
How can Advisory Group members participate in Public Engagement?

Does the Working Group have a “structure” in place for public engagement?

We do not have a formal, funded, structure. However, we were appointed to this Advisory Group because of knowledge, interest and public engagement in a range of areas. As community leaders in our own right, we can be leveraging our relationships with existing organizations, other community leaders and other “thought leaders” to advance the work the Advisory Group must accomplish by December 2012. Below are ideas on strategies for engaging others in this important work.

What type of activities will we coordinate to ensure engagement?

The Public Engagement Work Group is building a series of materials to facilitate connections between Advisory Group members and the general public on the NPS. The materials include public presentations, fact sheets, resources and tools like the “Pledge for Prevention”, and on-line infrastructure like the NPS landing page on the Community Commons website, a web site dedicated to information sharing on public health and prevention innovation (www.communitycommons.org/nps). The Public Engagement work group is also working to connect the work of the Advisory Group to the HHS Office of External Affairs and HHS Office of Health Reform the Let’s Move! activities and to make concrete connections with the CDC-funded Community Transformation Grants.

What kind of role should Advisory Group members have in Public Engagement?

How is this role different than our federal partner’s role?

The Advisory Group is not limited to the activities that are identified by our federal partners in relation to the Surgeon General’s office or the CDC. While it is critical for us to be mindful of our role as political appointees (please see the protocols detailed in our orientation materials), we can – and should – be reaching out to stakeholders about the importance of the National Prevention Strategy.

Suggested activities:

1. Public presentations on the NPS Framework

This can be done in partnership with other organizations where you have affiliations. Many civic and business oriented organizations already have subcommittees on health or community development issues and the National Prevention Strategy fits in well with these interests.

Examples: Civic clubs (Rotary, Kiwanis, Lions etc); Associations for Allied Health Care professionals; Medical Schools; Business Associations (Chambers of Commerce); Youth Organizations (Girl Scouts/Boy Scouts, Girls & Boys Clubs); Civic Engagement groups (YMCA, United Way); American Indian Congress, Tribal Organizations, Religious and spiritual organizations and/or churches, mosques, temples, the Bahai, and Foundation or philanthropic Groups.

2. “Thought leadership” activities such as Letters to the Editor, Opinion pieces, Blog posts, Twitter postings, etc

The Public Engagement work group, in conjunction with the Surgeon General’s office, the CDC,

and other organizational partners, is developing a “content bank” of material that will have resources, sample letters to the editor and other content that Advisory Group members can access to disseminate information. **A shared calendar of communications will help Advisory group members and collaborators amplify messages across the nation.**

3. **Participation in regional meetings of federal partners – Surgeon General’s office, National Policy Council of the NPS, the Community Transformation Grantees etc.**

The Advisory Group members can participate on panels, or use their considerable relationships in the community to convene gatherings of key stakeholder groups in conjunction with these activities, for example, a meeting of the foundation or philanthropic community to learn more about the NPS and hear from you and the Surgeon General; or a special session of the local city council or municipal governing bodies to share framework of the NPS and host the Surgeon General; and even a meeting of allied health professionals or students to hear about NPS and meet with the Surgeon General.

[Community Transformation Grants \(CTGs\)](#)

<http://www.cdc.gov/communitytransformation/>



The Community Transformation Grants (CTG) program will support community-level efforts to reduce chronic diseases such as heart disease, cancer, stroke, and diabetes. By promoting healthy lifestyles, especially among population groups experiencing the greatest burden of chronic disease, these grants will help improve health, reduce health disparities, and control health care spending.

Approximately \$103 million in prevention funding has been awarded to 61 [states and communities](#) serving approximately 120 million Americans. These awards are distributed among state and local government agencies, tribes and territories, and state and local non-profit organizations within 36 states, including seven tribes and one territory. At least 20 percent of grant funds will be directed to rural and frontier areas.

National Dissemination and Support Initiative

The [National Dissemination and Support Initiative](#) of the Community Transformation Grants (CTG) program will support, disseminate, and amplify the evidence-based strategies of the CTG program in communities nationwide, including rural and frontier areas and in those areas with health disparities. [Seven \(7\) national networks of community-based organizations](#) received a total of \$4.2 million for this initiative.