Key Takeaways

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Key Takeaways

• Uphill battle for public health in 2017; additional threats in 2018
• Continued investment is critical
• How we talk about public health matters: use stories, make it real, provide ROI
• Get involved and stay engaged
• Weigh in with local, state, and federal officials
ACA Lessons

• People understood what was at stake
• Clear messaging
• Multi-sector collaboration
• Grassroots efforts
Meaningful Messaging

• Translate work into tangible impacts
• Proactively clarify the profound impact of work
• Use personal stories, impact on people where possible
Expand the Circle

• Broaden the scope of collaborators
• Expand influencers to increase audience
• Seize opportunities beyond the confines of traditional public health sectors
Key Resources

Go to today’s Dialogue4Health webpage and find **Resources** at the bottom. The resource page includes links to advocacy alerts, toolkits, and details on how else you can get involved from our partner organizations.
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