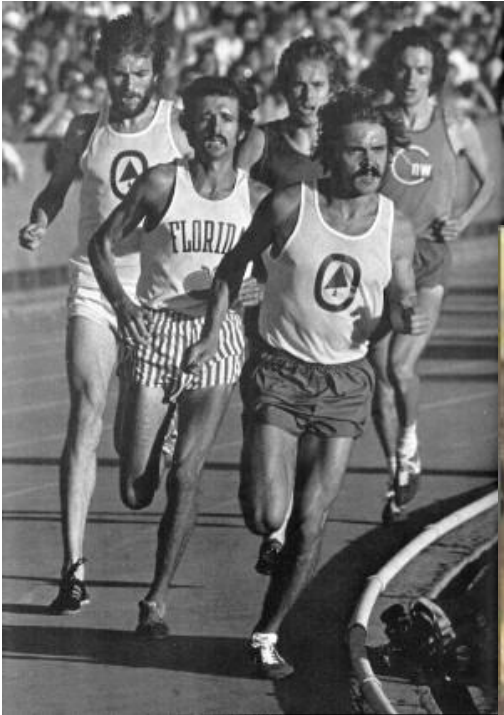


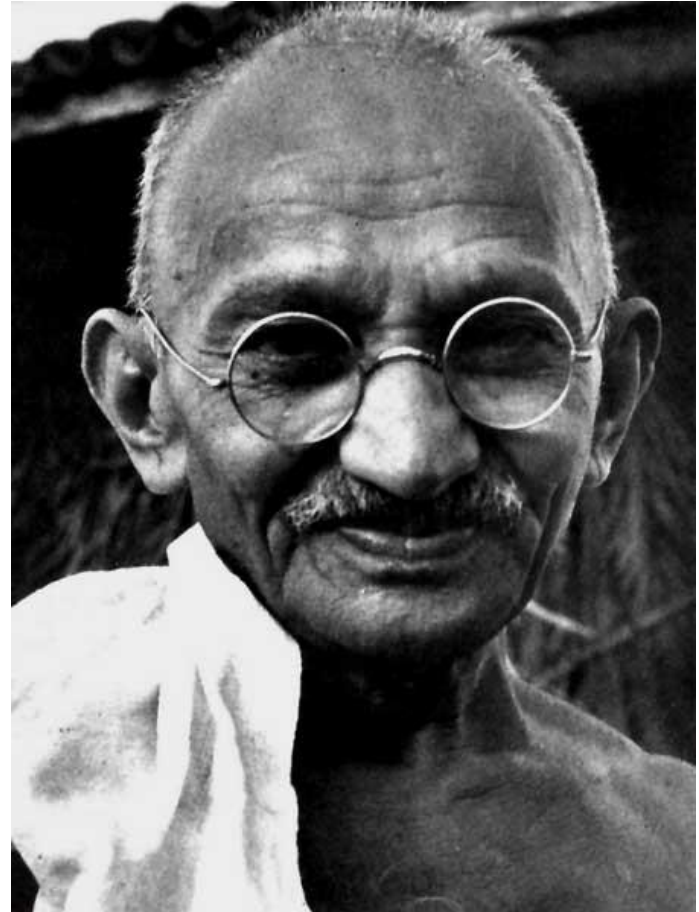
**Review of
Key
Messages**

Home Stretch!



Why health education?

- *“Be the change you wish to see in the world”*
 - Mahatma Gandhi



Paralyzed by too much info?



4 Key Messages



- Spitfire Strategies
 - Value
 - Barrier
 - Ask
 - Vision



Message Box

<p><u>Value</u></p> <p>Make them care by reflecting their values, priorities</p>	<p><u>Barrier</u></p> <p>Identify a barrier to the action and pre-empt it</p>
<p><u>Vision</u></p> <p>Reflect the want</p>	<p><u>Ask</u></p> <p>Make one ask</p>

Message Box

<u>Value</u>	<u>Barrier</u>
<u>Vision</u>	<u>Ask</u>



Message Box - Prevention

<p><u>Value</u></p> <p>Prevention is needed for high-quality, longer lives.</p>	<p><u>Barrier</u></p> <p>Excellent return on investment</p>
<p><u>Vision</u></p> <p>Elimination of Preventable Disease, Injury and premature death</p> <p>Health Equity</p>	<p><u>Ask</u></p> <p>Continue to fund the PPHF at existing and planned levels.</p>

Message Box – School Health

<u>Value</u> Healthy Children Require Physical and Health Education	<u>Barrier</u> Academic performance will be enhanced.
<u>Vision</u> Healthier children Health Equity	<u>Ask</u> Support the PHYSICAL ACT elevating Health and Phys. Ed to core curriculum

Message Box – Health Equity

<p><u>Value</u></p> <p>Community health will be improved</p>	<p><u>Barrier</u></p> <p>Allows for high-impact efforts with largest return on investment.</p>
<p><u>Vision</u></p> <p>Equal opportunity for every person to live up to their full health potential</p>	<p><u>Ask</u></p> <p>Use a lens of health equity when examining the impact of programs.</p>

Key Points - Prevention

- Prevention WORKS! Health care versus sick care
- PPHF provides equitable opportunity to improve health of ALL through community and prevention efforts.
- CTGs support community level efforts.
- HeLP Act provides framework for increased efforts in Prevention including Health In All Policies

Key Points – School Health

- BOTH physical and health education are critical to a child's ability to learn and live a healthy life.
- PHYSICAL Act; HeLP America Act
- ESEA – long overdue for reauthorization. When that time comes, it should include use of Title I and II funds for health and physical education

Key Points – Health Equity

- High Impact Prevention with dramatic cost savings.
- Policies which facilitate improvements in social, economic and other conditions (determinants of health) are vital – not just promotion of individual health/behaviors.
- Healthy People 2020 explicitly added “achieve health equity” as part of its overarching goals.

QUESTIONS