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# TOOLKIT

## National Public Health Week Toolkit 2017

Everything you need for a successful week!

Americans are living 20 years longer than their grandparents' generation, largely thanks to the work of public health. Yet people in other high-income countries live longer and suffer fewer health issues than we do. This is the defining challenge of our generation — a challenge that we, the public health community, are uniquely positioned to help overcome.

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. That's why, during National Public Health Week 2017, [Generation Public Health](#) is rallying around a **goal of making the U.S. the Healthiest Nation in One Generation — by 2030.**

In April, we will create a new groundswell of support for the changes that must be made within our health system to realize this goal.

**Get started here by accessing all the tools and tips you'll need for a successful National Public Health Week 2017!**

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# FACTS FOR THE WEEK

Changing our health means ensuring conditions that give everyone the opportunity to be healthy. Join us in celebrating NPHW 2017 and become a part of the movement for change:



### [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.



### **[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 also 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.

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## 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 an intimate group of friends. We've partnered with Stridekick to give you free access to their fitness tracking platform. Run a walking challenge within your neighborhood, workplace, or congregation, or use our sample marketing materials and invite your whole community to join! No matter how big or small, we make it easy for you to get people moving.

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

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## PLAN AND PUBLICIZE YOUR NPHW EVENT

Bring NPHW to life in your community by organizing special events April 3-9, 2017 that raise awareness of the value of public health and prevention and their roles in creating a healthier nation. Publicize your NPHW events by completing a calendar [event form and check out what else is going on in your community and throughout the nation](#). Be sure to check back soon for more information on APHA activities you can take part in!

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

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## HOST AN EVENT

Planning to host a 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.

Be sure to check out the examples below to help pick the right NPHW approach for your community.

### ***Host an Informal Event***

*How?*

Your NPHW 2017 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 2017 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 city should have information available online for how to set up a table at one of your local markets. 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.

- **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 2017 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.

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

A great way to draw attention to NPHW 2017 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 2017 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 2017 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, at @NPHW**, on Wednesday, April 5, 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.

## ***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!

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## ORGANIZE ON MY CAMPUS

Friday, April 7, 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, [www.apha.org/apha-communities/student-assembly](http://www.apha.org/apha-communities/student-assembly), 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.*

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## 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 and provide reporters with more information!
- **If you get an editor or reporter on the phone, explain your event's purpose, what makes your point of view newsworthy and why what you're calling them about is 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 2017 hashtag, #NPHW, in your tweets so that when someone searches for more about 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 2017 — as well as each day of NPHW — engaging with other people and groups using #NPHW.
- Tweet multiple times leading up to NPHW 2017 to build anticipation, and tweet 2-4 times daily during NPHW (or more!).
- Post to Facebook 1-3 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 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 2017 [Facts for the Week](#) across social media platforms, using these sample posts/tweets:
  - We can become the Healthiest Nation by 2030, but we can't do it alone! Find out how YOU can help during #NPHW 2017
  - Pledge today to help make America the Healthiest Nation in One Generation #NPHW 2017 @NPHW [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 2017.
  - 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 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 all 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!