“[M]ost of these CDC-administered social engineering programs are not based on evidence. In fact, in some cases, the evidence shows that the projects don't work. For others, there simply isn't evidence that they are effective because the interventions haven't been studied, making these extremely expensive experiments at best.”

Obama healthcare: Government, heal thyself

Los Angeles Times | OPINION

June 3, 2011
“But those involved in evaluating the bill say that while schools have changed, behaviors of students and their families largely have not. ‘Have we seen an increase in physical activity, healthy eating, healthy diets? No,’ Phillips said.”

What You Can Do

◆ Be proactive.
◆ Respond.
◆ Partner.
◆ Reach out.
What Does Success Look Like?

◆ Cue the environment first

◆ Avoid the “choice” trap

◆ Focus on solutions, not just problem
Use “Real” People & Stories

◆ Stories put a face on your work and make it personal

◆ Stories from local businesses, schools, and community members keep prevention local, tangible, and meaningful

East Bay Center of Performing Arts, Richmond, CA
We also are dedicated to increasing awareness among all employers that the workplace may be the ideal place to address health and wellness. Some employers who invest in health promotion and disease prevention have achieved rates of return on investment ranging from $3 to $15 for each dollar invested…

Creating a workplace wellness program does not have to cost a lot.

The Maui News, April 3, 2011
What are the Messages We Need to Send?

- Community prevention is evidence-based.
- Community prevention is local.
- Prevention is good for business.
- Government has a role in public health.
- The American people want prevention.
“Stier's and Miller's arguments are not new. Most gains in health over the last century have been due to policy and environmental interventions […] For these reasons, the Centers for Disease Control and Prevention's CPPW and community transformation grant programs are vitally important investments. They are based on strong science and supported by more than 100 years of public health experience.”

--Paul Simon, MD, Los Angeles
Jonathan Fielding, MD, Los Angeles

Division of Chronic Disease
and Injury Prevention
L.A. County Department of Public Health

Letter to the Editor,
LA Times, June 9, 2011,
Re: Government, Heal Thyself
“As physicians, we’re trying to fight obesity; that’s our job. But we can’t do it alone. We’ve got people from all fields, all walks of life, and everyone has a real interest in making this plan work.”

Dr. Brian Niedbalski, MD

http://www.youtube.com/watch?v=USdAI0FPNeQ
“Making the food environment healthier in city buildings and in workplaces such as Carney Hospital is a responsible financial decision from leaders concerned with the bottom line…Obesity leads to significantly decreased productivity in the workplace.”

--Dr. Paula A. Johnson, M.D., M.P.H., Dr. Barbara Ferrer, Ph.D., M.P.H., Med

Boston Public Health Commission
Government Has a Role in Public Health

“The notion that policy and personal responsibility are contradictory is false. In fact, they are complementary.

Measures to protect the public health are ubiquitous, but so accepted that they are invisible.”

--Dr. Jessica Schorr Saxe, MD

Parents v. Policy? Yes to both
Charlotte Observer, July 25, 2011
“My family enjoys going to Memorial Pool several times each week, and we bike to the farmer's market on Saturdays…I am so thankful that our community is able to offer these opportunities for my family, and it makes me think of all the other things we could do with these funding opportunities [Community Transformation Grants].

These assets play an important part in shaping the lives of our children and making our communities a better place to live.”

--Isabel Mandli, Schofield
Letter to the Editor, Wasau Daily Herald, July 24, 2011
How to Elevate Success Stories

- Earned media;
- Op/Eds;
- Letters to the editor; and
- Blog posts/comments.
What Resources are Available?
Health Reform Rapid Response: the conversation on prevention

In the *Los Angeles Times* this week, “Overweight is the new normal” examines how changes in our environment, such as larger food portion sizes, have transformed our cultural norms surrounding food and physical activity, and our behavior.

It’s true: what surrounds us shapes our behavior. This week, we look at shifting the conversation from individual behavior, and back to the role of the environment. Media and dialogue continues to focus on an “individual choice” frame—which also neatly sidesteps the role of industries and others actively working to make half-gallon sodas the new norm.

**The Stories**

- A Marin Independent Journal letter to the editor, “*Overly Simplistic’ Campaign,*” by a beverage industry spokesman empahsizes individual’s choices by claiming that Marin’s "*Soda Free Summer*” campaign does “nothing to teach people about balance and moderation."
- An ABC Nightline article, “*Candymaker Nestle Invests Billions to Decode Our Digestive Systems,*” reports on the company’s huge investment in

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

Tips to Guide your Conversation

Countering the "blame the individual" frame in your letters to the editor, op-eds, and conversations with the media requires that you shift the conversation upstream by describing the social, economic and physical environments that foster or hinder healthy behaviors.

How to Cue the Environment:

[We have pulled these tips from "What Surrounds Us, Shapes Us," a Berkeley Media Studies Group document released through Strategic Alliance. We encourage you to read the entire document, here.]

Paint a picture that describes why healthy communities matter: When neighborhoods don’t have clean parks, places to walk, vibrant retail, or healthy food available, everyone’s health suffers. By cueing the environment you can shift the discussion to the environment’s impact and constraints on individual choice.

What you can do:

- **Send your congressperson a letter today, educating them about importance of community prevention:** we’ve made it easy, with tailored emails that you can send directly to your legislators.
- **Join Prevention Institute and sign on to the National Prevention Strateg Support Statement,** to demonstrate our support for the concept of having a government-wide approach to prevention. This statement is designed to express that support for having a government-wide approach to prevention. Deadline: close of business, Monday, June 13th. [http://healthyamericans.org/assets/files/nps%20sign%20on%20final.pdf](http://healthyamericans.org/assets/files/nps%20sign%20on%20final.pdf)
- **Make sure we have your zip code.** We want to be able to mobilize people right where you live. [Update your information here](http://updateinfo.com).
Writing and Framing Community Success Stories

Community prevention works: it builds healthier communities, saves money and supports equity. Here are our suggestions for capturing and reflecting the full impact of your community prevention efforts:

- Keep it local.
- Include benefits to the economy.
- Use real people and stories.
- Connect policy, projects, savings.

Community Prevention talking points

Data and talking points to guide your conversation on community prevention:

- Prevention works.
- Prevention makes our health care system healthier.
- Prevention saves money and lives.
- The public wants prevention.
- Community prevention is local.
- Prevention is good for business.
What You Can Do

◆ Be proactive.  

◆ Respond.  

◆ Partner.  

◆ Reach out.