Summertime: Sun, Sand, and Support for Prevention Needed Now!

Wednesday, July 24, 2013
11:30 AM to 1:00 PM Pacific
2:30 PM to 4:00 PM Eastern

Welcome and thank you for joining our Web Forum!

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Recording and Slides will be available at www.Dialogue4Health.org
Q&A Feature

Please submit questions via the Q&A Feature

Please send your questions to All Panelists
Polling Feature

Please

1. Choose your **answer**, then
2. Click **Submit**
POLL #1

Are you attending this Web Forum:

a. Individually  
b. In a group of 2-5 people  
c. In a group of 6-10 people  
d. In a group of more than 10 people
Matthew Marsom
Vice President
Public Health Policy and Advocacy
Public Health Institute

As Vice President for Public Health Policy and Advocacy for the Public Health Institute (PHI), Matthew is responsible for designing and implementing PHI strategy for monitoring and influencing public policy, legislation and regulations affecting PHI projects and public health policy relevant to PHI interests.

Website: www.phi.org
• **Prevention Institute** was founded in 1997 to serve as a focal point for primary prevention practice—promoting policies, organizational practices, and collaborative efforts that improve health, equity and quality of life.

• **The Public Health Institute** (PHI) is an independent, nonprofit organization dedicated to promoting health, well-being and quality of life for people throughout California, across the nation and around the world.

• **Trust for America's Health** (TFAH) is a non-profit, non-partisan organization dedicated to saving lives by protecting the health of every community and working to make disease prevention a national priority.
Objectives

• Hear about recent efforts on the Hill to support the Fund

• Learn from a Community Transformation Grantee about what they are doing to educate their lawmakers

• Share legislative and media strategies to engage members of Congress over the August Recess with information about community prevention
Thank you to our presenters:

Andi Fristedt  
Kathleen MacGuire  
Sue Polis  
Lily Swartz
POLL #2

What actions have you taken during past August recesses to share the importance of community prevention? (choose all that apply)

a. Sent an email or called a legislator
b. Scheduled a visit with a legislator
c. Engaged in media advocacy, including writing an op-ed, a letter to the editor, or speaking with a reporter
d. No past actions taken
Andi Fristedt is a Health Policy Advisor with the Senate Committee on Health, Education, Labor and Pensions (HELP), chaired by Senator Tom Harkin of Iowa. Andi’s portfolio on the Committee includes disease prevention, public health, medical research, and global health. Prior to joining the Committee staff, Andi worked at the Centers for Disease Control and Prevention’s Washington Office, where her work most recently focused on HIV/AIDS and viral hepatitis.
Kathleen MacGuire is the program manager for the Community Transformation Grant in Pierce County, Washington. Kathleen received her Master of Public Health degree from the University of North Carolina at Chapel Hill and works in health policy research, development and implementation with a primary focus on community based approaches to chronic disease prevention and health disparities reduction.

Website: http://www.tpchd.org/communitytransformation
POLL #3

What additional resources would be helpful in engaging August recess activities? (choose all that apply)

a. Talking points on prevention
b. Data on prevention for your community
c. Sample letter to lawmakers
d. Tips on how to engage the media
Sue Polis
Director,
External Relations and Outreach
Trust for America’s Health

Sue Pechilio Polis is responsible for the development and management of TFAH’s advocacy outreach efforts in support of the organization’s public policy goals. Prior to joining TFAH, Ms. Polis worked at AARP on health and financial security-related advocacy, outreach, campaign planning and implementation efforts, and most recently on the Initiative on the Future of Nursing: Campaign for Action in coordination with the Robert Woods Johnson Foundation.

Website:  www.healthyamericans.org
Lily Swartz coordinates and implements Prevention Institute’s communications approach and efforts, including overall strategy development, media advocacy, media outreach, messaging and framing, and technical support. She also developed and maintains the organization's social media strategy, designed to expand the reach and impact of community prevention work.

Website: www.preventioninstitute.org
POLL #4

What actions will you engage in over August Recess? (choose all that apply)

a. Send my legislator an email
b. Schedule a visit with my legislator
c. Look for opportunities to write a letter to the editor or an op-ed
d. Engage in social media
e. I won’t be taking any actions
Q&A Feature

Please submit questions via the Q&A Feature

Please send your questions to All Panelists
Thank you to our presenters:

Andi Fristedt  Kathleen MacGuire  Sue Polis  Lily Swartz
Thank you to our cosponsors:

The Prevention Institute
Public Health Institute
Trust For America’s Health
And the Dialogue4Health Staff!

Joanna Hathaway

Lotta Chan
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