

# **2014 Health Education Advocacy Summit**

## **Review of Key Messages**

**Rob Simmons, DrPH, MPH, MCHES, CPH**  
**Thomas Jefferson University**  
**School of Population Health**

# Prevention and Public Health Fund

- Primary investment funding for prevention programs in PPACA
  - Funding at **\$1 B/yr.** for first four years, expanded to **\$2 B/yr.** beginning in 2015
  - Largest funding stream for prevention/public health in history
  - Funds a range of programs via CDC, HRSA, FDA, SAMSHA, etc.

 for prevention =  in preventable deaths

Prevention has shown a + return on investment

# Prevention and Public Health Fund

- Immunizations
- Seat belt use
- Tobacco prevention
- Breast feeding
- Preventive screenings
- Healthy environments – communities, work, school, homes
- Reduce premature illness, death
- Improve quality of life

# **CDC National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP)**

- **Monitor, prevent, and control chronic diseases**
- **Conduct chronic disease research and translate to practice**
- **Promote social, environmental, policy, that support health**
- **Achieve equity in health by eliminating disparities**
- **Work with partners from all sectors of society**
- **Develop a skilled and diverse workforce**

# **CDC National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) - Divisions**

**Community Health  
Diabetes Translation  
Nutrition, PA, Obesity  
Population Health**

**Cancer Prevention  
Smoking & Health  
Oral Health**

**Goal: Retain funding at FY 2014 Omnibus Funding  
at \$ 1,157,650,000**

# The PHYSICAL Act – S 392, HR 2160

## Promoting Health as Youth Skills in Classrooms and Life Act

- Makes Physical Education and Health Education core subjects in the Elementary and Secondary Education Act (ESEA)
- Continues Carol M. White Physical Education Program (PEP) as stand along grant program
- Creates grant program for K-12 health education
- Changes Dept. of Educ. Office of Safe and Drug-Free Schools to **Office of Safe & Healthy Students**

# **The PHYSICAL Act – S 392, HR 2160**

**Promoting Health as Youth Skills in Classrooms and  
Life Act – How it does it**

- **Creates academic content standards**
- **Provides instructional resources**
- **Teacher certification in Physical Education & Health Education**
- **Student assessments and measurements**

# Spitfire Advocacy Strategies

## Communication of:

- Value – tap existing value(s)
- Barrier(s) – overcome
- Ask – what we want/need
- Vision- echo the vision

[www.spitfirestrategies.com](http://www.spitfirestrategies.com)



# Message Box

Value

Barrier

Vision

Ask



# Message Box – Prevention Fund

## Value

Prev. is needed for healthy, quality and longer lives

## Barrier

Excellent return on investment (ROI)



## Vision

Elimination of preventable diseases, injuries, deaths

## Ask – Tell Story

Continue for fund Prev. and Public Health Fund at planned levels - **\$1B this year**

# Message Box – CDC National Center for Chronic Disease Prevention (NCCDPHP)

## Value

Reduction of premature chronic disease

## Barrier

Treatment of chronic diseases cost US over \$900 Billion each year (75% of all health costs)

## Vision

Increase in healthy and quality of life

## Ask - Tell Story

\$ 1,157,650,000 for the CDC NCCDPHP, \$ 14.9 M for school health (Pop. H)

# Message Box – PHYSICAL Act

## Value

Healthy children require physical education & health education

## Barrier

Academic performance linked to health

## Vision

Healthier children  
Health equity –  
reducing disparities

## Ask - Tell Story

Support PHYSICAL Act – Phys. Educ & Health Educ. as core curriculum

# Questions?

