Effective Policy Maker Visits?

It's All Greek to Me

Logos    Pathos    Mythos    Ethos
Logos: Make your case with facts & figures

Successful Payment Reform Depends on Prevention
-Support the Prevention and Cost Control Trust-
House Bill 1498, sponsored by Rep. Lewis

Why a Prevention and Cost Control Trust?
Prevention can control medical costs by saving nearly half a billion dollars each year in Massachusetts.

- A 5% reduction in chronic diseases such as diabetes and hypertension can save us nearly 500 million dollars annually, as reported in a study published in January 2011.

We can prevent costly diseases and improve the health of children and families by funding community-based health programs such as:

- Home-based programs that change the indoor environment to reduce asthma triggers
- Community-based programs to increase and improve neighborhood space for physical activity
- School-based programs that make nutritious foods more accessible and extend time for physical activity during the school day
- Community-based programs to reduce tobacco use
Pathos: Make your case with compelling stories

Boston Doctors Write Prescriptions for Farmers' Market Fruits and Veggies

by Katherine Gustafson · 2010-08-17 14:30:00 UTC
Topics: Health

Considering that the obesity problem in this country is of "epidemic" proportions, it only makes sense to look at whether there are any solutions that might involve the medical community. While your mind might leap to gastric bypass surgery as the obvious corrective, the NGO community would like you to think a little bit outside the box. What if doctors were to write prescriptions for fresh fruits and vegetables instead of for medicine?

The organization Wholesome Wave, which I've previously written about in reference to its program that doubles the value...
Mythos: Make your case based on shared values and beliefs

Youth obesity threat to security, experts say

Chronic diseases – such as heart disease, cancer, stroke and diabetes – are responsible for seven out of 10 deaths among Americans each year and account for 75 percent of the nation's health spending. Unfortunately, disadvantaged communities are at higher risk for a multitude of preventable health conditions, including obesity, diabetes, heart disease, asthma, HIV/AIDS, viral hepatitits B and C, and infant mortality.

It is projected that by year 2050, if no action is taken, one in two black and Hispanic-Latino children will develop type 2 diabetes as adults.

Making healthy choices the easy choices for all Americans is an important part of addressing health disparities based on factors such as race and ethnicity, socioeconomic status, sexual orientation and gender identity, gender, age, disability, geography, and religion.

The Prevention and Public Health Fund (Fund) provides a critical opportunity to promote health equity and improve the health of communities in greatest need. The Fund will invest $12.5 billion over ten years (FY2013-FY2022) in proven, effective programs to prevent diseases and injury in American communities. This investment in prevention will promote health equity, reduce health care costs, and improve the health of communities across America.

The Prevention Fund Investments are Critical for Disadvantaged Communities

- The Prevention Fund is already being used to support prevention efforts in low-income and underserved communities that are proven to make these communities healthier, such as smoking cessation programs, immunizations, disease screening, expanded mental health and injury prevention programs, and programs that promote nutrition and physical activity.
Ethos: Make the case by being YOU and having integrity

Integrity. “You is Smart. You is Kind. You is Important.”
Integrate Logos, Pathos, Mythos, Ethos Into Your Visit and Leave Behinds
A Few Final Thoughts

- Bring diverse group to the visit – remember youth
- Practice roles of each speaker before the visit
- Know how long you have beforehand
- Use facts and figures, stories, and values in your visit
- Ask questions
- Avoid philosophical debate
- Engage in values discussion only where values are shared
- Be YOU
- What you have to say is important
Credits

- Trust for America’s Health (tfah.org)

- Massachusetts Public Health Association (mphaweb.org)
Credits

- Change.org
- iNews6 (inews6.americanobserver.net)
Credits

- Trust for America’s Health (tfah.org)

- TheHelpMovie (youtube.com)