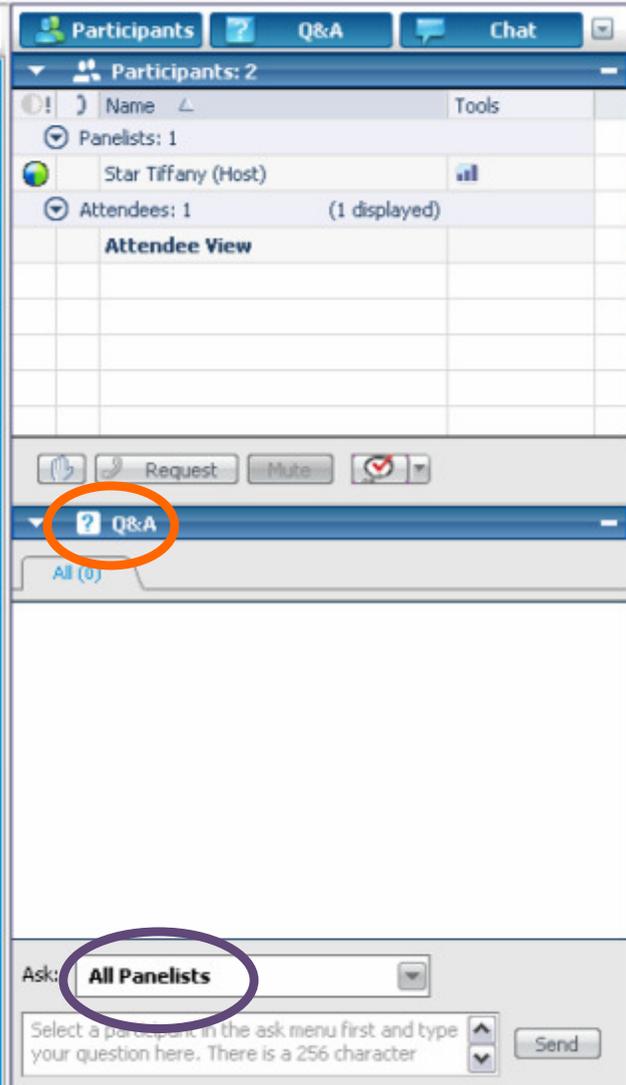
(Check all those that apply)

- a. Scheduling an in-district meeting with Member(s) of Congress;
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- c. Sending a letter to Member(s) of Congress;
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The screenshot displays a web interface with three tabs: 'Participants', 'Q&A', and 'Chat'. The 'Q&A' tab is selected and highlighted with an orange circle. Below the tabs, there is a list of participants and attendees. The 'Attendee View' section is currently empty. At the bottom of the interface, there is a text input field for asking questions. The dropdown menu next to the input field is set to 'All Panelists' and is highlighted with a purple circle. A 'Send' button is located to the right of the input field.

Learn more about health reform advocacy at:

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

<http://bit.ly/healthreformadvocacy>

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

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

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