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# Key Takeaways

Nora Connors, JD/MPH

Deputy Director of Public Policy & Partnerships

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- 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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