

Actions for August Recess: Share the Prevention Story



- Respond to relevant coverage
 - Letters to the Editor
 - Blog Posts
- Op-Eds

August 6 to September 7

Telling the Bigger Story of Prevention

- Show the change, not just the strategy
- Reflect impact
- Find credible messengers

What are the Messages We Need to Embed?

- Local
- Government has a role in public health
- Good for business
- Evidence-based

CMMI State FOA

- Funds are intended to support the development and implementation of statewide Health Care Innovation Plans
- A wide range of fiscal and health improvement strategies are encouraged
- Proposals should reflect robust partnerships across government agencies, with health care insurers and providers, public health, and with other key health stakeholders

CMMI State FOA

- Up to 5 Model Testing awards will be granted (\$225 Million total) for implementation.
- Up to 25 Model Design awards will be granted (\$50 Million total) for planning (with the expectation of application for Model Testing in the next cycle).
- Applications are **due September 17th**, must be submitted by the Governor's Office.

The Conversation on Prevention: Health Reform Rapid Response

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 emphasizes 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:

<http://org2.democracynetwork.org/o/5902/signUp.jsp?key=2001>

Tips, toolkits and talking points:

<http://preventioninstitute.org/fo-cus-areas/reforming-our-health-system/projects.html>