Using Stories to Make the Case for Prevention Funding

Rob Waters
Chief Communications Officer
Prevention Institute
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Telling Your Prevention Story

- Identify reporters/publications that may want to write about your program
- Learn your local newspaper’s policy on Op-Eds and guest columns
- Find talk shows on local public/community radio, identify producers
Nashville's Rx for Improving Health: Ditch the Honey Buns, Bikes for Free

Fourth in a series

Nashville, Tennessee was one of 50 communities around the country that received one-time grants in 2010 from the American Recovery and Reinvestment Act—the stimulus package—in a program called Communities Putting Prevention to Work. It was a forerunner to another ongoing program supported by the Prevention and Public Health Fund that is helping cities, state and tribes combat disease and lower healthcare costs by promoting wellness and prevention. Established by the Affordable Care Act, the Prevention Fund is today under severe threat as Republican leaders in Congress press for budget cuts in advance of the so-called fiscal cliff. In a series that began last
Prevention Fund Helps Makah Tribe Awaken Sleeping "Ways of Wellness"

Third in a series

The Makah tribe of Washington is one of more than 60 cities, counties, states, tribes and nonprofit groups that received Community Transformation Grants totaling $107 million last year from the Centers for Disease Control and Prevention. The money for these grants came from the Prevention and Public Health Fund, a funding arm of the Affordable Care Act established to combat disease and lower healthcare costs by promoting wellness and prevention. This year, another $70 million has been awarded to towns and cities with fewer than 500,000 people to expand community prevention efforts.

"The King of the Seas in the Hands of the Makahs"; photograph of Makah Indians. (Photo credit: Wikipedia)
Wisconsin Brings Farm Food to the Schools -- and Keeps the Dollars Local

One of the least noticed but most important accomplishments of the Affordable Care Act was that it set up for the first time ever an ongoing funding source to pay for community prevention efforts. The Prevention and Public Health Fund is today helping cities, state and tribes across the country combat disease and lower healthcare costs by promoting wellness and prevention. Today, the Fund is under threat as some Congressional leaders press for budget cuts in advance of the so-called fiscal cliff. In a series that began last week and continues today, I’m examining how health officials and residents in places like Wood County, Wisconsin and Neah Bay, Washington, have been using federal prevention dollars in
Elements of a Prevention Story

- State the problem with local data:
  - Almost 1 in 10 people in Tennessee have diabetes
  - Fresh fruits and vegetables hard to find in rural Wisconsin
  - For Makah Indians, shift to modern lifestyle brings diabetes, chronic disease
Elements of a Prevention Story

- Present your program as solution
  - Nashville initiative:
    - Boosts breastfeeding
    - Supports bike trails and bike-share
    - Brings produce to food deserts via Nashville mobile market
Elements of a Prevention Story

- Find person who tells the story:
  - Program participant who can say how they’ve been helped
  - Program line staff who works closely with participants
  - Healthcare provider who can say how the program is improving health
We can help!

Contact us with your story. We can:

- Write about your community prevention effort in Forbes.com or other blogs
- Help you pitch and write your own story
- Offer suggestions on your approach

- Rob Waters, rob@preventioninstitute.org
- Lily Swartz, lily@preventioninstitute.org
- 510-444-7738