

National Public Health Week: April 3 – 9, 2017

Grab and Go Packet

Partner Organization: _____

Host Organization: [American Public Health Association](#)

[National Public Health Week](#) is a time to promote the benefits of healthy, vibrant communities. NPHW shines a spotlight on public health – highlighting how far we have come as well as acknowledging how much more we need to do to make healthy living easier where people live, learn, work and play.

As you know, public health impacts every aspect of our lives and is much more than any one decision. Our environments – the policies and systems in place – shape our communities and determine our access to health care, to nutritious foods and beverages, and to parks and places to be active.

What is NPHW?

In 1995, President Bill Clinton issued a [proclamation](#) declaring the first full week of April as National Public Health Week. Since then, the American Public Health Association has coordinated NPHW, highlighting the importance of public health and our shared responsibility to increase positive health outcomes and to decrease health disparities.

The 2017 theme for NPHW is [Healthiest Nation 2030](#): Creating the Healthiest Nation in One Generation.

How does NPHW support our project?

As a member of the public health community, you are also part of the national movement to prevent chronic diseases – and we want to elevate your voices and share your experiences. The work of your organization is essential to improving health outcomes for residents in your city, your county, or your region. And, by connecting your organization’s mission and projects to the national conversation, we hope your work will inspire others to take action, too.

NPHW strives to educate and bring attention to the ways in which APHA is working to prevent chronic disease and to reduce health disparities in nine focus areas:

1. **[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.
2. **[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!
3. **[Increase economic mobility](#)**
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.
4. **[Achieve 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.
5. **[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!
6. **[Prepare 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.
7. **[Make 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.

8. **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.

9. **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.

Every organization cannot tackle every focus area, of course. But every organization will be able to leverage NPHW.

How should I use the information in this packet?

The information in this packet is intended to help you work with your members and community leaders to engage the overall community in discussion and action on improving health. The packet includes information that can help individuals and community partners be aware of the role they play in improving community health. There are also helpful tips and strategies that they can implement to improve their individual health. Many of these strategies and initiatives focus on research and facts about how our environment and behavioral choices affect our health.

Mostly, the information in this packet is intended to help spark a conversation about the impacts on health that are all around us.

How do we take action?

Here are a few ways to take action and to make the connection between your organization and NPHW:

- **Use this packet** to raise awareness about the work your organization is doing in your community. You are part of a national movement to prevent chronic diseases — share the news with residents, media, businesses and leaders!
- **Add information** about active living, healthy eating, tobacco-free environments and/or clinical-community linkages to your newsletter, website, blog or social media profile.
- **[Become a NPHW partner](#)** and become part of Generation Public Health, APHA's movement to create the healthiest nation in one generation. In recognition, APHA will list your organization as a supporting partner on both the NPHW and [Generation Public Health](#) websites.
- **Celebrate NPHW with a special event** — or join an event that is already happening in your community:

Check out the NPHW events calendar and interactive map for more information: <http://www.nphw.org/events>.

Use the NPHW toolkit to plan your own celebration: <http://www.nphw.org/tools-and-tips/toolkit>

Submit your event to the NPHW calendar: <http://www.nphw.org/events/submit-an-event>

- **Join the national events and forums happening during NPHW!**

[NPHW Forum](#): Working Across Sectors to Create the Healthiest Nation — Please join us for the NPHW Forum to kick off the week's activities on April 3 at 1 p.m. EDT. This event will be webcast for participation globally. Check out the NPHW event page for registration details and the list of panelists.

NPHW Webinar: Advancing Physical Activity through Innovative Approaches — Join this webinar to learn about innovative, collaborative approaches to promoting physical activity and preventing chronic diseases. Gain understanding through concrete examples of working with partners to provide physical activity options that advance health equity and promote connecting people to the outdoors. Attend this

webinar to learn more about DC Park Rx, Walk with a Doc at the HEALing Community Center in Atlanta, and after-school park programs at Miami-Dade Parks, Florida.

[NPHW Twitter Chat](#) — This year, APHA will host its sixth annual NPHW Twitter Chat on April 5 at 2 p.m. EDT. Follow [@NPHW](#) to learn more about the NPHW 2017 Twitter Chat! Use the official hashtag, #NPHWchat, in your tweets so users can easily search for what you and others are saying during the event. Check out the NPHW event page for the RSVP and for more details regarding the #NPHWchat!

More activities are coming soon! Check out www.nphw.org for more events.

How do we talk about NPHW?

When communicating with community members, leaders and partners, it's important to be ready to talk about the issues. Here are two basic themes: investing in the healthiest nation and public health in all policies. Tailor your specific messages to connect to your organization's health-related work and to educate your audience about the public health facts below. NPHW is focused on APHA's central theme "Create the Healthiest Nation in One Generation." The [1 Billion Steps Challenge](#) is a great way to get your audience involved in and thinking about physical activity.

Investing in public health

By spending more money on prevention of chronic diseases, we can improve the health of every American.

Check out this infographic from APHA for details and statistics: <https://www.apha.org/what-is-public-health/generation-public-health/take-action/invest-in-health>

Public health in all policies

Many factors impact the health of an individual. By addressing these broader issues, we improve health overall.

Check out another infographic from APHA about the effects of education, poverty and other factors that create health inequities in the United States: <https://www.apha.org/what-is-public-health/generation-public-health/take-action/can-we-become-the-healthiest-nation>

Check out this short video from APHA for compelling statistics related to all focus areas: <https://www.youtube.com/watch?v=B5M9JefYxJI>

And share the *Health in All Policies: A Guide for State and Local Government* publication: <https://www.apha.org/topics-and-issues/health-in-all-policies>

Key facts¹

- During the first half of 2015, about 2,368 pedestrians were killed in traffic collisions — a 10 percent increase over the same time period in 2014. Adults and children living in low-income communities and communities of color, where sidewalks and streets are more

¹ All sources for statistics are available at www.nphw.org.

likely to be poorly maintained, face a much higher likelihood of pedestrian and bicyclist deaths. *Learn more:* <http://www.nphw.org/fact-sheets/healthy-communities>

- More than 23 million people in the U.S. live in a “food desert” where they don’t have access to healthy and affordable food. *Learn more:* <http://www.nphw.org/fact-sheets/healthy-food>
- Today, nearly one in three U.S. kids are either overweight or obese and at risk of developing a chronic illness such as heart disease or diabetes. Obesity presents a health equity challenge as well, as it negatively affects some populations more than others.
- More than 30 percent of direct medical costs faced by blacks, Hispanics and Asian-Americans can be tied to health inequities. Because of inequitable access to care and other health-promoting resources, these populations are often sicker when they do find a source of care and incur higher medical costs. That 30 percent translates to more than \$230 billion over a four-year period.
- Preventable conditions like obesity or tobacco use account for 75 percent of our health care costs. Yet less than 3 percent of our health care spending is focused on prevention. Prevention investments are more than a smart use of public dollars — they also save lives. In fact, every 10 percent increase in funding for community-based health programs is estimated to reduce deaths due to preventable causes by up to 7 percent.
- Health inequities related to income and access to insurance exist across demographic lines, but population-based disparities are impossible to deny. For example, black women are more than twice as likely to die during pregnancy compared to white women, and Hispanics are 65 percent more likely to have diabetes than whites.

Please visit www.nphw.org for additional fact sheets and more information.

And don’t forget to use your local data! As part of your organizational work, your health needs assessment data has informed your choice of interventions and strategies — remember to share those facts with your community. National data may offer a helpful overview or provide a benchmark for your own progress, but numbers from your own community about your own residents are very powerful.

How do we keep the conversation going?

Keeping your community members, coalition partners and local leaders informed throughout NPHW is important to maintaining momentum around the national health observance — and your project. Please feel free to use or modify any of the social media or newsletter content below.

Remember to consider your audience. Community members may not be familiar with public health jargon, and community leaders or partners may want to understand how their organizations will benefit from engaging in your work. The tweets and Facebook posts below are divided by audience, but you know your communities best. Consider what would be meaningful in your project areas.

Twitter

In addition to the sample tweets below, create your own tweets to show how your organization promotes the health topics related to NPHW. Tailor tweets to the specific audience you are trying to reach. Consider including local resources and tweeting about events in your area, too.

Pro tip: Don't forget to follow others, re-tweet and like other tweets! Twitter isn't just about getting your message out there. It's also about engaging with others.

Sample Tweets for Reaching Community Members

- Did you know your zip code impacts your health? Learn more from @CHRankings #HealthRankings #NPHW #HealthiestNation2030
- Eat for a Healthy Heart <http://bit.ly/1mRAnfC> #HealthiestNation2030 #NPHW #EatforaHealthyHeart
- Bike, jump, skip or run to your local park to celebrate #NPHW
- Get your heart the exercise it needs. Join the 1 Billion Steps Challenge with @NPHW to get moving! #1BillionSteps #NPHW
- This #NPHW, have a smoke-free spring and protect your neighbors from secondhand smoke #SmokeFree #HealthiestNation2030

Sample Tweets for Reaching Community Leaders and Partners

- Where you live impacts your health. This #NPHW learn how @PublicHealth is focusing on making healthier places – <http://www.nphw.org/fact-sheets/healthy-communities> #HealthiestNation2030
- Farmers markets, corner stores, community gardens. How are you getting healthy food to your community? #NPHW #HealthiestNation2030
- Safe Routes to #Parks: It's not just about the green space – it's how you get there. Check out the Safe Routes to Parks [website](#). #NPHW
- Join New Orleans and be a [smoke-free city](#). #NPHW #HealthiestNation2030
- #CompleteStreets can help empower people to visit their doctor, instead of visiting the ER in an ambulance <http://bit.ly/2i9r3l4> #NPHW #HealthiestNation2030

Facebook

In addition to the sample posts below, create posts that highlight how your organization is working to prevent chronic disease. Tailor posts to the specific audience you are trying to reach. Consider including local resources, too.

Pro tip: Try to post at least once a day on your Facebook page. Keeping your page up-to-date lets your community members know you are listening — and active!

Sample Facebook Posts for Reaching Community Members

- This National Public Health Week focuses on creating the healthiest nation in one generation. Many things impact your health: your zip code, education, and income, to name a few. Join APHA as we work on our central challenge to “Create the Healthiest Nation in One Generation.” Join Generation Public Health to find out how you can help. <http://www.nphw.org/tools-and-tips/infographic> #NPHW #HealthiestNation2030
- Walking to school should be safe and easy. This #NPHW, consider starting a walking school bus for the children in your community. Check out the #SafeRoutesToSchool work happening across the country – <http://bit.ly/1zMPrit>

- Health impacts every aspect of our lives, which means #NPHW has something for everyone! Check out the NPHW fact sheets and find the public health issue you're passionate about - <http://www.nphw.org/fact-sheets> #HealthiestNation2030

Sample Facebook Posts for Reaching Community Leaders and Partners

- This #NPHW make it easier for community gardens to grow! Consider developing a process for residents to turn a vacant lot into a community garden – <http://bit.ly/2neAvLm>
- Are you a school principal? Consider opening your school gym or playground to community members. Shared use is an easy way to increase opportunities for physical activity. Learn more from Community Commons – <http://bit.ly/1ZtPHSI>
- Which health issues impact American communities? What can you do to keep your town healthy? Find out at: <http://www.nphw.org/fact-sheets/healthy-communities> and learn more about the large disparities in health that exist between race, income levels & location <http://www.nphw.org/fact-sheets/social-justice> #NPHW

Newsletter

NPHW: Healthiest Nation 2030

We're just weeks away from [National Public Health Week 2017](#), and we hope you're getting excited! This year's NPHW will take place from April 3-9. We are celebrating NPHW and bringing together communities across the U.S. to recognize the contributions of public health and to educate the community on important issues for improving the health of our nation.

To change the culture of health, we need to move outside the domain of health care and address a complex web of social and environmental factors to make healthy living easier where people live, learn, work and play. Solutions include expanding options for active transportation, supporting safe and accessible spaces for play and exercise, offering more nutritious school meals, creating more high school graduates and placing more emphasis on preventing chronic diseases like heart disease and diabetes.

Here are a few ways to take action and to make the connection between your work and NPHW:

- Check out the [NPHW website](#) for many great resources available to help you get involved in this year's NPHW. Make sure to look through the [toolkit](#), review the [facts for the week](#) and check out the [calendar of events](#) to see what's going on in your community and across the country.
 - We encourage you to [become a partner](#) and [submit your NPHW event](#) so others may join you in your efforts to help us become the healthiest nation in one generation!
- Stay tuned to the [NPHW Calendar Page](#) for information and updates on this year's NPHW activities. These activities are a great way to have fun and get involved in NPHW. Don't miss out!
- Stay connected with NPHW by following us on [Twitter](#). Here you can stay up-to-date on what's going on and get more information on upcoming NPHW events!
 - Make sure to join us for our sixth annual [NPHW Twitter Chat](#)! This event will be held on Wednesday, April 5, at 2 p.m. EDT. [RSVP online](#) and use the official NPHW hashtag, [#NPHWChat](#), to join this conversation.

Thanks for helping us make America the healthiest nation in one generation!

Are other resources available?

Check out the [NPHW website](#) for more NPHW resources including:

- [The NPHW infographic](#)
- [Logos to brand and promote your event](#)
- [Videos](#)
- [Sign and promote the Generation Public Health pledge](#) to create the healthiest nation
- [Books and other resources](#)
- [Public Health Newswire](#)

CDC also has NPHW resources available:

- [Feature story on NPHW](#)
- [Social media tools](#)