

These talking points and suggestions can help guide your interactions with the public, policymakers and the media, while promoting the overriding NPHW message that building the healthiest nation requires attention to three Ps: prevention, policy and public health. To pair up these talking points with supporting facts and data, download this year's [NPHW Fact Sheets](#).

**TALKING POINT: Universal access to affordable, quality health insurance is essential to a healthy nation.**

**Notes:** Under the Affordable Care Act, 20 million people have gained insurance coverage. That's historic. Along with insurance access, the ACA also barred discrimination based on pre-existing conditions, allowed young people to stay on their guardians' insurance until age 26, and required coverage of certain essential health benefits, such as maternity care, preventive screenings, immunizations and mental health services. **The big takeaway: *The ACA saves people lives and protects working families from financial ruin.***

**PRO TIP:** Good health is important to everyone, regardless of political affiliation. Stick with using "ACA" or "Affordable Care Act" and avoid using "Obamacare."

## CALLS TO ACTION

**Policy:** Call or send a letter to your members of Congress in support of the ACA.

**Community:** Collect and share positive stories about people in your community who benefited from the ACA. Or share your own story. Help put a human face on the consequences of losing health coverage.

**Individual:** Seek out research on ACA outcomes, successes and areas in which it needs improvement. Educate yourself — and perhaps others — on the real facts of the ACA.

**TALKING POINT: Preventing disease and injury is just as important as treating disease and injury.**

**Notes:** The Prevention and Public Health Fund, a part of the ACA, was the nation's first and only mandatory funding stream dedicated to improving the public's health. The funding has been used at the federal, state and local levels to prevent obesity and curb tobacco use (two of the country's leading causes of preventable death) and increase access to preventive services. The fund, which may disappear with an ACA repeal, is meant to improve health and reduce future health care spending, both in the private and public sectors. **The big takeaway: *Prevention saves lives, saves money and boosts productivity.***

**PRO TIP:** Make prevention “real” for your audience. For example, talk about the number of lives saved thanks to vaccines or seat belts or cancer screenings. Talk about the cost of vaccinating against a disease versus the cost of treating that disease. Make the human *and* financial case for prevention.

## CALLS TO ACTION

**Policy:** Call or send a letter to your members of Congress in support the Prevention and Public Health Fund and its role in improving health and reducing health care spending.

**Community:** Help your community learn about local prevention-oriented programs, such as those that help kids safely walk or bike to school or offer free car seat inspections to new parents. Talk about the benefits to people’s lives as well as the financial return on investment.

**Individual:** Adopt healthy habits in your own life and be a role model for those you love.

**TALKING POINT: A strong public health system is essential to improving and protecting people’s health.**

**Notes:** The role of public health may be most visible in the face of threats such as Zika or Ebola, but in reality, public health works to protect our health every, single day. Whether it’s investigating foodborne illness outbreaks, monitoring the quality of air and water, or ensuring all children have access to life-saving vaccines, public health protects the fundamental building blocks of healthy people and communities. That’s why public health can’t just suspend its everyday functions when an emergency such as Zika strikes. Public health must be funded at levels that both maintain its core functions and support its ability to rapidly respond to serious disease threats and disasters. **The big takeaway: *Public health is foundational to our health, our prosperity and our security.***

**PRO TIP:** When talking about the role of public health in everyday life, choose an example that saves lives, is unique to public health and can’t be easily replicated. For instance, the newborn screening program tests nearly every baby born in the U.S. — regardless of insurance or income — for a variety of disorders that if not caught early can result in death or serious disability. This is a program everyone can get behind.

## CALLS TO ACTION

**Policy:** Call or send a letter to your members of Congress in support of robust funding for the Centers for Disease Control and Prevention, the Health Resources and Services Administration and other federal programs and agencies that impact public health.

**Community:** Find innovative ways to engage your community in this year's National Public Health Week celebrations! The more people know about the role public health in their everyday lives, they more likely they'll voice support for public health funding and activities.

**Individual:** Show your appreciation for public health! For example, take part in the annual [Public Health Thank You Day](#) or just send a thank-you email to your local public officer.

**TALKING POINT: Creating the healthiest nation means considering health in all policies.**

**Notes:** Fair and equitable policies are key to creating the conditions that give everyone a chance at good health and longevity. A health-in-all-policies philosophy often results in many positive co-benefits. For example, community designs that incorporate safe walking and biking connections between desired destinations, such as grocery stores and schools, encourage physical activity, reduce harmful vehicle emissions, promote social connections and help reduce pedestrian/bicyclist fatalities. Similarly, policies that support school-based health centers promote kids' health, which enables them to take full advantage of school and succeed academically. And research shows that educational attainment is related to life expectancy and health status. **The big takeaway: *Policy, in both the public and private sectors, is a powerful tool for health now and in the future.***

**PRO TIP:** When talking about the power of public health policy, pick a policy that has widespread support. And if you have any outcome data, that's even better. For instance, does your city or state have an indoor smoking ban? And are there any data on the ban's related health effects?

**CALLS TO ACTION**

**Policy:** Call or send a letter to your local policymakers asking them to adopt a health-in-all-policies framework. Here's a helpful [guide](#).

**Community:** Use your social media platforms to highlight the positive and negative health impacts of policies that affect your community and its families.

**Individual:** Let your dollars do the talking. Frequent businesses that make health and equity a priority, such as retailers that refuse to sell or market tobacco and businesses that offer paid sick leave.