

# National Public Health Week 2018

*April 2–8*

## **Healthiest Nation 2030**

*Changing Our Future Together*



**National  
Public Health  
Week** [www.nphw.org](http://www.nphw.org)

AN INITIATIVE OF THE AMERICAN PUBLIC HEALTH ASSOCIATION



# “Healthiest Nation 2030: Changing our Future Together”

Everyone deserves to live a long and healthy life in a safe environment. To ensure this outcome, we must tackle the causes of poor health and disease risk among individuals and within our communities. Where we live, learn, work, worship and play impacts each of us and can determine our health and life expectancy. In the workplace, let's partner across public and private sectors to make sure decisions are made with the public's health in mind. Within our communities, let's start new conversations with our neighbors and become advocates for positive change. Working together, we can build healthier communities and eventually, the healthiest nation. But we need your help to get there.

During each day of National Public Health Week, we are focusing on a particular public health topic. We consider these topic areas critical to our future success in creating the healthiest nation.

**MONDAY** Behavioral Health, *advocate for and promote well-being*

**TUESDAY** Communicable Diseases, *learn about ways to prevent disease transmission*

**WEDNESDAY** Environmental Health, *help to protect and maintain a healthy planet*

**THURSDAY** Injury and Violence Prevention, *learn about the effects of injury and violence on health*

**FRIDAY** Ensuring the Right to Health, *advocate for everyone's right to a healthy life*

Join us in observing NPHW 2018 and become part of a growing movement to create the healthiest nation in one generation. During the week, we will celebrate the power of prevention, advocate for healthy and fair policies, share strategies for successful partnerships, and champion the role of a strong public health system.

**Get started today with our toolkit, which includes all the tools  
and tips you'll need for a successful NPHW!**



## Letter from Our Leader

Dear Public Health Advocate,

Now more than ever, we need the support of people like you to improve the public's health. It is through grassroots education and advocacy that we reach policymakers who have the greatest opportunity to make a positive difference. We see it in cities like Philadelphia, which instituted the first tax on sweetened beverages and saw consumption drop. We see it in states like California, which instituted the first statewide indoor smoking ban. We see it in laws like the Affordable Care Act that provided an additional 20.8 million people with access to insurance coverage and continues to improve people's physical, mental and financial well-being.

However, our work is far from done. For two years in a row, life expectancy in the U.S. has dropped, which means today's generation of children may not outlive their parents. It will take every one of us to preserve the health gains of the past and create even more opportunities for health in the future — our children deserve it.

One of the most pressing public health issues we — and our children — face is climate change. APHA declared 2017 the Year of Climate Change and Health, and NPHW 2018 will surely highlight ways we can all take action to prepare for a changing climate and mitigate its impact on community health.

This year, NPHW will focus on our collective power to change our future together. By amplifying the critical role of diverse and cross-sector partnerships, we can make a difference and eventually become the healthiest nation.

Best and healthy wishes,

Georges C. Benjamin, MD  
Executive Director  
American Public Health Association



# APHA and NPHW

NPHW is a key piece of APHA's driving mission: To create the healthiest nation in one generation. Our strategic plan identifies three key areas in which we hope to have the greatest impact toward improving the nation's health.



### OUR MISSION

*For what purpose does APHA exist?*

- Improve the health of the public and achieve equity in health status

### OUR UNIQUE VALUE

*What unique role does APHA play in meeting this mission?*

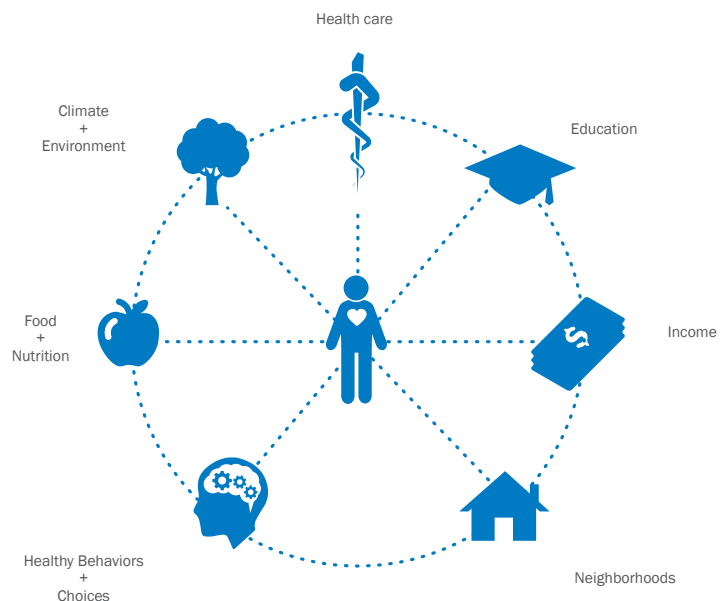
- Community of public health professionals and collective voice advocating for the public's health
- History and broad constituency give us unique perspective

### OUR GUIDING PRIORITIES

*What must be accomplished for APHA to achieve its mission?*

- Building public health infrastructure and capacity
- Creating health equity
- Ensuring the right to health and health care

NPHW is the key to building a public health movement. It brings together everyone to join the fight for healthier communities, cities and a healthier nation.





## Healthiest Nation: Get The Facts

NPHW is a perfect opportunity to engage members and the public in building a diverse, nationwide movement toward greater health. APHA's strategic plan identifies and tracks yearly statistics and outcomes for the nine indicators that will be used to track our healthiest nation progress. These indicators are:



### **Build a nation of safe, healthy communities**

Health must be a priority in designing our communities, from healthy housing to accessible parks and playgrounds. Walking and biking must coexist with cars and public transportation. We need to invest in preventing violence and crime so everyone can safely live, work, learn and play. Support local businesses that value health, such as retailers that don't sell tobacco.



### **Help all young people graduate from high school**

Education is the leading indicator of good health, giving people access to better jobs, incomes and neighborhoods. Call for policies that support early school success and lead to higher on-time high school graduation rates. Be a champion for school-based health centers in your local schools. Become a mentor — you can make a difference!



### **The relationship between increased economic mobility and better health**

The science is clear: Poverty and poor health go hand-in-hand. It's time to fix our country's growing income inequality and the unhealthy stresses it puts on adults and children. Support policies that ensure a living wage and remove barriers that make it harder to advance to higher incomes.



### **Achieving social justice and health equity**

Everyone has the right to good health. We must remove barriers so everyone has the same opportunity to improve their lives and their health. Speak out against racism and an unequal criminal justice system. Demand a fair allocation of community resources. Fight against the trend of growing voter restrictions. Everyone needs a voice in improving our communities.



## Healthiest Nation: Get The Facts



### **Give everyone a choice of safe, healthy food**

Our food system should provide affordable food with nutritious ingredients, free from harmful contaminants. For many families, eating healthy is a daily challenge. Call for policies that help eliminate food deserts and bring healthy food to all neighborhoods and schools. Support measures like menu labeling that help people make healthier choices. Start a community garden. Volunteer for a local food bank!



### **Preparing for the health effects of climate change**

Our health is connected to our environments. What happens upstream in our environments affects our health downstream. Support policies that protect the air we breathe, both indoors and outdoors, and the clean water we drink. Policies that protect our health from natural and manmade weather events and disasters are just as important. Support efforts that help communities prepare for and adapt to the health impacts of climate change.



### **Making the healthy choice the easy choice**

Avoid using tobacco, alcohol and other drugs. Eat healthy foods and exercise. We need to make these and other healthy choices for ourselves. But it doesn't stop there – we need to work together to create communities that make the healthy choice the easy choice for everyone.



### **Provide quality health care for everyone**

Health reform was just a start. To fulfill its potential, we must continue to pursue options for expanded access to quality care at the federal, state and local levels. But we also need to shift the main focus of our health system from one that treats illness to one that equally emphasizes prevention.



### **Strengthen public health infrastructure and capacity**

Strong and consistent funding levels are necessary for the public health system to respond to both everyday health threats and unexpected health emergencies. Support more funding for key public health agencies like CDC and HRSA. These agencies strengthen the public health workforce and are a major source of funding for state and local health departments and programs.



## 2018 NPHW Daily Themes: Get The Facts

It will take all of us working together to advance public health. That's why this year's theme for NPHW is:

### **"Healthiest Nation 2030: Changing Our Future Together."**

Each day of NPHW will focus on a daily theme that speaks to the unique and pressing issues facing our nation. In this section, you will find current facts and statistics that correspond to each day's theme. We hope you'll use these fact sheets to spark new conversations in your organization or community.

#### **MONDAY**



##### **Advocate for and promote well-being**

Focus on and advocate for improved access to mental and behavioral health services. Use education and training to destigmatize mental health diagnoses and encourage people experiencing mental illness to seek treatment. Insurance coverage for mental health services must be on par with physical health services.

#### **TUESDAY**



##### **Learn about ways to prevent disease transmission**

Wash your hands. Know your HIV status. Call on employers to support and provide sick leave so sick workers can care for themselves and avoid spreading disease to others. Support comprehensive sexual health education in schools, which can reduce rates of sexually transmitted disease (as well as teen pregnancy). Keep yourself and your families immunized against vaccine-preventable diseases — and get your flu shot!

#### **WEDNESDAY**



##### **Help to protect and maintain a healthy planet**

Reduce our collective carbon emissions footprint. Transition to renewable energy sources. Protect our natural resources and use evidence-based policy to protect our air, water and food. Support environmental health efforts that monitor our communities for risks and develop health-promoting interventions. Call for transportation planning that promotes walking, biking and public transit — it not only reduces climate-related emissions, but helps us all stay physically active.

#### **THURSDAY**



##### **Learn about the effects of injury and violence on health**

Support common sense gun safety laws and research into the roots and causes of gun violence. Increase funding to programs that reduce and prevent community violence. Advocate for occupational health and safety standards that keep workers safe on the job. Support policies that save those struggling with addiction from a fatal drug overdose. Many injuries are preventable with the appropriate education, policy and safety measures in place.

#### **FRIDAY**



##### **Advocate for everyone's right to a healthy life**

Everyone deserves an opportunity to live a life free from preventable disease and disability. The places where we live, learn, work, worship and play should promote our health, not threaten it. That's why creating the healthiest nation requires a dogged focus on achieving health equity for all.



Monday

## Behavioral Health

### Why should I care?

About one in every five U.S. adults — or more than 43 million people — experience mental illness in a given year. And one in five youth ages 13 to 18 experiences a severe mental disorder at some point in their lives.<sup>1</sup> Mental illness is associated with billions of dollars in care and lost productivity each year.

At the forefront of today's behavioral health concerns is an epidemic of opioid addiction that's killing thousands of Americans each year — 91 people each day<sup>2</sup> — and overwhelming local law enforcement, public health and child protective systems. The epidemic is so bad that it's the main factor driving the recent decline in average American life expectancy.<sup>3</sup>

**ADDICTION** Since 1999, overdose deaths from opioids, both prescription opioids and heroin, have increased by more than five times. In 2016 alone, opioids were involved in more than 42,000 U.S. deaths — that's more than any year on record. Every state has felt the impact of the addiction and overdose epidemic, but some states are being particularly hard hit. For example, in Ohio, increasing abuse of fentanyl, a synthetic opioid, drove a more than 32 percent increase in drug overdose deaths between 2015 and 2016.<sup>4</sup>

**MENTAL ILLNESS** Across illnesses and injuries, brain disorders represent the single largest source of disability-adjusted life years in the U.S., accounting for nearly 20 percent of disability from all causes.<sup>5</sup> Nearly 7 percent of U.S. adults, or 16 million people, have had at least one major depressive episode in the last year; about 18 percent experienced an anxiety disorder; and about half of the more than 20 million adults struggling with addiction have a co-occurring mental illness. Less than half of U.S. adults with a mental health condition received any care in the past year.<sup>6</sup>

**SUICIDE** The U.S. suicide rate increased 24 percent between 1999 and 2014, going up for both men and women and among people of nearly all ages. In 2015, suicide was one of the nation's leading causes of death, taking the lives of more than 44,000 people. As with most health issues, suicide doesn't affect all communities the same: Lesbian, gay and bisexual youth are at significantly higher risk of suicide<sup>7</sup>, as are American Indians and Alaska Natives<sup>8</sup>.

<sup>1</sup> National Alliance on Mental Illness: [www.nami.org/Learn-More/Mental-Health-By-the-Numbers](http://www.nami.org/Learn-More/Mental-Health-By-the-Numbers)

<sup>2</sup> CDC: [www.cdc.gov/drugoverdose/epidemic/index.html](http://www.cdc.gov/drugoverdose/epidemic/index.html)

<sup>3</sup> CDC: [www.cdc.gov/nchs/data/databriefs/db293.pdf](http://www.cdc.gov/nchs/data/databriefs/db293.pdf)

<sup>4</sup> Ohio Department of Health: [www.odh.ohio.gov/-/media/ODH/ASSETS/Files/health/injury-prevention/2016-Ohio-Drug-Overdose-Report-FINAL.pdf?la=en](http://www.odh.ohio.gov/-/media/ODH/ASSETS/Files/health/injury-prevention/2016-Ohio-Drug-Overdose-Report-FINAL.pdf?la=en)

<sup>5</sup> National Institute on Mental Health: [www.nimh.nih.gov/about/directors/thomas-insel/blog/2015/mental-health-awareness-month-by-the-numbers.shtml](http://www.nimh.nih.gov/about/directors/thomas-insel/blog/2015/mental-health-awareness-month-by-the-numbers.shtml)

<sup>6</sup> NAMI: [www.nami.org/Learn-More/Mental-Health-By-the-Numbers](http://www.nami.org/Learn-More/Mental-Health-By-the-Numbers)

<sup>7</sup> CDC: [www.cdc.gov/lgbthealth/youth.htm](http://www.cdc.gov/lgbthealth/youth.htm)

<sup>8</sup> CDC: [www.cdc.gov/nchs/data/hestat/suicide/racial\\_and\\_gender\\_2009\\_2013.pdf](http://www.cdc.gov/nchs/data/hestat/suicide/racial_and_gender_2009_2013.pdf)





## What can I do?

### **Support policies that acknowledge addiction as a chronic and preventable disease.**

Recent data show that only about 10 percent of the millions who need addiction treatment actually get it.<sup>9</sup> But some policies do make a positive difference, namely the Affordable Care Act and Medicaid expansion. Spending on Medicaid-covered prescriptions for both opioid addiction treatment and overdose prevention went up dramatically after ACA implementation<sup>10</sup> — meaning the law is opening access to what is often life-saving care. Advocates warn that rolling back Medicaid access would be especially devastating for states dealing with rising overdose death rates.

**If you're a health professional**, learn about CDC's [opioid prescribing guidelines](#)<sup>11</sup> for chronic pain and share them with colleagues.

**Support parity for mental health.** The ACA established parity between physical and mental care, designating mental health and substance use disorder services as essential health benefits that insurers must cover. The result:the ACA expanded parity protections for 62 million Americans<sup>12</sup>.

[#SpeakForHealth](#) in support of the ACA and its success in opening access to mental health and addiction care. Visit [Advocacy for Public Health](#) to stay informed on the latest policy issues, and write to your members of Congress.

Learn more about suicide warning signs and help others find support: <https://suicidepreventionlifeline.org>

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<sup>9</sup> SAMHSA: [www.samhsa.gov/data/sites/default/files/report\\_2716/ShortReport-2716.html](http://www.samhsa.gov/data/sites/default/files/report_2716/ShortReport-2716.html)

<sup>10</sup> Urban Institute: [www.urban.org/sites/default/files/publication/91521/2001386-rapid-growth-in-medicaid-spending-on-medications-to-treat-opioid-use-disorder-and-overdose\\_2.pdf](http://www.urban.org/sites/default/files/publication/91521/2001386-rapid-growth-in-medicaid-spending-on-medications-to-treat-opioid-use-disorder-and-overdose_2.pdf)

<sup>11</sup> CDC: [www.cdc.gov/drugoverdose/prescribing/guideline.html](http://www.cdc.gov/drugoverdose/prescribing/guideline.html)

<sup>12</sup> HHS/ASPE: <https://aspe.hhs.gov/report/affordable-care-act-expands-mental-health-and-substance-use-disorder-benefits-and-federal-parity-protections-62-million-americans>



Tuesday

## Communicable Diseases

### Why should I care?

Communicable diseases, also known as infectious diseases, are caused by microorganisms such as bacteria, viruses, parasites and fungi and can be spread from one person to another. Tuberculosis, influenza, HIV/AIDS, whooping cough, hepatitis, Zika, measles, cholera, chickenpox, gonorrhea, malaria — that's just a small handful of the many, many diseases<sup>1</sup> still a risk to people's health in the U.S. and around the globe.

To date, the world has eradicated only one infectious human disease, smallpox, and one animal disease, rinderpest. (Though after decades of work, we're closer than ever to eradicating polio, too<sup>2</sup>.) What keeps the rest of those communicable diseases at bay is **prevention**. And that requires a combination of strong public health systems, access to medical and preventive care and individual responsibility. *No one can fight off infectious disease on his or her own.*

**PUBLIC HEALTH** If there's a front line in the fight against communicable disease, it's being manned by your local, state and federal public health officials. These are the professionals who monitor our environments for dangerous viruses and bacteria, investigate and contain disease outbreaks and administer key education and immunization programs. Public health workers are also our first responders, protecting us from emerging communicable disease threats such as Zika, Ebola and pandemic flu.

**ACCESS TO CARE** Widening people's access to health insurance and medical care can prevent communicable disease in the first place, offer timely treatments to those who are sick and cut down the chance of community transmission. For example, after the Affordable Care Act required insurers to cover preventive services, young women were much more likely<sup>3</sup> to get immunized against human papillomavirus, the communicable disease linked to cervical cancer. People with health insurance are also more likely to report timely care and are less likely to go without needed care because it costs too much.<sup>4</sup> Finally, ensuring everyone has access to care protects the larger community from preventable and costly disease: For example, early access to antiretroviral therapy reduces the chance of HIV transmission.<sup>5</sup>

**INDIVIDUAL RESPONSIBILITY** Fending off communicable disease requires personal action, too. It's up to us to get immunized against the flu and encourage our loved ones to do the same. Flu vaccine effectiveness can vary year to year, but it can reduce your chance of getting sick by up to 60 percent.<sup>6</sup> And remember: immunizations aren't just about you — it's also about protecting those for whom vaccine-preventable diseases are a deadly threat, such as the very young, very old and people with compromised immune systems.

<sup>1</sup> New York State Department of Health: [www.health.ny.gov/diseases/communicable](http://www.health.ny.gov/diseases/communicable)

<sup>2</sup> Rotary International: [www.endpolio.org](http://www.endpolio.org)

<sup>3</sup> Health Affairs: [www.healthaffairs.org/doi/abs/10.1377/hlthaff.2014.1302](http://www.healthaffairs.org/doi/abs/10.1377/hlthaff.2014.1302)

<sup>4</sup> Urban Institute: [www.macpac.gov/wp-content/uploads/2015/01/Contractor-Report-No\\_2.pdf](http://www.macpac.gov/wp-content/uploads/2015/01/Contractor-Report-No_2.pdf)

<sup>5</sup> New England Journal of Medicine: [www.nejm.org/doi/full/10.1056/NEJMoa1105243#t=abstract](http://www.nejm.org/doi/full/10.1056/NEJMoa1105243#t=abstract)

<sup>6</sup> Centers for Disease Control and Prevention: [www.cdc.gov/flu/about/qa/vaccineeffect.htm](http://www.cdc.gov/flu/about/qa/vaccineeffect.htm)



## What can I do?

**Learn more about the role of public health in keeping your community safe from communicable disease.** Then let your elected officials know that [you support](#) strong public health systems — and call out lawmakers for budget and spending decisions that weaken our ability to protect communities from preventable disease and disability. In particular, [voice support](#) for the Affordable Care Act’s Prevention and Public Health Fund, a critical source of funding for state and local public health agencies. (Also, take part in [Public Health Thank You Day!](#) Send a note recognizing the efforts of your local public health workers.)

**#SpeakForHealth in support of the ACA and its success in widening access to timely and affordable medical care.** Visit [Advocacy for Public Health](#) to stay informed on the latest policy issues, and write to your members of Congress. Also, [support policies](#) that make it possible for people to seek out care when they or a loved one gets sick with a communicable disease. For example, about 37 million workers<sup>7</sup> have no access to paid sick leave, despite research showing it can produce significant health benefits without negatively impacting business<sup>8</sup>.

**Learn how to protect yourself from communicable diseases.** Visit APHA’s [Get Ready](#) campaign for resources on flu immunizations and hand-washing. [Talk to your teens](#) about preventing sexually transmitted diseases — surveys show parents actually have a big influence on teen decisions about sex. And take precautions to protect yourself from disease vectors like [mosquitoes](#) and [ticks](#). If you’re traveling out of the country, take the [necessary precautions](#) to keep yourself healthy and avoid bringing an uninvited guest back home.

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<sup>7</sup> National Partnership for Women & Families: [www.nationalpartnership.org/research-library/work-family/psd/the-healthy-families-act-a-section-by-section-summary.pdf](http://www.nationalpartnership.org/research-library/work-family/psd/the-healthy-families-act-a-section-by-section-summary.pdf)

<sup>8</sup> Health Affairs: [www.healthaffairs.org/doi/10.1377/hpb20161121.577157/full](http://www.healthaffairs.org/doi/10.1377/hpb20161121.577157/full)



Wednesday

## Environmental Health

### Why should I care?

In the U.S., air pollution contributes to thousands of premature births and costs billions of dollars.<sup>1</sup> In 2007, asthma cost the U.S. \$56 billion in medical care, lost productivity and premature death.<sup>2</sup> Costs of childhood lead poisoning are also in the billions (though each dollar invested in controlling the environmental hazard returns up to \$200 in savings).<sup>3</sup> The economic benefit of cleaning up mercury and other air toxins is in the billions — not to mention the up to 46,000 premature deaths that could be prevented.<sup>4</sup>

Then there's [climate change](#), which will continue to impact people's health and just about every factor that influences our health. Climate change is a serious risk to human health, impacting our food, water, air, disease risk and mental well-being.<sup>5</sup> It's expected to increase heat-related deaths, exacerbate chronic conditions such as respiratory illnesses and heart disease, increase dangerous asthma events, increase the severity and frequency of natural disasters, and endanger water safety and food security. Recent studies also document the mental toll of climate-related events. For example, two years after Superstorm Sandy, those who experienced the disaster were still reporting serious mental distress at levels nearly twice the national average.<sup>6</sup>

In the last decade, extreme weather and fire events have cost the country more than \$350 billion, and climate change is only predicted to make it worse.<sup>7</sup> However, the negative impacts of climate change won't be evenly distributed — it's expected to worsen existing inequalities. One study estimated that if nothing is done about climate change, the poorest third of U.S. counties could experience climate-related damages costing up to 20 percent of a county's entire income.<sup>8</sup>

### What can I do?

**#SpeakForHealth** Environmental health is closely intertwined with policy, from laws that keep our air and water clean to rules that protect us from toxic chemicals to local ordinances that ensure healthy housing. For example, by 2020, the Clean Air Act will have prevented more than 230,000 early deaths.<sup>9</sup> And thanks to policies that removed lead from products like house paint and gasoline, dangerous blood lead levels in children have plummeted (though more than 3 million young kids still live in homes with a lead risk).<sup>10</sup> *Smart policies that prioritize health can make a big difference.*

<sup>1</sup> Environmental Health Perspectives: <https://ehp.niehs.nih.gov/15-10810>

<sup>2</sup> CDC Vital Signs report: [www.cdc.gov/vitalsigns/asthma/index.html](http://www.cdc.gov/vitalsigns/asthma/index.html)

<sup>3</sup> Environmental Health Perspectives: <https://ehp.niehs.nih.gov/0800408>

<sup>4</sup> U.S. Environmental Protection Agency: [www.epa.gov/sites/production/files/2015-11/documents/20111221matsimpactsfs.pdf](http://www.epa.gov/sites/production/files/2015-11/documents/20111221matsimpactsfs.pdf)

<sup>5</sup> U.S. Global Change Research Program: <https://health2016.globalchange.gov>

<sup>6</sup> NORC at the University of Chicago: [www.norc.org/PDFs/Working%20Paper%20Series/WP-2017-007.pdf](http://www.norc.org/PDFs/Working%20Paper%20Series/WP-2017-007.pdf)

<sup>7</sup> U.S. Government Accountability Office: [www.gao.gov/assets/690/687466.pdf](http://www.gao.gov/assets/690/687466.pdf)

<sup>8</sup> Science: <http://science.sciencemag.org/content/356/6345/1362>

<sup>9</sup> U.S. Environmental Protection Agency: [www.epa.gov/clean-air-act-overview/benefits-and-costs-clean-air-act-1990-2020-second-prospective-study](http://www.epa.gov/clean-air-act-overview/benefits-and-costs-clean-air-act-1990-2020-second-prospective-study)

<sup>10</sup> President's Task Force on Environmental Health Risks and Safety Risks to Children: <https://ptfceph.niehs.nih.gov/features/assets/>



**Use your voice** to support policies and decisions that prevent harmful environmental exposures, build community resilience and protect the most vulnerable. Support funding for [strong environmental public health systems](#) — these are the systems that monitor our communities for dangerous contaminants and fend off preventable disease.

**DEMAND ACTION ON CLIMATE CHANGE** Climate change is real and one of the greatest health threats of the 21<sup>st</sup> century.<sup>11</sup> [Support efforts and policies](#) that reduce climate-related emissions, prepare for and mitigate the impacts of climate change, and ready the country for a clean energy future. For example, if the [Clean Power Plan](#) stays on the books, it could save the country \$20 billion in climate costs and deliver up to \$34 billion in health benefits. Local and individual action on climate change makes a difference, too — [learn how](#).

**STAND FOR ENVIRONMENTAL JUSTICE** Environmental health risks affect some communities much more than others. For example, research shows polluting industries are disproportionately located in poor communities and in communities of color.<sup>12</sup> Another example: While the number of Americans with asthma increased to 25 million between 2001 and 2009, black children shouldered a disproportionate burden, with rates going up 50 percent.<sup>13</sup> Learn more about environmental injustice and how to take action at the [NAACP Environmental and Climate Justice Program](#).

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files/key\_federal\_programs\_to\_reduce\_childhood\_lead\_exposures\_and\_eliminate\_associated\_health\_impactspresidents\_508.pdf

<sup>11</sup> World Health Organization: [www.who.int/globalchange/global-campaign/cop21/en/](http://www.who.int/globalchange/global-campaign/cop21/en/)

<sup>12</sup> Environmental Research Letters: <http://iopscience.iop.org/article/10.1088/1748-9326/11/1/015004>

<sup>13</sup> CDC Vital Signs report: CDC Vital Signs report: [www.cdc.gov/vitalsigns/asthma/index.html](http://www.cdc.gov/vitalsigns/asthma/index.html)



Thursday

## Injury & Violence Prevention

### Why should I care?

In 2016, preventable unintentional injuries took the lives of a record 161,000 Americans and became the nation's third leading cause of death. The U.S. unintentional injury rate spiked 10 percent between 2015 and 2016 — the biggest single-year increase since 1936.<sup>1</sup> Much of that spike was driven by an opioid overdose epidemic that's killing about 115 people every day.<sup>2</sup>

Overall, injury and violence (intentional and unintentional) take the lives of nearly 200,000 people in the U.S. every year — it's the No. 1 cause of death for Americans ages 1 to 44.<sup>3</sup> For every injury death, 13 people are hospitalized and 135 get treated in an emergency room. The cost: \$671 billion annually.

U.S. motor vehicles deaths topped 37,000 in 2016, a more than 5 percent increase over 2015.<sup>4</sup> (Especially concerning is the rate of unbelted deaths, which went up 4.6 percent.) Pedestrian deaths spiked 9 percent in 2016 — the highest number since 1990.<sup>5</sup> For older Americans, falls are the top cause of injury and injury-related death, with one older adult falling every second.<sup>6</sup> Among the country's workers, fatal occupational injuries rose to nearly 5,200 in 2016, a 7 percent increase over 2015.<sup>7</sup> Nearly 20 percent of U.S. adolescents have experienced a concussion.<sup>8</sup>

On the toll of violence, about 96 people are killed with guns on an average U.S. day, including seven children and teens.<sup>9</sup> In 2016, there were 1.1 million incidents of domestic violence,<sup>10</sup> and one in every six American women have been the victim of attempted rape or rape.<sup>11</sup> In 2015, 683,000 victims of child abuse and neglect were reported to child protective services.<sup>12</sup>

The scope of America's injury and violence problem is large, but it is certainly not beyond our power to address. We all can help reduce the overall number of unintentional injuries and prevent many injuries from happening in the first place.

<sup>1</sup> National Safety Council: [www.nsc.org/NewsDocuments/2018/2015-2016-Fatalities-Data-Summary.pdf](http://www.nsc.org/NewsDocuments/2018/2015-2016-Fatalities-Data-Summary.pdf)

<sup>2</sup> Centers for Disease Control and Prevention: [www.cdc.gov/drugoverdose/epidemic/index.html](http://www.cdc.gov/drugoverdose/epidemic/index.html)

<sup>3</sup> CDC: [www.cdc.gov/injury/wisqars/overview/key\\_data.html](http://www.cdc.gov/injury/wisqars/overview/key_data.html)

<sup>4</sup> National Highway Traffic Safety Administration: [www.nhtsa.gov/press-releases/usdot-releases-2016-fatal-traffic-crash-data](http://www.nhtsa.gov/press-releases/usdot-releases-2016-fatal-traffic-crash-data)

<sup>5</sup> NHTSA: [www.nhtsa.gov/press-releases/usdot-releases-2016-fatal-traffic-crash-data](http://www.nhtsa.gov/press-releases/usdot-releases-2016-fatal-traffic-crash-data)

<sup>6</sup> CDC: [www.cdc.gov/media/releases/2016/p0922-older-adult-falls.html](http://www.cdc.gov/media/releases/2016/p0922-older-adult-falls.html)

<sup>7</sup> Bureau of Labor Statistics: [www.bls.gov/news.release/pdf/cfoi.pdf](http://www.bls.gov/news.release/pdf/cfoi.pdf)

<sup>8</sup> Journal of the American Medical Association: <https://jamanetwork.com/journals/jama/article-abstract/2654803?redirect=true>

<sup>9</sup> Everytown for Gun Safety: <https://everytownresearch.org/gun-violence-by-the-numbers/>

<sup>10</sup> Rape, Abuse and Incest National Network: [www.rainn.org/statistics/scope-problem](http://www.rainn.org/statistics/scope-problem)

<sup>11</sup> Bureau of Justice Statistics: [www.bjs.gov/content/pub/press/cv16pr.cfm](http://www.bjs.gov/content/pub/press/cv16pr.cfm)

<sup>12</sup> CDC: [www.cdc.gov/violenceprevention/childmaltreatment/index.html](http://www.cdc.gov/violenceprevention/childmaltreatment/index.html)



## What can I do?

**#SpeakForHealth** Voice your support for policies that prevent and reduce injury and violence — smart policies can make a *big* difference. And urge your representatives to consider [health in all policies](#).

For example, seat belt laws drove seat belt use from 11 percent in 1981 to 85 percent in 2010, saving hundreds of thousands of lives.<sup>13</sup> Investing in sidewalks can dramatically reduce a pedestrian's risk of being hit by a car.<sup>14</sup> An analysis of 130 studies in 10 countries found that commonsense gun restrictions — such as background checks and safe storage rules — are associated with fewer deaths.<sup>15</sup> And since the U.S. Occupational Safety and Health Administration first opened its doors in 1971, workplace deaths have dropped 62 percent.<sup>16</sup>

Evidence-based policy is critical to curbing injury and violence, especially as the country grapples with a worsening opioid epidemic and one of the highest mass shooting rates in the world.<sup>17</sup> (For more on the opioid addiction epidemic, download our [Behavioral Health fact sheet](#).)

**TAKE PERSONAL ACTION** Preventing injury and violence takes individual and community effort as well, from always buckling your seat belt and using pedestrian crosswalks to safely storing firearms and keeping medications out of reach of children and teens. Help older people in your life [prevent a fall](#); help younger people in your life learn about the dangers of [distracted driving](#).

At a community level, learn about ways to [prevent sexual violence](#) and its consequences, such as improving safety at schools and offering victim-centered services. Learn about ways your community can work together to [prevent child abuse and neglect](#). Learn the signs of a [concussion](#) and ways that youth athletics can reduce the risk. Work with local partners to make injury prevention a fun community affair, such as hosting a child car seat check or a youth bike helmet giveaway at your workplace or house of worship.

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<sup>13</sup> CDC: [www.cdc.gov/motorvehiclesafety/seatbeltbrief/index.html](http://www.cdc.gov/motorvehiclesafety/seatbeltbrief/index.html)

<sup>14</sup> Safe Routes to School National Partnership: [www.saferoutespartnership.org/sites/default/files/pdf/SRTS-policy-report-fact-sheet.pdf](http://www.saferoutespartnership.org/sites/default/files/pdf/SRTS-policy-report-fact-sheet.pdf)

<sup>15</sup> Epidemiologic Reviews: <https://academic.oup.com/epirev/article/38/1/140/2754868>

<sup>16</sup> OSHA: [www.osha.gov/as/opa/osh35yearmilestones.html](http://www.osha.gov/as/opa/osh35yearmilestones.html)

<sup>17</sup> Violence and Victims journal: [www.ingentaconnect.com/content/springer/vav/2016/00000031/00000002/art00001](http://www.ingentaconnect.com/content/springer/vav/2016/00000031/00000002/art00001)



Friday

## Ensuring the Right to Health

### Why should I care?

All people deserve the opportunity to live long, healthy and productive lives. In fact, offering all people the tools and conditions associated with better health and less disease is an investment that comes with generations of positive returns.

Healthier people can learn better in the classroom, more easily pursue economic mobility and civic participation, and better care for themselves and their loved ones. But health is more than just a personal responsibility — it's also a foundation upon which we prosper as a nation. By now, it sounds almost cliché to say that improving the nation's health is an investment in our future. But that doesn't make it any less true.

Health is also a moral imperative. In the U.S. today, significant and life-threatening disparities in health care access, disease burden, premature death and infant mortality persist across our communities and between neighborhoods only a few miles apart. This is unacceptable in a country as wealthy and medically advanced as ours. We can do better.

**ACCESS TO CARE** Ensuring the right to health means ensuring access to affordable, quality insurance coverage. Research shows that going without health insurance increases<sup>1</sup> a person's risk of death, while expanding access to coverage can reduce mortality and increase the chance that a person reports being in good health<sup>2</sup>. In the last few years, the U.S. has come a long way in reducing its uninsured rolls: Thanks to the Affordable Care Act, 20 million more people have gained health coverage, dropping the national uninsured rate from more than 16 percent in 2013 to 10 percent in early 2016. Still, about 28 million people in the U.S. lack health insurance,<sup>3</sup> and tax legislation passed in 2017 that repealed the ACA's requirement that individuals have health insurance is expected to drive the number of uninsured Americans up by 10 percent each year for the next decade.<sup>4</sup>

**PRIORITIZING PREVENTION** Ensuring the right to health requires a commitment to public health and prevention. Much of today's most burdensome and costly diseases — namely, chronic diseases such as diabetes, obesity, heart disease, stroke and cancer — can be avoided or their health impacts lessened by widening access to preventive care, investing in evidence-based public health and supporting smart public policy.

For example, since the ACA began requiring coverage of preventive services, both mammography rates<sup>5</sup> and early-stage colorectal cancer diagnoses<sup>6</sup> have increased. On the public health side, research shows that each 10 percent boost in local public health spending can bring up to a 7 percent decrease

<sup>1</sup> American Journal of Public Health: [ajph.aphapublications.org/doi/abs/10.2105/AJPH.2008.157685](http://ajph.aphapublications.org/doi/abs/10.2105/AJPH.2008.157685)

<sup>2</sup> New England Journal of Medicine: [www.nejm.org/doi/full/10.1056/NEJMsa1202099#t=abstract](http://www.nejm.org/doi/full/10.1056/NEJMsa1202099#t=abstract)

<sup>3</sup> Census Bureau: [www.census.gov/library/publications/2017/demo/p60-260.html](http://www.census.gov/library/publications/2017/demo/p60-260.html)

<sup>4</sup> Congressional Budget Office: Repealing the Individual Health Insurance Mandate: An Updated Estimate: <https://www.cbo.gov/publication/53300>

<sup>5</sup> Cancer: <http://onlinelibrary.wiley.com/doi/10.1002/cncr.30476/abstract>

<sup>6</sup> Health Affairs: [www.healthaffairs.org/doi/abs/10.1377/hlthaff.2016.0607](http://www.healthaffairs.org/doi/abs/10.1377/hlthaff.2016.0607)





in mortality from preventable causes of death.<sup>7</sup> And studies find that health-promoting policies, such as smoking bans<sup>8</sup> and sugary drink taxes<sup>9</sup>, do result in people making choices that reduce the risk of chronic disease. But we have a long way to go: Chronic diseases remain a leading cause of death in the U.S. and account for more than 75 percent of U.S. health care spending.<sup>10</sup>

**ELEVATING THE SOCIAL DETERMINANTS OF HEALTH** Ensuring the right to health means creating the conditions that enable good health, acknowledging the inequities that perpetuate poor health, and considering health in *all* policies. For example: research shows that asthmatic children who live in green homes experience a much lower risk of asthma symptoms<sup>11</sup>; communities that improve neighborhood sidewalks help encourage physical activity<sup>12</sup>; better product labeling can help people eat healthier<sup>13</sup>; and boosts in the minimum wage can result in more babies being born at a healthy weight and fewer infant deaths.<sup>14</sup> Becoming the healthiest nation also requires a commitment to achieving health equity — for example, consider that in Washington, D.C., the average life expectancy is 78 years old. Just a few miles outside of the city in Northern Virginia, average life expectancy is eight years longer.<sup>15</sup>

## What can I do?

**#SpeakForHealth!** Become an advocate for health! Call and write to your federal, state and local representatives in support of policies that positively impact people's health. In particular, call on members of Congress to support, improve upon and strengthen the Affordable Care Act and preserve the ACA's Prevention and Public Health Fund, the nation's first mandatory funding stream dedicated to improving the nation's health.

Call out lawmakers for budget and spending decisions that weaken the public health systems charged with protecting communities from preventable disease and disability. Make it known that the right to health is what drives you to the polls.

APHA makes it easy to speak up — visit our [Advocacy for Public Health](#) page to stay informed on the latest policy issues and take immediate action in support of better health for all. Also, consider joining APHA's [Generation Public Health](#), a growing movement of people, organizations and communities collaborating across sectors to create the healthiest nation in one generation.

<sup>7</sup> Health Affairs: [www.healthaffairs.org/doi/abs/10.1377/hlthaff.2011.0196](http://www.healthaffairs.org/doi/abs/10.1377/hlthaff.2011.0196)

<sup>8</sup> CDC: [www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/secondhand\\_smoke/protection/reduce\\_smoking/index.htm](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/protection/reduce_smoking/index.htm)

<sup>9</sup> American Journal of Public Health: <http://ajph.aphapublications.org/doi/abs/10.2105/AJPH.2016.303362>

<sup>10</sup> CDC: [www.fightchronicdisease.org/sites/default/files/docs/GrowingCrisisofChronicDiseaseintheUSfactsheet\\_81009.pdf](http://www.fightchronicdisease.org/sites/default/files/docs/GrowingCrisisofChronicDiseaseintheUSfactsheet_81009.pdf)

<sup>11</sup> American Journal of Public Health: <http://ajph.aphapublications.org/doi/10.2105/AJPH.2015.302793>

<sup>12</sup> Journal of Public Health: <https://academic.oup.com/jpubhealth/article/36/3/358/1521264>

<sup>13</sup> Journal of Nutrition Education and Behavior: [www.jneb.org/article/S1499-4046\(15\)00670-3/abstract](http://www.jneb.org/article/S1499-4046(15)00670-3/abstract)

<sup>14</sup> American Journal of Public Health: <http://ajph.aphapublications.org/doi/10.2105/AJPH.2016.303268>

<sup>15</sup> VCU Center on Society and Health: <https://societyhealth.vcu.edu/work/the-projects/mapswashingtondc.html>



## APHA's 1 Billion Steps Challenge

APHA makes it easy and fun for you to promote walking in your organization, your community or even among a small group of friends. We've partnered with [Stridekick](#) to give you free access to their fitness tracking platform. Organize a walking challenge within your neighborhood, workplace or congregation, or use our sample marketing materials to invite your whole community to join! No matter how big or small, we make it easy for you to get people moving.

Our [Billion Steps Toolkit](#) is a how-to guide on:

- Participating in the challenge
- Starting and leading a challenge team
- Hosting a Billion Steps Challenge event

Visit the [Steps Challenge webpage](#) to learn more, sign up and get moving!

## Support NPHW

- Become an NPHW partner – show that you or your organization supports public health.

**What does it mean to be an NPHW partner?** *Becoming a partner shows that you or your organization supports and celebrates the work of APHA and NPHW to raise awareness about the many ways public health benefits everyone. When you sign up as an NPHW partner, you are also joining [Generation Public Health](#), a national movement of people, communities and organizations working to ensure everyone has the opportunity to be healthy. Our vision is to create the healthiest nation in one generation.*

- [Sign-up to participate](#) in the NPHW Twitter chat on April 4.
- Sign the [Generation Public Health pledge](#).
- Host an NPHW event.

Bring NPHW to life in your community by organizing special events April 2-8, 2018, that raise awareness of the value of public health and prevention and their roles in creating a healthier nation. Publicize your NPHW event on our national NPHW calendar by completing an [event form](#) and [checking out what else is going on in your community and throughout the nation](#). Be sure to check the “Events Calendar” page at [www.nphw.org](http://www.nphw.org) for more information on APHA activities you can take part in!

[View this year's NPHW events](#)



## Participate in NPHW

Planning to host an NPHW event in your community? Find all the tips and information you need right here! We have suggestions for events of all sizes. Pick the style that feels right for you.

Join the movement of creating the Healthiest Nation in One Generation by hosting an NPHW event to bring your family, friends, co-workers and community members together! Whether in local schools, workplaces, or community centers, there are many ways to get your community involved in NPHW!

### Host a workout class

#### *How?*

Partner with a local gym or community center to host a workout class to get people moving and to learn about NPHW. This can be done at non-profit facilities such as the YMCA, local for-profit gyms, or in a rented recreation center or park space.

#### *Making the most of it:*

- **Choose a fun workout class** that gets people moving! Zumba, indoor cycling and kickboxing are exciting, group-based workouts that can help bring your community together.
- **SWAG!** Distribute water bottles, sweat bands or T-shirts to participants with your company's logo. Don't forget NPHW brochures and materials!

### Invite school speakers

It's important to engage all members of the community in NPHW, especially students! Host a school assembly and invite local champions of public health to discuss local public health issues, ways to get involved and insights about new advancements.

#### *Making the most of it:*

- **Invite experts!** Whether they are local doctors, community leaders, members of Congress or storytellers of firsthand accounts of public health initiatives, it is important to exhibit all of the ways public health touches the community.
- **Engage the audience!** Distribute prizes such as water bottles, stickers or key chains to participants that answer trivia questions. This can also include poster contests and art displays for students' work incorporating NPHW and promoting community health.
- **Utilize the media!** When inviting leaders such as local, state or federal elected officials, work with press secretaries, local newspapers and social media to spread the word before and after the event.

### Gather around a communal table

Whether with family, friends or co-workers, gathering around a table for a meal is a great way to share ideas about healthy lifestyles and promote NPHW.



### **Making the most of it:**

- **Host a potluck meal** where everyone brings a dish to promote the sharing of ideas and stories of healthy lifestyles.
- **Partner with a local farmer or restaurant** to host a dinner consisting of locally sourced foods.
- **Invite health professionals** ranging from doctors, to local leaders, policymakers, and other members of the community to share best practices and exchange ideas of creating healthy habits in homes and workplaces.

## **Host an Informal Event**

### **How?**

Your NPHW 2018 event can be as simple as hosting a healthy dinner with your family and friends or a healthy happy hour with coworkers. The important thing is that you're coming together to think about ways to improve the health of your family, your workplace, your school and your community, and joining a larger movement to create the Healthiest Nation in One Generation!

- **Talk to your family over a healthy breakfast** about what each of you can do to lead healthier lives in 2018 and beyond.
- **Invite your neighbors over for a healthy dinner** and tell them about your work in the public health community.
- **Ask your colleagues to join you for a healthy happy hour** and brainstorm healthier best practices for your workplace, such as taking more walking meetings, using the stairs instead of elevators, drinking more water throughout the day, and standing up to stretch and walk around between sessions on your computer.

## **Host a Table at a Farmers Market**

### **How?**

Your local farmers market is a great setting to talk to people about public health. Your community should have information available online for how to set up a table at a local market. Be sure to look now, well ahead of time, and find out whether there are any fees or other constraints you'll need to be prepared for — for example, farmers markets typically have both “free” and “fee” areas, but it's different in every community. You should also be able to access guidelines for what equipment to bring or avoid, how and when to set up, and other details.

Having a table at your local farmers market or a location with a health related mission is an opportunity to engage people with information about NPHW and healthy lifestyles. Tabling is a great way to strike up conversations, distribute materials, and educate people about NPHW. Your NPHW 2018 event can be as simple as hosting a healthy dinner with your family and friends or a healthy happy hour with coworkers. The important thing is that you're coming together to think about ways to improve the health of your family, your workplace, your school and your community, and joining a larger movement to create the Healthiest Nation in One Generation!

- **Hand out materials** about public health services in your community.
- **Ask people to sign the [Healthiest Nation pledge](#).**



### ***Making the most of it:***

- **Create an eye-catching table:** Feature posters and banners that show off NPHW 2018 visuals and your organization's logo.
- **Draw people in with freebies.** Think about offering healthy snacks, water or health-related items such as stress balls or toothbrushes to encourage people to stop by your table and chat.

### ***Tips on how to have a successful event:***

- **Catch people's eyes** with, posters, and logos equipped with decorative balloons and banners that entice people to visit.
- **SWAG!** Distribute free snacks, pens, water bottles, and other health related memorabilia.
- **Use fun activities and trivia** to get families and children talking about NPHW. Quick activities include spin the wheel, darts, or bean-bag toss. Each landing space can represent a different topic about NPHW where participants can test their knowledge to earn prizes.

## **Host an Event with your Member of Congress**

A great way to draw attention to NPHW 2018 in your community is hosting an event with your member of Congress in their congressional district or state. Contact your member of Congress' office to coordinate an event or appearance. Be specific about where, when and how the event will be organized. Make the case for why attending a NPHW event is the perfect opportunity to engage with constituents on an issue that everyone cares about — our health.

### ***How?***

- **Ask a member of Congress to sign the [Healthiest Nation pledge](#)** — along with other public health, health care and community partners — in support of building the Healthiest Nation in One Generation.
- **Hold your event at a location that makes a “healthy” impression**, such as a new farmers market or park, or a corner store that recently began selling fresh produce.
- **Hold a local town hall meeting** to educate community members about the everyday role of public health in our lives. Invite other community leaders to discuss the state of your community's health, how public health makes it better and the health risks that come with dwindling public health resources. Contact your legislator's press secretary or scheduler and arrange for his or her participation. If the representative can't make it in person, ask if he or she can send prepared remarks via video.

### ***Making the most of it:***

- **Highlight local success stories** using specific data and outcomes. For example, share positive outcomes unfolding thanks to federal programs such as the Prevention and Public Health Fund.
- **Feature real people from your community** to put a human face on the value of public health for your member of Congress and leave a memorable impression. For example, share a story about a little girl who experiences fewer asthma complications and missed school days because a public health outreach program helped her family rid their home of asthma triggers.



- **Invite subject experts, such as public health officials, community advocates or academic researchers, to share insights** and perspectives on how public health initiatives have made all of our lives healthier, safer and better.
- **Garner media attention** by working with your member of Congress' press secretary or relevant staff to send a media advisory, draft a news release, create talking points and formulate an outreach strategy around the event using social media.

## Host an Announcement or Awards Ceremony

### *What?*

Host an awards presentation to honor those who are improving public health in your community! Our communities are full of public health heroes — from teachers and doctors to local policymakers and parents — who are making it easier for people to get healthy and stay healthy every day. A great way to draw attention to NPHW 2018 and your own agency or organization is to present an award to a public health hero in your community.

### *How?*

- **Consider one or more individuals or organizations you believe deserve recognition in your community for their service on behalf of public health** and how your organization can make note of that through an award.
- **Create a meaningful award** such as a certificate or trophy.
- **Organize an event to award recipients:** a short news conference, a dinner, a luncheon, etc.
- **Coordinate with recipients ahead of time** to ensure their enthusiastic participation and attendance.
- **Roll out the announcement of the award(s)** through your online properties and other communications.

### *Making the most of it:*

- **Invite partners** to join you in selecting and awarding recipients in order to maximize event attendance and increase interest in the awards process.
- **Prepare recipients with social media materials** so they can announce the award to their own networks.
- **Consider conducting media outreach** around the event and help willing recipients prepare for talking with local reporters.



## Host an Online Event

### **What?**

An online event is a real-time public conversation that can take place on a social media channel and is focused on a specific topic. It provides your audience an opportunity to share information, opinions, statistics and best practices while promoting your overall message.

If you have a strong following on one or more social media platforms, an online event — like a Google Hangout or a Twitter Chat — during NPHW 2018 could be a great opportunity for engaging current supporters and attracting new ones.

We also encourage you to participate in APHA's national NPHW Twitter Chat!

### **How?**

- **Participate in the NPHW Twitter Chat with @NPHW**, on Wednesday, April 4, at 2 p.m. ET. [RSVP online!](#)
- **Promote a call to action** across your social media profiles asking supporters to help you spread the word about creating the Healthiest Nation and supporting the [Healthiest Nation pledge](#).
- **Initiate a conversation on Reddit** about one element of public health and what it means in your community or nationally. Check out this year's [Facts for the Week](#) for ideas!

### **Making the most of it:**

- **Promote your event on Facebook with a low-cost Boosted Post** of \$25-\$50, being sure to target the people you're most interested in encouraging to participate, such as students, public health professionals, parents, etc.
- **Use an existing hashtag** that's already being used by other people who care about public health — such as #healthiestnation or #NPHW. This way, you'll tap into a conversation that's already going on, and people will be much more likely to see your promotion.
- **Tag staff, board members, volunteers and other people related to your organization in posts about your event** and ask them to spread the word with their own friends and fans.
- **Tag partners, decision-makers, local experts and local media in posts about your event** so they can participate, listen in or report on your event.
- **Engage in a two-way conversation during the event**, being sure to engage with what participants ask or do related to your event. For instance, like their Facebook posts, like and retweet their tweets, and respond to comments and questions.
- **Post-event, make the most of the content and energy you've gathered by:** pulling out quotes from the event and using them in future social media posts; doing a write-up of the event and sharing it online; and following up on any questions or comments you didn't have time to address during the event.



## Simple Events and Outreach

Use these tips and tricks to plan an easy NPHW event and get your organization and the general public excited to celebrate National Public Health Week.

One of the best and most important ways to engage people in conversations about NPHW is to discuss topics they already care about. Your organization's work in public health contributes to the overall NPHW mission and is important to advocating for healthier communities. To make the most of your audience:

- **Screen a movie** – Pick a movie that addresses your organization's mission/work and host a discussion that provides information about how those topics fit into NPHW, the field of public health and creating healthier communities.
- **Host a speaker series** – Select public health movers and shakers and invite them to have a Q&A about the research, work or advocacy they do and how it fits into the larger NPHW message.
- **Plan a trivia night** – Host a night of fun and games to elevate messages of public health and NPHW. Ask questions that inform and create dialogue around pathways to creating healthier communities and people.
- **Start an NPHW book club** – Read books/news articles that discuss evidence-based public health research, planning and implementation. For book ideas, visit [APHA Press](#).
- **Decorate your office space** – Create promotional items around the NPHW theme and post them around your workspace. This allows visitors and clients to know that you support NPHW and Healthiest Nation 2030.
- **Create a one-pager** – Provide your audience with interesting public health facts and information related to your organization's work. Relate how it ties into NPHW and Generation Public Health.
- **Host a healthy happy hour** – Plan an event at a local restaurant that will convene public health professionals to network and engage during NPHW. Provide healthy beverages and snacks.

*Note: The next page has a networking game that can be played at this type of event.*

### Other helpful tips –

- Utilize social media: Share pictures and tweets with the hashtags #NPHW or #HealthiestNation2030 before and after the event to promote and share its success!
- Create partnerships: Partner with a local health-oriented organization to sponsor events. Local health conscious restaurants, exercise facilities, and food companies are a great place to start and can provide snacks and samples to promote their products and healthy practices during events.
- Sign the Healthiest Nation pledge: Have local leaders, community members, and NPHW participants to sign the pledge at every event.





## Networking Game

The following game is intended to provide an opportunity for public health professionals to network during an event that your organization will be hosting.

### **Important Notes**

- Provide participants with a name tag, then ask them to pick a sticker that corresponds to the public health field/issue they work in or care about
- Ask participants to find 2-3 other people who have the same sticker that they do; depending on the size of the group, you can decide how many rounds to do
- Make sure to have a maximum of three people in each group, any larger and a person could stand off to the side and not participate
- You can adjust the public health fields/issues to your own group's needs

### **Needed Materials**

- Name tags
- Stickers in assorted shapes and colors (at least 10 different types)

### **Directions**

Participants will find 2 other people in their same field/issue group to discuss the following three questions:

1. What appeals to you about this public health field/issue?
2. What work are you currently doing or what do you want to do to address this public health issue?
3. Where do you work? How long have you been in that field or with your organization?

Each round should last around 10-15 minutes

### **Categories**

- HIV/AIDS prevention
- Nutrition/obesity
- Climate change
- Gun violence
- Chronic disease
- Health equity
- Infectious disease
- Mental health
- Drug misuse/abuse
- Sexual health education

After a couple of rounds, encourage attendees to mingle.



# Plan Your Event

## Event Planning Timeline

### ***Six to eight weeks before your event:***

- Secure your event location.
- Determine technology needs for your event (cameras, microphones, etc.) — even if you're doing an online event.
- Reach out to health experts or local policymakers to participate in the event.
- Reach out to potential sponsors for donations.

### ***Four weeks before your event:***

- Post your event to the official NPHW calendar at [www.nphw.org](http://www.nphw.org).
- Begin promoting your events. Use communication tools already at your fingertips, such as publications, email lists, bulletin boards, social media accounts and announcements. Highlight NPHW during staff meetings and presentations.
- Begin promoting your event on Facebook, Twitter and other online venues.
- Decide what media, if any, you would like to invite to your event and begin reaching out.
- Reach out to backup speakers and secure an alternate event venue.
- Follow up to confirm the attendance of your speakers, public health partners and local stakeholders.
- Send event invitations to the general public.
- Continue promoting events using social media and other tools.

### ***Two weeks before:***

- Finalize event logistics.
- Continue promoting the event using social media and other tools.

### ***One week before:***

- Send out a media advisory.
- Follow up with local media.
- Ready speakers for media inquiries.
- Purchase or collect donated food or beverages.
- Appoint a photographer for the event (could be an in-house staffer!).
- Appoint someone to live tweet during the event.
- Confirm VIP attendees.
- Provide social media posts/tweets to VIP attendees and speakers and ask them to post to their own networks to help promote the event.
- Continue promoting events using social media and other tools.

### ***Week of:***

- Distribute news release.
- Confirm all speakers and distribute run-of-show schedules.



- Test technology and equipment for event.
- Hold your event, and good luck!

***Week after:***

- Send a thank-you note to all participants.
- Follow up with any media or policymakers who attended the event.
- Follow up on any questions or suggestions people made during the event — particularly for online events if you didn't have time to take all questions.
- Use pictures, quotes and other content from the event in future social media or other communications efforts.



## Organize on campus

Thursday, April 5, is this year's NPHW Student Day! What can your local campus do to help raise awareness about the value of public health and our work to create a healthier nation?

You can plan a rally, partner with another campus organization to host a seminar on prevention and active living, organize a research symposium for students to present scholarly and creative work, or invite local public health officials to campus to promote their campaigns and services.

**THERE ARE COUNTLESS WAYS TO GET INVOLVED AND TAKE ACTION.** By participating in NPHW and celebrating Student Day, you're helping your generation serve as a model of public health! Check out our event suggestions for specific tips and ideas for activities you can organize with students on your campus. Also visit [APHA's Student Assembly page](#) to learn more about ways to get involved throughout the year.

*APHA's **Student Assembly** is the nation's largest student-led organization dedicated to furthering the development of education and opportunities for students, the next generation of professionals in public health and health-related disciplines. The Student Assembly represents and serves students of public health and other health-related disciplines by connecting individuals who are interested in working together on public health and student-related issues. The Student Assembly is available to all current APHA student members.*



## Help promote National Public Health Week

NPHW is a great opportunity to raise awareness about your organization and public health with local media and with your audiences on social media.

### ***Tips for Promoting Your Event to Media***

The same best practices apply whether you're pitching print, TV, radio or online media:

- **Send a pitch email with a news release or media advisory at least a week before your event.** Many journalists are on tight deadlines and may have to file a story about your event the same day it takes place — giving plenty of advance notice gives reporters time to gather information and arrange interviews before the event and helps them meet their quick deadlines.
- **After you send your pitch, follow up with a phone call.** For print journalists, call during the middle of the day, between 10 a.m. and 3 p.m., to avoid calling when they're on deadline. For radio, call between 7:30 a.m. and 8:30 a.m. or after 10 a.m. to reach reporters before and after their morning drive-time shows. Offer to answer questions, provide more information and connect reporters with potential interview sources.
- **If you get an editor or reporter on the phone, explain your event's purpose, what makes it newsworthy and why it's relevant to their audience.** Why should their publication or program care about NPHW? What sets your event or program apart from the rest of what is going on in your community? How does your event offer solutions to pressing health problems in your community? How is your event relevant to the day's top political news?
- **Follow up to remind media about your event a few days before.**
- **For TV and radio, be sure to follow up again the morning of your event, before 8:30 a.m.!**

If a story about your NPHW event is published or broadcast, please let us know. Send an email or link to [mediarelations@apha.org](mailto:mediarelations@apha.org). If possible, send news clippings to us at Communications, American Public Health Association, 800 I Street NW, Washington, DC 20001.



### **Tips for Promoting Your Event on Social Media**

Whether you're planning to participate in or host an event, online or offline, you can enhance engagement with NPHW by using social media platforms such as Facebook, Instagram and Twitter. To help bring attention to your NPHW activities and the importance of public health, you can:

- Follow @NPHW across all your organizational and staff accounts.
- Actively favorite and retweet tweets posted by @NPHW.
- Use the official NPHW 2018 hashtag, #NPHW or #ChangeOurFutureTogether, in your tweets so that when someone searches for NPHW, your tweets and posts are there!
- Like and engage with people who post about your NPHW event or your organization.
- Spend time in the lead-up to NPHW 2018 — as well as each day of NPHW — engaging with other people and groups using #NPHW.
- Tweet multiple times leading up to NPHW 2018 to build anticipation and tweet two to four times daily during NPHW (or more!).
- Post to Facebook one to three times per day during NPHW — Facebook's algorithm favors pages and profiles that are more active.
- Be sure to keep an eye on social media! Engage in a two-way conversation on ALL platforms by liking, commenting, sharing, retweeting and addressing comments or questions that people make on Twitter and Facebook.
- Use the Facebook Event Page to organize your event, invite people and post reminders and updates.
- Boost posts promoting your event for \$25-\$50 on Facebook, which can help target audiences you want to participate.
- Share photos with your supporters and other public health groups on Facebook, Flickr or Instagram.
- Share your Flickr album with news reporters so they can browse through available NPHW photos they may want to publish alongside their coverage.
- Use Instagram to capture compelling moments during NPHW and be sure to engage with other people using the #NPHW tag on Instagram by liking and commenting on their posts.

Promote NPHW 2018 [Facts for the Week](#) across social media platforms, using these sample posts/tweets:

- This NPHW 2018, we're focusing on public health topics that need our attention. Join us today! [www.nphw.org](http://www.nphw.org)
- Monday's #NPHW theme is Behavioral Health: All people deserve affordable access to behavioral health care.
- Tuesday's #NPHW theme is Communicable Disease: Investing in disease prevention saves lives and money.
- Wednesday's #NPHW theme is Environmental Health: There is no Planet B. We must preserve and protect our planet's natural resources.
- Thursday's #NPHW theme is Injury/Violence Prevention: Communities of color disproportionately bear the burden of injury and violence.
- Friday's #NPHW theme is Ensuring the Right to Health: Everyone has the right to live a healthy life free of preventable disease.



- We can become the Healthiest Nation by 2030, but we can't do it alone! Find out how YOU can help during #NPHW 2018.
- Pledge today to help make America the Healthiest Nation in One Generation #NPHW 2018. [www.apha.org/2030](http://www.apha.org/2030)
- All policy impacts health. Make sure your local leaders consider health in all decisions. Learn more during #NPHW 2018.
- A key lever to achieve Healthiest Nation 2030? Education. This #NPHW, call for policies that help kids learn, thrive and graduate on time.
- Poverty is hazardous to health. This #NPHW support policies that ensure living wages and support families facing financial hardship.
- Becoming the healthiest nation means recognizing impacts of racism. Speak up for social justice and health equity this #NPHW and every week!
- It's hard to eat healthy if you can't find affordable produce. Learn how to help change that in your community at [www.nphw.org](http://www.nphw.org).
- Now is the time to prepare for the health impacts of climate change. Ensure a healthy environment for everyone this #NPHW #ClimateChangesHealth.
- This #NPHW tell policymakers you want a health system that values prevention on par with treatment. Prevention works!
- Public health makes our lives healthier, safer and better every single day. This #NPHW, demand adequate funding for public health.



## Creating a Communication Plan

One of the easiest ways to organize and promote your social media messaging during NPHW is by using a communications plan. By organizing the messages and methods of promotion, you can create a plan and execute it using automation tools.

### Identify your channels

Decide which social media platforms you would like to use to communicate with your audience. It is helpful if you already use these platforms throughout the year. Each platform will require a different format of messaging, so choose wisely. Cultivating timely, exciting content can be time consuming.

### Choose your messages

Select the overarching theme that you want to focus on during NPHW. Ideally, the topic you select is relevant to your existing audience and is pertinent to your organization's mission and vision before, during and after NPHW.

### Organize your content

Choose a method for keeping all of the content for your social media channels in a single place. An Excel spreadsheet can provide the flexibility to keep dates, status and the messages that are going out on multiple social media accounts in a single place. Organize your messaging by date. It can be helpful to color code the messages by the social media platform. An example:

Date	Method	Content	Target audience	Author	Status
10-Feb	Affiliate E-news	News	Affiliates		
		Tweets:			
13-Feb	SM - Twitter		Twitter followers		
		Posts:			
13-Feb	SM - Facebook		Facebook friends		
18-Feb	1 Billion Steps email		participants and non-participants		

Each social media channel or other method of communication is color-coded, with the person responsible for drafting and sending that content reflected on the spreadsheet. The spreadsheet is then organized in date order. It allows you to see the previous content and manage time in between posts.

### Schedule It and Forget It

Once you have developed the content schedule, use a tool like Hootsuite once a week to schedule your content to send automatically. Hootsuite allows you to manage the content and engagement for multiple social media accounts. It also allows you to track your interactions and level of engagement with your audience.





# Cultivating Content

## Twitter

Twitter limits any individual message to 280 characters. You'll have to keep it brief and catchy. Twitter moves at a faster pace than other social media platforms, so keeping your audience engaged will require a higher volume of messaging. Ideally, you'll want to tweet one to two times per day. Twitter allows for polls and can increase engagement around a specific topic. FYI: Open-ended questions also allow your audience to engage with your account.

When creating your messaging:

- Amplify the overall message of NPHW, — that we're all part of a larger movement to improve the nation's health.
- Stick to what you know. Focus on topics in your organization's area of expertise.
- Provide short, relatable content. Use links to provide additional information.
- Share the content of other organizations that are also doing similar work.
- Attach photos! Tweets that contain graphics have higher engagement rates.
- Check your analytics. Twitter provides every account with statistics to track your traffic.
- Need inspiration? Check out APHA's Twitter — [www.twitter.com/publichealth](http://www.twitter.com/publichealth). APHA's Twitter has nearly 500,000 followers and has been tapped as [one of the best health and science feeds in the country](#).

## Facebook

Facebook lends itself to longer messages that provide personal stories or special interest pieces. The average Facebook user will watch a video on a topic, take action on a pledge or repost a story that their network would find interesting.

When creating messaging:

- Draft each post with a specific purpose/information for your audience.
- Share interesting news related to your organization's work.
- Post at least once per day.
- Feature interesting content that your organization is tagged in by your audience, like photos of events.
- Don't be afraid to make an 'ask' to your audience. Donations, volunteering or signing a pledge can get a lot of reach through sharing to the extended network.

## Other content

If your organization has a lot of events and receives photos from volunteers and staff, consider sharing these via Instagram. If your organization has a lot of resources and ideas, consider sharing via Pinterest. The best way to share content is to choose platforms that fit the type of content that your organization naturally creates. For more social media inspiration, visit [www.apha.org/news-and-media/social-media](http://www.apha.org/news-and-media/social-media).



## About NPHW

During the first full week of April each year, APHA brings together communities across the United States to observe National Public Health Week as a time to recognize the contributions of public health and highlight issues that are important to improving our nation. For over 20 years, APHA has served as the organizer of NPHW. Every year, the Association develops a national campaign to educate the public, policymakers and practitioners about issues related to each year's theme. APHA creates new NPHW materials each year that can be used during and after NPHW to raise awareness about public health and prevention.

Since the Affordable Care Act became law, the U.S. uninsured rate has dropped to record lows. However, the Affordable Care Act is under targeted attempts to dismantle the law, including the most recent repeal of the individual mandate. Our social safety net programs are being threatened with cuts and for the second year in a row, life expectancy in the United States has dropped.

To ensure everyone has a chance at a long and healthy life, we must also tackle the underlying causes of poor health and disease risk. Those causes are rooted in how and where we live, learn, work and play. It's the child who goes to school hungry and can't take full advantage of the education that leads to a healthier, more productive adulthood. It's the low-wage worker who must choose between losing much-needed income and staying home with a sick child. It's the family that struggles to find nutritious, affordable food anywhere in their community. It's the student who can't walk to school because there are no sidewalks. These are the types of conditions that shape the health and well-being of our people and communities.

Thankfully, we can do something. If we partner across public and private sectors to ensure decisions are made with people's health in mind, we can build healthier communities and eventually, the healthiest nation. We can change our future together, but we need your help to get there.

Join us in observing National Public Health Week 2018 and become part of a growing movement to create the healthiest nation in one generation. We'll celebrate the power of prevention, advocate for healthy and fair policies, share strategies for successful partnerships, and champion the role of a strong public health system.

Future National Public Health Week dates:

- April 1-7, 2019
- April 6-12, 2020
- April 5-11, 2021
- April 4-10, 2022
- April 3-9, 2023

The American Public Health Association champions the health of all people and all communities. We strengthen the public health profession. We speak out for public health issues and policies backed by science. We are the only organization that influences federal policy, has a nearly 150-year perspective and brings together members from all fields of public health. APHA publishes the *American Journal of Public Health* and *The Nation's Health* newspaper. At our Annual Meeting and Expo, thousands of people share the latest public health research. We lead public awareness campaigns such as Get Ready and National Public Health Week. Together, we are creating the healthiest nation in one generation. Learn more at [www.apha.org](http://www.apha.org).

