

# Working Together to Make Public Health a Priority

**APHA Annual Meeting 2016**

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# Presenter Disclosure

- No relationships to disclose

# Grassroots Advocacy through National Campaigns

## National Public Health Week

- Event Planning
- Advocacy
  - Sample Proclamation
  - Sample request for appt.
  - Sample questions for town halls and other public forums
  - Resolutions



## PHACT campaign

- Meeting with members of Congress
  - Congressional visits
  - Public forums
  - Invite them to visit you
- Calling or emailing members of Congress
- LTE's / Op-eds



# National Public Health Week 2016

- Presidential proclamation issued on April 1<sup>st</sup>

The screenshot shows the White House website's navigation bar with links for BRIEFING ROOM, ISSUES, THE ADMINISTRATION, PARTICIPATE, and 1600 PENN. Below the navigation bar, a breadcrumb trail reads HOME · BRIEFING ROOM · PRESIDENTIAL ACTIONS · PROCLAMATIONS. On the left, a sidebar lists various briefing room content categories. The main content area features the White House logo and the Office of the Press Secretary, with the text 'For Immediate Release' and the date 'April 01, 2016'. The title of the proclamation is 'Presidential Proclamation: National Public Health Week, 2016'. Below the title, it states 'National Public Health Week, 2016' and 'By the President of the United States of America A Proclamation'. To the right of the title are social media sharing options for TWITTER, FACEBOOK, and EMAIL. At the bottom right of the page is the National Public Health Week logo, which includes stylized figures and the text 'National Public Health Week www.nphw.org AN INITIATIVE OF THE AMERICAN PUBLIC HEALTH ASSOCIATION'.

BRIEFING ROOM | ISSUES | THE ADMINISTRATION | PARTICIPATE | 1600 PENN

HOME · BRIEFING ROOM · PRESIDENTIAL ACTIONS · PROCLAMATIONS

Briefing Room

- Your Weekly Address
- Speeches & Remarks
- Press Briefings
- Statements & Releases
- White House Schedule
- Presidential Actions
  - Executive Orders
  - Presidential Memoranda

**The White House**  
Office of the Press Secretary

For Immediate Release April 01, 2016

**Presidential Proclamation: National Public Health Week, 2016**

National Public Health Week, 2016  
By the President of the United States of America  
A Proclamation

SHARE THIS:  
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**National Public Health Week** www.nphw.org  
AN INITIATIVE OF THE AMERICAN PUBLIC HEALTH ASSOCIATION

# National Public Health Week 2016

- Resolutions
  - Resolutions were introduced in both chambers
  - Recognizes the importance of public health
  - Nearly 900 advocates sent messages to Congress
- Action alerts
  - 700+ advocates called for adequate public health funding
  - MOCs heard from public health advocates in majority of states



# National Public Health Week 2016

- Sample proclamations
  - Created by APHA and available by request
  - 35 requests in 2016



# Affiliates & Advocacy

Examples activities include:

- Hill Visits / Meeting with Members of Congress
  - Sponsoring health resolutions to state legislatures
  - Produce policy position statements
  - Write LTE's
  - Participate in state / local coalitions
  - Provide testimony
  - Letters of support / opposition to proposed state and federal legislation
  - Trainings for members
  - Dedicated legislative committees
  - Town Hall meetings
  - Sign-on to letters of support and amicus briefs
  - Honoring public health champions in legislature
  - Organize annual Capitol Visit Day
  - Sharing resources / information with members and partners
- 
- Utah is the 2016 APHA Affiliate Advocate of the Year

# Tools & Resources for Grassroots Advocacy

- APHA
  - State fact sheets
  - Issue specific fact sheets
  - Infographics
  - Briefs and webinars
  - Legislative Updates Newsletter
- Action Alerts and Sign-on Letters
- APHA Technical Assistance
- Affiliates
  - Affiliate Online Community



## ABOUT APHA

The American Public Health Association champions the health of all people and all communities. We strengthen the profession of public health, promote best practices and share the latest public health research and information. We are the only organization that influences federal policy, has a 140-plus year perspective and brings together members from all fields of public health. Learn more at [www.apha.org](http://www.apha.org).



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