Communicating the Impact of Prevention

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Obamacare repeal threatens public health funding to states

Repeal and replace vs. the public’s health

Trump’s CDC May Face Serious Hurdles

The nation’s public health agency is battling on several fronts, including an Obamacare repeal

Trump could gut public health funding at the exact time we need it most

if the Affordable Care Act is repealed, the Centers for Disease Control and Prevention could lose 12 percent of its budget.
"While millions may lose insurance coverage in the ACA repeal, **all Americans will lose with the repeal of the Prevention and Public Health Fund**, which is used by every state and territorial health agency to address state and community health needs and priorities."

January 17, 2017 op-ed for The Hill by Michael Fraser, executive director of the Association of State and Territorial Health Officials
Getting Back to Basics

✓ Share prevention successes
  • Emphasize and reflect local impact and outcomes—including the co-benefits to business, healthcare, schools, local government etc.
  • Highlight the range of prevention stakeholders and coalition members

✓ Reclaim the narrative
  • Position prevention as a core solution to health and wellness
  • Describe what is at stake without federal prevention funding

✓ Connect prevention to shared values
  • Prevention saves lives and money
  • Investing in prevention unlocks opportunity

"Any doctor will tell you it's much better to stay healthy and prevent disease than it is to get sick... it's less painful for people, it's less costly, to prevent illness than it is to treat it..."

Senator Brian Schatz (D, HI)
“Progress is never permanent, will always be threatened, must be redoubled, restated, and reimagined if it is to survive.”

Zadie Smith