

Talking Points for Community Prevention in Health Reform

There's nothing mysterious about "community prevention." Community prevention is about the efforts in our community that improve health, safety and equity.

Community prevention focuses on improving both the physical and social environment in our nation. A nation of people living in healthy places is a nation of healthy people.

The good news is that community prevention works and works right here in state/local_____.

- Provide specific examples of local programs that work and emphasize the need to bring these programs to scale. Examples may include interventions related to physical activity, nutrition, air quality, traffic safety, worksite wellness as well as injury and violence prevention.
- The TFAH website is an excellent resource for finding examples of successful community intervention programs:
<http://healthyamericans.org/assets/files/ExamplesofSuccessfulInterventionsbysubject.pdf>
- Highlight that these programs work because we've got the people who know how to run them effectively. (Cite local organizations and national resources)
- The nation's biggest companies have determined community prevention is good business. (Examples can be found at www.healthiestnation.org)

Americans value prevention and rank prevention as a high priority in health reform, according to a recent survey. In fact, 72% want more prevention in health care even if it costs money.

(<http://www.rwjf.org/publichealth/product.jsp?id=43811>). Voters also believe the current health care system places far less emphasis on prevention than it should.

Investment in community prevention reduces unnecessary healthcare costs. This can save communities, states and the federal government a significant amount of money.

- http://preventioninstitute.org/documents/PreventionforaHealthierAmerica_7_08_001.pdf

We need the provisions that are currently in the health reform bills that ensure more – and more sustainable – investments in community prevention.

- Based on the experience of the people you are talking to, you may need to provide more information on why community prevention is an important part of the health reform bills and that advocates like the current prevention provisions.

Community prevention will help us keep people healthy and out of the doctor's office. That will save a lot more than money.

We need your help to make sure community prevention changes our "sick care" system into a true health care system. Without prevention, health reform will fail.

Community health promotion can help to reduce health inequities between racial and ethnic groups and give every person who lives here, regardless of color or nationality, more equitable opportunities to live healthy lives.