

National Prevention Strategy

Advisory Group on Prevention, Health Promotion,
and Integrative and Public Health
April 11, 2012



Public Engagement Working Group

Charge of the Public Engagement Working Group

- Engagement Working Group will coordinate and support:
 - **participation of the Advisory Group members** in the Regional Meetings on the National Prevention Strategy and local efforts by AG members to engage their constituencies regarding the NPS;
 - **input and guidance for the NPS Community Commons website** (including dissemination of the “pledge” in support of the NPS);
 - **develop and work with other communications and engagement vehicles** as determined by the Working Group.

Objectives of the Public Engagement Working Group 2012

- Instigate a dialogue with the public on *preventing* poor health, and promoting health and wellness
- Create a digital “hub” to serve as a gateway for the public, non-governmental organizations and constituency groups to learn more about how they can engage in “prevention” – making healthier choices, easier choices

Public Dialogue

- Messaging around prevention versus “treatment” for target audiences
 - Making Healthier Choices, Easier Choices
 - Businesses, Families, “Thought leaders”, Health Care providers, Community Leaders, State and Municipal officials, among others
- Public Engagement Activities & Resources
 - Regional meetings
 - Presentations by Advisory Group members – on-line and on-site
 - Simple tools or resources that regular people can use to become involved in prevention activities

NPS On-line Infrastructure:

www.communitycommons.org/NPS

- Purpose of NPS Digital “hub”
 - Create a “foundation” for connecting target audiences to information, tools and resources
 - Facilitate connection to other federal and state prevention efforts (e.g. Let’s Move!, CDC funded Community Transformation Grants)
 - Resource for individuals, communities and thought leaders to engage in prevention, health & wellness and integrative public health activities

www.communitycommons.org/NPS



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together for the common good

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The National Prevention Strategy

helps make healthy choices the easier choices wherever we live, learn, work, play and pray.

Be a part of it!

Name

E-mail

ZIP Code

[Continue to National Prevention Strategy >>](#)

The banner features a vibrant, abstract background with bold colors like orange, red, green, and blue. The text is overlaid on a dark, semi-transparent rectangular area. The sign-up form includes three input fields and a 'Sign Up' button.



The National Prevention Strategy

The goal of the **National Prevention Strategy** is to improve the health and quality of life for individuals, families and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness.

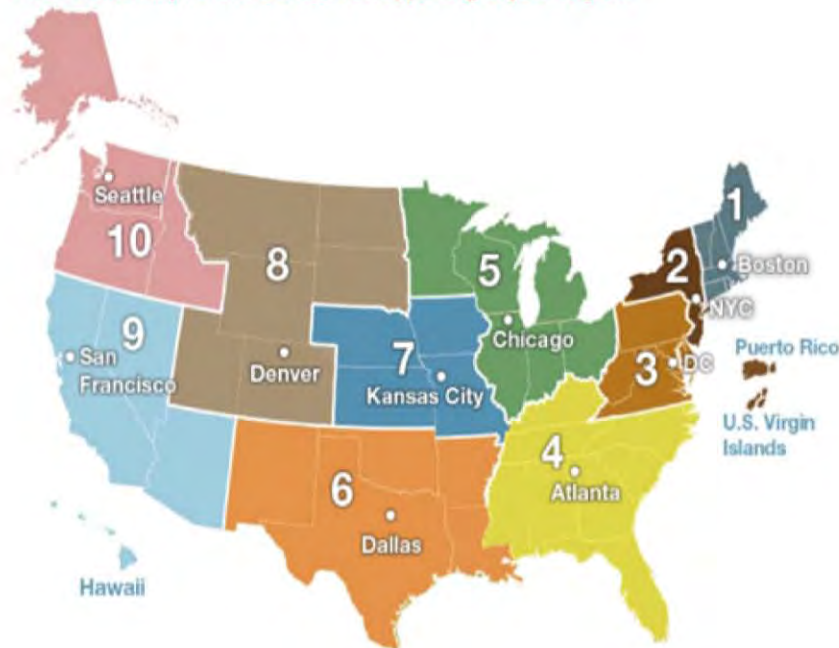
Thank you for your commitment to making healthy choices easier choices. Community Commons is a repository and incubator for resources and ideas to improve your community. Here's some things you can do now.

- Learn more about the [National Prevention Strategy](#).
- Take the National Prevention Strategy [Pledge](#).

Other things you can do now:

- [Spread the word](#): urge colleagues and friends to make healthy choices easier choices and advancing the National Prevention Strategy.
- [Share your story](#): tell the world how you're advancing the National Prevention Strategy in your community.
- Some [simple steps](#) you can take to be healthy from Let's Move.
- [Join Community Commons](#): a tool to create healthy, equitable and sustainable communities.

Click on the map to find out what's happening in your region



Find Insurance Options

Get Help Using Insurance

The Health Care Law & You

Comparing Care Providers

Prevention & Wellness

Home > Prevention & Wellness > National Prevention, Health Promotion and Public Health Council > National Prevention Strategy

National Prevention, Health Promotion and Public Health Council

About

Advisory Group

Resources

Stakeholder Engagement

Strategy

 Print  Send  Post  Tweet  Share

National Prevention Strategy

- [The National Prevention Strategy: America's Plan for Better Health and Wellness](#)
- [Developing the National Prevention and Health Promotion Strategy: Overview](#)
- [Principles for Developing the National Prevention and Health Promotion Strategy](#)
- [Draft National Prevention and Health Promotion Framework](#)

The National Prevention Strategy: America's Plan for Better Health and Wellness

On June 16, 2011 the National Prevention, Health Promotion, and Public Health Council, announced the release of the [National Prevention Strategy](#), a comprehensive plan that will help increase the number of Americans who are healthy at every stage of life. The National Prevention Strategy recognizes that good health comes not just from receiving quality medical care, but also from clean air and water, safe outdoor spaces for physical activity, safe worksites, healthy foods, violence-free environments and healthy homes. Prevention should be woven into all aspects of our lives, including where and how we live, learn, work and play. Everyone—businesses, educators, health care institutions, government, communities and every single American—has a role in creating a healthier nation.

Explore your coverage & pricing options

Find out which private insurance plans, public programs and community services are available to you.

Pick Your State

Was this page helpful?

Yes No



National Prevention Strategy

Pledge for Health:

Make Healthier Choices, Easier Choices

Vision: Increase the number of Americans who are healthy at every stage of life through:

- Healthy and Safe Community Environments
- Clinical and Community Preventive Services
- Empowered People
- Elimination of Health Disparities

Call to Action: Individuals, communities, schools, faith institutions, and employers must help to assure:

- We have information we need to make healthier choices
- We can make healthy foods accessible to all
- We can find safe places to play and exercise
- We promote smoke free environments
- We create a culture of health-from home to clinic to workplace

We will be leaders to make healthier choices easier choices where we live, learn, work, play and pray by:

- Providing access to healthy and safe environments.
- Accessing and/or providing access for clinical preventive services.
- Accessing and/or providing information on prevention and wellness to improve health literacy.
- Participating and/or offering wellness opportunities and programs.
- Accessing and/or providing access to tobacco quit-line services.
- Using and/or providing alternate forms of transportation including biking, walking, public transportation, carpooling, etc.
- Purchasing energy efficient products and recycling.

- Encouraging achievement of individual and community health-related goals.
- Accessing and/or providing access to nutritious food and drinks during meetings, gatherings, meals, etc.
- Participating and/or leading conversations with diverse partners to promote, support and encourage community health efforts.
- Ensuring ownership of the National Prevention Strategy is shared at the local, state and national levels by engaging the media, policy and thought leaders, business owners, faith leaders and others to increase awareness and action.
- Sharing resources and information with friends, family, colleagues, neighbors and fellow congregants to ensure healthier choices are easier choices.



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Want to do more?

- Host a National Prevention Strategy Action Meeting to discuss ways you can *make healthier choices easier choices* where you live, learn, work, play and pray.
- Share the Healthier Choices Easier Choices Pledge with at least 5 other people (e.g. friends, family, colleagues, etc.)

Please provide the following information to confirm your Pledge for Health: Make Healthier Choices, Easier Choices.

All fields are required.

Community Commons is an initiative of [Advancing the Movement](#), powered by IP3.

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info@communitycommons.org



Other things you can do now:

- **Spread the word:** urge colleagues and friends to make healthy choices easier choices and advancing the National Prevention Strategy.

Click the E-mail button below to spread the word!



- **Share your story:** tell the world how you're advancing the National Prevention Strategy in your community.

Click one of the social media links below to share your story!



- Some **simple steps** you can take to be healthy from Let's Move.
- **Join Community Commons:** a tool to create healthy, equitable and sustainable communities.

[< Return to the National Prevention Strategy landing page](#)



America's Move to Raise a Healthier Generation of Kids

Learn the Facts
ABOUT LET'S MOVE!

Eat Healthy
FOOD & NUTRITION

Get Active
PHYSICAL ACTIVITY

Take Action
SIMPLE STEPS TO SUCCESS

Join Us
LET'S MOVE TOGETHER

Home • Take Action

- Take Action
- Parents
- Schools
- Mayors & Local Officials
- Community Leaders
- Chefs
- Kids
- Health Care Providers


5 simple steps TO SUCCESS TAKE ACTION

Helpful tips and step-by-step strategies for families, schools and communities to help kids be more active, eat better and grow up healthy.

Parents

Get on the right track to eat well and to stay fit.

GO ▶



Schools

Add healthy living to the

Community Leaders

Empower families and communities to make healthy decisions.

GO ▶

Public Engagement: Next Steps

- **Active** participation of Advisory Group Members
 - Public presentations on the NPS Framework
 - “Thought leadership” activities such as Letters to the Editor, Opinion pieces, Blog posts, Twitter postings, etc
 - Participation in regional meetings of federal partners – Surgeon General’s office, National Policy Council of the NPS, the Community Transformation Grantees, etc.
- Resources needed for participation
 - “Shared” Calendar of activities
 - “Content bank” of materials
 - Standard presentations
 - Fact sheets, “Pledge”
 - Blogs, Opinion Pieces

“Base Camp” for Advisory Group Public Engagement Activities

National Prevention National Prevention

Overview Messages To-Dos Calendar Writeboards Time Files

Project overview & activity [New message](#) | [New to-do list](#) | [New event](#) | [New file](#)

This is an online digital hub to coordinate and share work and messaging in line with the National Prevention Strategy.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
8	Today 9	10	11 • Advisory Group Meeting , U.S. Department of Health and Human Services Suite 800	12 • Advisory Group Meeting, U.S. Department of Health and Human Services, Suite 800	13	14 Meeting: Vivek
15 Meeting: Vivek	16	17	18	19	20 • EXAMPLE: Jacob Lozado, Presentation for AARP National Board, Washington, D.C.	21

[View the full calendar](#)

TODAY

- File [NPS June 2011.pdf](#) Uploaded by Barbara O.
- File [ASPE Issue Brief.pdf](#) Uploaded by Barbara O.
- File [National Prevention Strategy Fact Sheet_12062011.docx](#) Uploaded by Barbara O.
- Event [Meeting: Vivek Murthy, Drs For America Annual Meeting](#) By Barbara O.
- Event [EXAMPLE: Valerie Brown, Sonoma County Meeting About CA Munciple Employee Wellness Campaign](#) By Barbara O.
- Event [Austin Regional Meeting](#) By Barbara O.

NPS Public Engagement Calendar

Back to Dashboard | Switch to a different project

National Prevention National Prevention

Project Settings | My info | Sign out HELP

Overview Messages To-Dos **Calendar** Writeboards Time Files

People & Permissions Search

+ Add a new event

Next 6 weeks

Calendar View | Agenda View

Sun	Mon	Tue	Wed	Thu	Fri	Sat
8	Today 9	10	11 • Advisory Group Meeting , U.S. Department of Health and Human Services Suite 800	12 • Advisory Group Meeting, U.S. Department of Health and Human Services, Suite 800	13	14 Meeting: Vivek Murthy, Drs For
15 Meeting: Vivek Murthy, Drs For	16	17	18	19	20 • EXAMPLE: Jacob Lozado, Presentation for AARP National Board, Washington, D.C.	21
22	23 • EXAMPLE Sue Swider -- Presentation for IL Nurse's Association, Springfield, IL	24	25 • EXAMPLE: Dr. Benjamin, Keynote on NPS, Kansas City, MO	26	27	28
29	30	May 1	2	Austin Regional Meeting		5
6	7	8 • EXAMPLE: Valerie Brown, Sonoma County Meeting About	9	10	11	12

Content for Public Engagement Work

The screenshot displays a web-based calendar interface for a project named "National Prevention". The interface includes a navigation bar with links for "Back to Dashboard", "Switch to a different project", "Project Settings", "My Info", "Sign out", and "HELP". Below the navigation bar, there are tabs for "Overview", "Messages", "To-Dos", "Calendar", "Writeboards", "Time", and "Files". A "People & Permissions" section and a "Search" button are also visible.

The main calendar area features a "Add a new event" button and a "Next 6 weeks" navigation control. The calendar is displayed in a grid view, showing days from Sunday to Saturday. The current date is Monday, May 9, which is highlighted in yellow and labeled "Today".

Key events shown in the calendar include:

- Monday, May 9 (Today):** No events are listed for this day.
- Tuesday, May 10:** "Advisory Group Meeting, U.S. Department of Health and Human Services Suite 800".
- Wednesday, May 11:** "Advisory Group Meeting, U.S. Department of Health and Human Services, Suite 800".
- Thursday, May 12:** "Advisory Group Meeting, U.S. Department of Health and Human Services, Suite 800".
- Friday, May 13:** "Meeting: Vivek Murthy, Drs For".
- Saturday, May 14:** "Meeting: Vivek Murthy, Drs For".
- Sunday, May 15:** "Meeting: Vivek Murthy, Drs For".
- Monday, May 16:** No events are listed for this day.
- Tuesday, May 17:** No events are listed for this day.
- Wednesday, May 18:** No events are listed for this day.
- Thursday, May 19:** No events are listed for this day.
- Friday, May 20:** "EXAMPLE: Jacob Lozado, Presentation for AARP National Board, Washington, D.C.".
- Saturday, May 21:** No events are listed for this day.
- Sunday, May 22:** "EXAMPLE Sue Swider -- Presentation for IL Nurse's Association, Springfield, IL".
- Monday, May 23:** "EXAMPLE Sue Swider -- Presentation for IL Nurse's Association, Springfield, IL".
- Tuesday, May 24:** "EXAMPLE: Dr. Benjamin, Keynote on NPS, Kansas City, MO".
- Wednesday, May 25:** "EXAMPLE: Dr. Benjamin, Keynote on NPS, Kansas City, MO".
- Thursday, May 26:** No events are listed for this day.
- Friday, May 27:** No events are listed for this day.
- Saturday, May 28:** No events are listed for this day.
- Sunday, May 29:** No events are listed for this day.
- Monday, May 30:** No events are listed for this day.
- Tuesday, May 31 (May 1):** No events are listed for this day.
- Wednesday, June 1 (2):** "Austin Regional Meeting".
- Thursday, June 2 (3):** "Austin Regional Meeting".
- Friday, June 3 (4):** "Austin Regional Meeting".
- Saturday, June 4 (5):** "Austin Regional Meeting".
- Sunday, June 5:** No events are listed for this day.
- Monday, June 6:** No events are listed for this day.
- Tuesday, June 7:** "EXAMPLE: Valerie Brown, Sonoma County Meeting About".
- Wednesday, June 8:** "EXAMPLE: Valerie Brown, Sonoma County Meeting About".
- Thursday, June 9:** No events are listed for this day.
- Friday, June 10:** No events are listed for this day.
- Saturday, June 11:** No events are listed for this day.
- Sunday, June 12:** No events are listed for this day.

Base Camp Calendar: Posting Materials

The screenshot displays a web interface for a calendar event. At the top, there is a navigation bar with tabs for Overview, Messages, To-Dos, Calendar, Writeboards, Time, and Files. On the right side of the navigation bar, there are links for People & Permissions and Search.

The main content area shows a section for "Comments on this event" with a link to "Back to the calendar". Below this, the date "Monday, 23 April" is displayed, followed by the event title "EXAMPLE Sue Swider -- Presentation for IL Nurse's Association, Springfield, IL".

A comment form is visible, featuring a profile picture of a woman and the text "Leave a comment...". The form includes a rich text editor with the text "Hi All -- Sue had me post her presentation, please take a look!". Above the text area, there is a link for "Format text with Textile/HTML codes" and a link to "Go back to easy formatting".

Below the comment form, there is a link to "Attach files to this comment...".

At the bottom of the comment form, there is a section titled "Subscribe people to receive email notifications". It includes a sub-header "All of National Prevention" and a list of names with checkboxes: Beth Mayer-Davis, Jerry Johnson, Sue Polis, Corinne Graffunder, Judy Kuo, Valerie Brown, Jacob Lozada, Lesley Russell, and Vivek Murthy. All checkboxes are checked.

On the right side of the interface, there is a "Comment Notification" section. It contains a highlighted box with the text "Subscribe to this event" and a description: "to receive an email when new comments are posted." Below this, it states: "If you post a comment you'll automatically be subscribed to receive email notifications."

Public Engagement Next Steps

- Content “bank” Development
- Create a “master” Calendar for public engagement
 - “Calendar” your presentations and coordinate with colleagues
- Create a “target” strategy for reaching key constituencies and “thought leaders”
- Maximize the Community Commons NPS Landing page

Public Engagement Next Steps

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Working Group Members

- Content “bank” Development
- Create a “master” Calendar for public engagement
 - “Calendar” your presentations and coordinate with colleagues
- Create a “target” strategy for reaching key constituencies and “thought leaders”
- Maximize the Community Commons NPS Landing page

Thank you.

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Valerie Brown

Jacob Lozada

Patrik Johansson

Elizabeth Mayer-Davis

Jerry Johnson

Vivek Murthy

Jeff Levi