Back to Basics:
Emphasizing Prevention
in 2014

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Dialogue4Health Webinar

www.preventioninstitute.org
“Simply put, in the absence of a radical shift towards prevention and public health, we will not be successful in containing medical costs or improving the health of the American people.” - President Obama
Shifting the health reform narrative: It’s up to ALL OF US
Back to basics

- SHARE your prevention successes
- Keep it simple: *Investing in prevention is the right thing to do*
- Connect your message to core values: equity, opportunity, fairness etc.
“Advocacy is at its best when it involves dreaming big, working alongside others who share your dream, and persevering in the face of great odds to make it happen.”

Lawrence Wallack

Berkeley Media Studies Group Blog, 10/7/13: “Three ingredients for social change that every advocate should know”
Join Us…

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