

Welcome from the Student Assembly

Live Stronger, Longer!

Dear Colleague:

National Public Health Week (NPHW) is April 4-8, 2005, and the American Public Health Association Student Assembly (APHA-SA) is encouraging you to get involved! The theme for NPHW 2005 is “Empowering Americans to Live Stronger, Longer.” The Student Assembly has partnered with our parent organization, the American Public Health Association (APHA), to promote student participation in NPHW. During NPHW, APHA and its partners will promote the three Ps in adding more healthy years to life: Prevent Protect and Plan.

In *preventing* health problems, such as obeying safety precautions and keeping an active lifestyle, we can empower Americans and our peers to stay healthy. In *protecting* our health, students can promote early detection and screening of chronic diseases within our communities. By *planning* to help manage the health of others, we can promote a higher quality of life.

The Student Assembly is supporting this important event by supplying examples of student-led projects and activities to celebrate NPHW. APHA-SA has provided a student supplement to the APHA Planner’s Guide, available online at <http://www.apha.org/nphw/>, to help students promote health and organize around the challenges of living stronger, longer. The Student Assembly Action Committee Co-Chairs Jay Bhatt and Kate Maggioncalda worked closely with APHA to include a set of examples in the NPHW tool kit and on our website at www.phsc.org. The suggested projects and activities in the supplement offer step-by-step implementation instructions for your campus and/or community. Additional information will be available on our website at www.phsc.org.

After you have completed your outstanding programs and initiatives in your community, the Student Assembly would like to hear from you. We ask that you send information on the NPHW events in your community to us to recognize in our newsletter, *News & Views*, and to compile in the APHA-SA Project Idea Book. Thank you for your continued commitment to improving the health of your community.

Sincerely,

George T. Karageorgiou
Chair
Student Assembly
American Public Health Association



Event Planning

Overview

Live Stronger, Longer!

In this toolkit, health professional students and student groups are encouraged to engage in a variety of activities that address the promotion of activities that lead to stronger, longer, and healthier lives. Activities can be grouped into six categories:

- 1) Raising awareness among students, faculty, health professionals, and community members about the existence and complexity of the problem;
- 2) Promoting the establishment and/or expansion of curriculum that is connected to prevention, disparities, and healthier lifestyles
- 3) Enhancing diversity of the student body and faculty on campus;
- 4) Examining and addressing racial, ethnic,

and cultural factors affecting the quality of health care treatment received by patients at the university affiliated Hospital;

5) Working in and with the local community to develop and promote programs to help Americans live longer and healthier lives;

6) Taking action at the state and national levels.

This toolkit covers a number of topics and suggests many different activities. It is not possible for one person or group to try to do all of it. Rather, we encourage you to read the toolkit and choose the issue or activity that you find most compelling and on which you can be most effective.



Highlights from 2004 National Public Health Week Activities

Live Stronger, Longer!

A Reminder: These tested ideas can be adapted and revised to fit the needs of your community whether the area you serve is large or small. Many communities create their own themes and sometimes choose to develop activities over a month rather than a week.

ALABAMA

Alabama Department of Public Health

- Celebrated National Public Health Week with events aimed at both the community and department employees. To tie into the theme of health disparities, the department hosted a public workshop on diabetes, a disease that is one of the county's leading health disparities. Workshop participants learned about early warning signs for diabetes, nutrition, exercise and medications. Other National Public Health Week events in Jefferson County included an opening ceremony with the state health officer, proclamations by the mayor and county commission and recognition ceremonies for community volunteers and department employees.

University of Alabama at Birmingham School of Public Health

- Events at the school included discussions on health disparities in organ, tissue and blood donation as well as gun violence and cultural competency. Students and staff also held a "AgSpirit Day" competition for those who wore apparel from the School of Public Health and a door decorating contest that had a theme of "Eliminating Health Disparities."

ALASKA

Sitka Faces of Public Health Coalition

- A new organization that includes health workers, students and community members, were showcased in news segments. These "faces of public health" in the community were broadcast on local television stations and coalition members were featured on radio programs. Local radio stations and newspapers also ran public service announcements on public health and the city's mayor issued a National Public Health Week proclamation.

ARKANSAS

Central Region Arkansas Department of Health

- A new yearlong Health Disparities Reduction and Education Campaign was launched during National Public Health Week. The campaign will work to bring attention to health objectives on disparities outlined within Healthy People 2010.

Central Arkansas

- The Jacksonville Health Unit in Pulaski County used the week to educate on alcohol use, provide immunizations through local churches, and hold a health fair aimed at Hispanic residents. The Grant County Health Unit held activities designed to promote physical fitness, while the North Little Rock Health Unit posted fliers on the importance of public health and participated in a health fair.

Conway

- The Faulkner County Health Unit held a health fair at an area church with information on nutrition, immunization and maternal health. The Perry County Health unit provided immunizations, mammograms and blood pressure screenings and held a public meeting on water fluoridation. Health workers with the Lonoke and Lonoke-Cabot health units took part in a ceremony on breast cancer, promoted immunizations through a local restaurant chain and held a healthy poster contest for schoolchildren.

ARIZONA

Arizona Public Health Association

- Marked National Public Health Month this year by holding its spring conference in Tempe, Ariz., on April 15-16. The conference, which focused on honoring those who work to improve the public's health, included discussions on aging, information resources, obesity and chronic diseases.

CALIFORNIA

National Alliance for Mental Illness

- Helped spread the word about services available through their organization via an information booth at a mall in Arcadia, Calif., during National Public Health Week. Volunteers distributed information to mall-goers on support groups, family orientations on mental illness, schizophrenia and bipolar disorder.



Live Stronger, Longer!

University of California at Berkeley School of Public Health

- Observed National Public Health Month with a presentation on reducing health disparities in communities. More than 100 people attended the April 22 discussion, which was presented by Angela Glover Blackwell, JD, president of PolicyLink.

Irvine

- An anti-violence art exhibit was displayed in City Hall during National Public Health Week. The exhibit, "Replacing Violence with Art," featured art pieces made from children's toy guns. The exhibit was sponsored by the Anti-Violence Campaign, a project of the International Health and Epidemiologist Research Center.

California Science Center

- Held a Women's Health Festival during National Public Health Week. The event was a kick-off for the science center's ongoing exhibit on the "Changing Face of Women's Health." The exhibit, which will run through this summer, includes information on heart disease, body image, osteoporosis, hormone replacement therapy and breast cancer.

CONNECTICUT

- Health advocates in Greenwich, Conn., marked National Public Health Week with a window display at the Greenwich Town Hall, a news release and radio presentation on health disparities. A telephone call-in lecture on disparities work being done in Greenwich was also hosted for people with mobility limitation restrictions.
- A staff member of the Greenwich Department of Health also surveyed the community on its work on health disparities and entered details of more than 20 projects into APHA's new disparities database, which can be accessed online at <www.nphw.org>.

FLORIDA

Tallahassee

- Health officials encouraged state residents to take charge of their health during National Public Health Week by leading a walk in the state capital of Tallahassee. Florida Health Secretary John O. Agwunobi, MD, MBA, led the 15-minute health walk following a news conference on eliminating health

disparities. Health officials also held a health screening and education program at a local mall, coordinated a Health Extravaganza for more than 500 state employees, gave a presentation on healthy eating and hosted a walk at an area nature trail.

University of South Florida College of Public Health

- Celebrated National Public Health Week with an array of activities. Events included an awards assembly for staff and students, a teleconference on reducing disparities via evidence-based public health and a community health fair at a local mall that involved more than 60 health agencies. During the awards ceremony, Bonita Sorenson, MD, MBA, the state's assistant secretary of health, and Peggy Melton, MS, of the Bureau of Food Laboratories, were honored as Outstanding Public Health Women of the Year.

Duval County Health Department

- Helped launch the Million Calorie March during National Public Health Week. The march, which involves a walk from Jacksonville to Boston, is designed to bring attention to the U.S. obesity epidemic. The department also held an open house showcasing department programs that focus on health disparities, held a focus group for men with prostate cancer, launched a 12-week exercise and nutrition program for youth and presented daily radio health messages on disparities.

GEORGIA

Atlanta

- HIV/AIDS among young black Americans was the subject of a special National Public Health Week Forum held in Atlanta, Ga. Sponsored by Sparking Efforts to Eliminate Disparities, a non-profit organization that addresses disparities among minorities, the forum discussed ways young black professionals could assist in combating the HIV/AIDS epidemic, especially on college campuses. The session, held at the Rollins School of Public Health at Emory University, was such a success that monthly meetings on the issue are now planned.

ILLINOIS

Chicago

- More than 700 Chicago high school students



Live Stronger, Longer!

learned about the importance of public health during National Public Health Week thanks to a partnership between Chicago public schools and the University of Illinois Chicago School of Public Health. Students were treated to a day-long lesson on "Eliminating Health Disparities Through Food and Fitness" at the James R. Thompson State of Illinois Building. The event included a ceremony with state Lt. Gov. Patrick Quinn, an exercise program and an overview of the top 10 achievements in public health presented by health educators.

Illinois Public Health Association

- Drew attention to the ways health literacy contributes to health disparities during a National Public Health Week town hall in Chicago. The town hall, which was one of five around the country co-sponsored by APHA, featured a panel discussion of Illinois programs that are working to combat health disparities and improve health literacy. The association also partnered with the state governor's office to develop and issue a statewide proclamation on National Public Health Week.

Macon County Health Department

- Hosted its fifth annual health fair in observance of National Public Health Week. The health fair, which took place April 5, offered a wealth of health screenings as well as information to motivate residents to be physically active. In addition, the Macon County Health Department distributed 33 radon test kits. Overall, more than 250 people participated in the Macon County department's health activities.

Stephenson County Health Department

- Members showcased AmeriCorps as well as the health department's efforts to eliminate health disparities. Also, a booth was set up at the Freeport Public Library on April 6, with an estimated 200 people viewing the booth and about 50 people stopping by to take literature and information and ask questions.

University of Illinois at Springfield

- Helped improve health in the community during National Public Health Week through a Health Awareness Day. The event, co-sponsored by the Public Health Club-MPH Program and the Campus Health Service, included a health fair with screenings for cholesterol, sexually transmitted diseases and prostate cancer as well as a mini-conference that featured local, state and international speak-

ers. The event, which had a theme of "Awareness is the Key to Prevention," attracted more than 200 participants.

KENTUCKY

Northern Kentucky Health Department

- The health of adolescents and young adults was the focus of National Public Health Week activities at the Northern Kentucky Health Department. Developed by health educators with the department's abstinence program, "Pre-Prom with a Twist" offered students at Boone County High School in Florence, Ky., health information and prom gear. Students learned about issues such as teen pregnancy and alcohol, and had the opportunity to meet with local business representatives offering tuxedo rentals and dance lessons. Overall, 85 students, many of whom brought a parent, attended. Health events continued that week with AIDS Awareness Day at Northern Kentucky University in Highland Heights, Ky., on April 13. During the day, speaker River Huston told students about living with HIV. Also, the health department offered free HIV testing and a safer sex presentation.

MAINE

- Gov. John Baldacci talked with public health professionals in his state about health disparities affecting the rural poor during a tea to kick off National Public Health Week. The governor signed a proclamation declaring April 5-11 as, Maine Public Health Week and received a Maine Public Health Association award in honor of his recognition by APHA for his leadership in promoting access to health care by establishing the nation's first universal health care plan. Members of the Maine Public Health Association made daily visits to each state legislator during the week to hand out health disparities fact sheets. A Legislative Fitness Day offered health information and free health screenings, and public health advocates distributed press kits touting National Public Health Week.

MARYLAND

Maryland Public Health Association

- The student section of the Maryland Public Health Association hosted a forum on health disparities at the University of Maryland School of Pharmacy



Live Stronger, Longer!

during National Public Health Week. The keynote speaker was Baltimore Health Commissioner Peter Beilenson, MD, MPH, who addressed health disparities and suggested ways that students can get involved to help eliminate such disparities. More than 120 students attended the forum.

MASSACHUSETTS

Boston University School of Public Health

- Join Together, a project of the Boston University School of Public Health, highlighted alcohol abuse screening and National Alcohol Screening Day during National Public Health Week. The program has a Web site, <www.alcohol screening.org>, devoted to supporting community-based efforts to reduce, treat and prevent substance abuse. More than 176,000 people have taken advantage of online screenings at the site since its inception in April 2001.

University School of Medicine and Graduate Programs in Public Health

- Members of the Tufts Public Health Student Senate at Boston's Tufts held a public health conference during National Public Health Week to highlight comprehensive strategies to urge future health professionals to improve the social and health injustices in Boston communities. The Tufts Public Health Forum's theme was "Building a Health Community: Closing the Health Disparities Gap." More than 100 students, health professionals and community members participated in the half-day forum, which is now slated to become an annual event.

MICHIGAN

- The Michigan Public Health Association, along with the state health department, University of Michigan School of Public Health, Michigan Association of Local Public Health and Michigan Public Health Institute partnered to kick off National Public Health Week by honoring 15 Hometown Health Heroes. The honorees were singled out for committing their time and abilities to improving the health of communities.

Berrien County Health Department

- Observed National Public Health Week by honoring the Rev. James Hightower as the health department's 2004 Friend of Public Health. The award, established in 2000, honors an individual or organization for outstanding contribution to the

health of the community. The health department also released its 2003 annual report during National Public Health Week. The report identified health disparities in Berrien County and strategies to eliminate them.

Washtenaw County Public Health Department

- Visitors and staff were encouraged to "Take a Bite of Health" from fruit baskets available at five county buildings on Wednesday, April 7. Washtenaw County Health Officer Ellen Clement delivered the "State of the County's Health" report to county commissioners on Thursday, April 8, to highlight awareness of health issues.

MISSOURI

Clay County

- "Handwashing Keeps Me Healthy" was the theme for the seventh annual Public Health Week Art Contest in Clay County, Mo. Almost 400 third graders from 14 schools entered drawings in the contest. A local television health and medical reporter presented the winners with awards at a local shopping mall, where the winning entries were displayed.

Eastern Missouri

- The Missouri Public Health Association, along with students and instructors from the St. Louis University School of Nursing and Public Health, helped with health screenings and distributed fliers for the Gospel for Heart Sake Concert. The concert was held during National Public Health Week and featured a gospel show hosted by Black Entertainment Television host Bobby Jones.

Jefferson City

- Employees and clients at the Cole County Health Department along with a fourth-grade class from a local elementary school, launched 125 helium-filled balloons to kick off National Public Health Week. Each balloon contained a tip on eliminating health disparities. Other local activities included a public health luncheon, a "Good Health is for Everyone" poster contest and a lunchtime "Walk for the Health of It" along a county fitness trail.

St. Louis

- The City Health Department sponsored an educational display in the lobby of a city building. The display featured health issues pertinent to the city, and passersby could obtain fact sheets and brochures on public health and health disparities.



Live Stronger, Longer!

- St. Louis Mayor Francis G. Slay presented the City Health Department with a proclamation declaring April 5-11 as Public Health Week in the city, while Missouri Gov. Bob Holden issued a statewide proclamation and County Executive Charles Dooley issued one for St. Louis County.

NEBRASKA

South Heartland District Health Department

- All third-grade students were invited to participate in a poster contest to help celebrate National Public Health Week. The contest's theme was "Healthy Kids in Healthy Communities."

University of Nebraska

- Valda Ford, director of community and multicultural affairs at the University of Nebraska Medical Center, spoke at the Omaha campus on April 8 as part of National Public Health Week. Her presentation focused on how Nebraska's health disparities are in need of immediate attention. The local chapter of Eta Sigma Gamma, a national professional health education honorary, sponsored the talk.

Creighton University's Center for Health Policy and Ethics

- Public health advocates highlighted solutions and challenges both at home and abroad with a conference on "Justice and Health Through Creative Technologies: Saris, 'Whistles' and Buckets."

NEVADA

Clark County Health District

- The health district partnered with the Nevada State Health Division and about 100 community partners to present Health Expo 2004, a community health fair that provided a venue for offering information on health resources available to the community. More than 1,000 people attended the expo and took advantage of free services such as blood pressure checks, mental health information, immunizations and HIV testing.

NEW HAMPSHIRE

University of New Hampshire

- Students in professor Marc Hiller's "Public Health: History and Practice" undergraduate were invited to earn extra credit during National Public Health Week by preparing a one-page fact sheet on a specific health disparity issue. They also viewed "A Town Hall on Eliminating Ethnic and Racial Health

Disparities by Moving the Nation From Statistics to Solutions."

NEW JERSEY

- Twelve non-profit health organizations in Burlington County, N.J., were honored during National Public Health Week for their contributions to help end health disparities among minorities. The organizations addressed issues such as diabetes among American Indians, tobacco prevention and AIDS awareness.

Rutgers University Piscataway Campus

- "Public Health Addresses Racial and Ethnic Disparities in America" was the theme of the ninth annual Public Health Symposium. More than 300 public health officers, faculty and staff, and students participated in the symposium sponsored by the University of Medicine and Dentistry of New Jersey School of Public Health, Rutgers University, the State University of New Jersey Bloustein School of Planning and Public Policy, the New Jersey Institute for Technology and the Public Health Research Institute.

NEW MEXICO

Las Cruces

- The Child Abuse Awareness Team celebrated public health with a "Surf 'N Splash Celebration of Youth and Family." The event brought the community together with health providers, schools and social service agencies for fun and educational activities. The second annual celebration, which attracted 3,000 people, included information on programs, parenting resources, car seat checks and blood sugar screenings.

The Navajo Area Indian Health Service

- The Shiprock Service Unit of held a public health celebration. Speakers included Michael Trujillo, MD, MPH, former director of the Indian Health Service, and local public health leaders who spoke about the Navajo model of health promotion. Wellness on Wheels, the local mobile health trailer, was on site as videos on public health played all day. Elders performed traditional Navajo dances and health advocates provided booths and poster presentations on numerous health topics. The day ended with a roundtable discussion of how to end health disparities.



Live Stronger, Longer!

NEW YORK

Public Health Association of New York City

- Held a Town Hall meeting on "Working Together to Ensure a Healthy Environment." The meeting highlighted programs around the city that address public health problems caused by environmental hazards, including respiratory problems brought on by urban air pollution from the World Trade Center collapse.

Education Division of the Hospital for Special Surgery

- Distributed free health information during National Public Health Week. Using an information table in the hospital lobby, public health advocates distributed information on topics ranging from lupus to osteoporosis. They also developed a special flier for the week on "Improving Patient/Doctor Communications," which included the top five questions patients should ask their doctors and the top five facts patients should share with their doctors.

NORTH CAROLINA

University of North Carolina-Chapel Hill School of Nursing

- Celebrated National Public Health Week with a series of events, including a seminar focusing on partnering with minority communities to develop and conduct research aimed at reducing health disparities. Two students created a display reflecting the symposium's theme in the school's main lobby, and school faculty, staff and students received daily e-mails highlighting health disparities in North Carolina.

OHIO

Ohio State University

- Hosted the second annual Minority Fitness and Health Professional Career Fair, which attracted 600 attendees. State Sen. Ray Miller discussed the need to address health disparities and the importance of voting in order to have a voice in making effective change in the nation's health.

Cuyahoga County Board of Health

Hosted 43 guests from 28 agencies on April 7 to highlight its programs that focus on eliminating health disparities in communities throughout the county. Featured programs at the public health open house included health education, school

health, childcare, child and adult immunizations and lead poisoning prevention.

PENNSYLVANIA

Gov. Edward Rendell lent the state Department of Health his specially outfitted tour bus to travel across the state during National Public Health Week to highlight examples of individuals and communities working together to improve the health of Pennsylvanians. The first stop of the bus trip was in Philadelphia, where Pennsylvania Health Secretary Calvin B. Johnson, MD, MPH, visited the Ruffin Nichols Memorial AME Church and joined APHA President-elect Walter Tsou, MD, MPH, and other public health advocates for a discussion about health disparities and then toured Drexel University's new Center for Health Equality.

Chester County Health Department

- Marked National Public Health Week with a series of events and activities, including free blood pressure screenings, free water testing for homeowners with private wells, a fitness walk and displays and screenings at local Wal-Mart stores highlighting health disparities and other public health issues.

Philadelphia

Thomas Jefferson University

- Jeff Safety, Awareness and Public Health Education, a new student/community group, participated in National Public Health Week for the first time this year by hosting several educational and community outreach events. Information booths in the University Hospital cafeteria and the main student building provided dozens of health resources, including literature on health disparities, pamphlets on preventive health measures and information on outreach providers.

Drexel University

- Public health advocates held a number of community events during National Public Health Week.

Drexel's School of Public Health

- Conducted daily educational outreach during the week at Reading Terminal Market and other city locations. At one event, a woman asked the students where she could find affordable health care for her pregnant teenage daughter and the students directed her to a facility that could help. In cooperation with Drexel's College of Nursing and Health Professions, the university's School of



Live Stronger, Longer!

Public Health hosted a program on health disparities at a north Philadelphia church. The program included a community forum, a tour of a health center and the launch of the Center for Health Equality, Drexel's new initiative for eliminating health disparities. Philadelphia Mayor John F. Street also passed a proclamation in recognition of National Public Health Week.

University of Pittsburgh Graduate School of Public Health and the Allegheny County Health Department

- Celebrated National Public Health Week with a community wellness fair. Other events included a film social centering on "Miss Evers' Boys," a dramatization of the 1932 Tuskegee syphilis study. The week culminated with a health disparities briefing featuring Pennsylvania Secretary of Health Calvin Johnson, MD, MPH, among other public health dignitaries. APHA member Michael Meit, director of the University of Pittsburgh-Bradford Center for Rural Health Practice, followed up the briefing with a release of the report, "Bridging the Health Divide: The Rural Public Health Research Agenda."

TENNESSEE

Master of Public Health degree program at the University of Tennessee and the Knox County Health Department

- Sponsored a National Public Health Week gathering featuring a talk on the state's approach to eliminating health disparities. The state's six priority areas for addressing disparities are infant mortality, prenatal care, adolescent pregnancy, diabetes, heart disease and stroke.

Tennessee Department of Health

- Kicked off National Public Health Week in Nashville by announcing a new health initiative called "Better Health: It's About Time!" The initiative seeks to raise public awareness about the importance of a healthy lifestyle, encourage individuals to take personal responsibility for their health and well-being and give newborn babies a better start in life.

TEXAS

Texas Department of Health and the Texas Department of Transportation

- "Taking Care of Others by Taking Care of

Ourselves" was the focus of the week's events in Abilene, Texas, where state employees were offered blood pressure and breast cancer screenings, body mass index assessments and ways to find time for physical activity. Other screenings during the week focused on eye and ear health and blood glucose levels.

Texas Department of Health in Austin

- Celebrated the week by viewing a health disparities videoconference on April 5. The week also began with a scavenger hunt - an employee questionnaire sent via e-mail that asked for answers about health disparities. Employees also participated in a one-mile "Break for Better Health" walk and a lunchtime public health bingo game and received daily e-mail messages on health disparities. A newsletter about health disparities was distributed to county judges, staff and stakeholders, and an education display board set up in the county building gave information on health disparities.

Collin County

- Public Health Advocates hosted a variety of events throughout the week, including free tuberculosis skin test screenings for residents of a local homeless shelter, a ribbon cutting to open a new wing of the Collin County Health Services clinic and a poster contest for fourth-graders with a theme of "Good health is contagious: What can you do to spread good health?"

Texas Department of Health's Office of Border Health and Prevention Team, El Paso, Texas

- Organized a series of events, including a lecture on "Addressing Hispanic Health Disparities." Two exhibits with photos on the history of public health along the U.S./Mexico border were displayed at the State Building and a local bank. At least 100 state employees and residents attended a public health fair that featured information on diabetes, nutrition, blood pressure, oral health, tobacco prevention and cholesterol.

VIRGINIA

College of Health Sciences at Old Dominion University

- Held a brown-bag lunch series to commemorate National Public Health Week. The series aimed to raise awareness about issues such as obesity, cultural competency, teen health and the cost of uninsurance. The series was advertised locally and open to the public.



Live Stronger, Longer!

VERMONT

University of Vermont

- "The Unhealthy State of Public Health: What Can We Do to Restore its Vigor" was the topic of a president's distinguished lecture on April 6. Presented by APHA Past-President Victor W. Sidel, MD, the lecture was hosted by the university's School of Nursing and Health Sciences with support from the Vermont Public Health Association. Sidel spoke to about 150 attendees, including the commissioner of the Vermont Department of Health and the deans of the University of Vermont College of Medicine and College of Nursing and Medical Science. The next day, Sidel held a discussion group with students interested in public health.

WASHINGTON

Washington State Public Health Association and the Washington Department of Health

- Sponsored a 2.5-mile walk around Capitol Lake in Olympia, Wash. Human-sized dancing fruits and vegetables distributed healthy snacks and water to walkers, children from a nearby child care center joined in and State Health Officer Maxine Hayes read the governor's "April is Public Health Month in Washington" proclamation.

Student Public Health Association at the University of Washington's School of Public Health

- Sponsored several activities, including a month-long food drive to benefit a statewide hunger relief agency and a screening of the moving "Miss Evers' Boys." Associate Professor of Public Affairs Jon Brock gave the first of a series of brown-bag seminars on public health topics. And Dean Pat Wahl of the School of Public Health and Community Medicine met with about 50 students at the end of the week to discuss new developments within public health and the university.

WASHINGTON, D.C.

The National Health Museum

- Helped stimulate interest in public health in April by promoting National Public Health Week to museums and health centers nationwide.
- Working through the National Public Health Partnership, which is led by the National Health

Museum, APHA Executive Director Georges Benjamin, MD, FACP, invited museums and science centers to hold special public health events in April.

WEST VIRGINIA

West Virginia Public Health Association

- Sent packets of materials about National Public Health Week and this year's theme to local health departments across the state. The association's Public Health Awareness Week Committee hosted a reception showcasing educational displays put together by individual county health departments.

WISCONSIN

Wisconsin Public Health Association

- Hosted a week full of public health events, including a healthy foods cooking demonstration, free well water testing, a display on ways to eliminate health disparities and free health screenings for the homeless. The "Fresh, Fast and Fabulous" cooking demonstration was a collaborative effort to educate families on a limited budget about healthy eating, cooking, meal planning and safe food practices. Residents were invited to join the Public Health Week Walk around the Capitol, and pamphlets provided in the Health and Human Services Building included information on eliminating disparities.

Milwaukee Health Department

- Focused on disparities when it comes to infant mortality rates in the city and increasing health and wellness education. The health department held a news conference with community leaders and elected officials to launch a new educational campaign geared toward safe sleep for infants. Ads were placed on the back of two county buses with routes in the target zip code areas with some of the city's highest infant mortality rates. Health displays from several health department programs were placed in the City Hall rotunda, and "lunch and learn" presentations were held at three health center locations for health department staff. The lunches focused on healthy eating and increased physical activity, while the department's second annual staff volleyball tournament enforced that theme.



Healthy Aging

Live Stronger, Longer!

Many older Americans miss opportunities to take the actions necessary to stay strong and healthy throughout their later years. As a result, they often suffer from many health problems - including diabetes, high blood pressure and heart disease - that could be avoided or diminished if they were proactively addressed. This year, National Public Health Week focuses on reducing the barriers that keep older Americans from getting the health care and information they need. For older Americans, living stronger, longer means maintaining and even improving their quality of life, not just extending it.

Theme Helping older Americans overcome barriers to health care and actively improve the quality of their lives.

Tagline

"Live Stronger, Longer"

Goals

- Encourage Americans over age 65 to get a health risk assessment and create a health management plan based on the three Ps;
- Encourage family members of those over age 65 to assist their older relatives in practicing the three Ps;
- Educate policymakers about these barriers and about simple policy changes that can make it even easier for Americans to live stronger, longer; and longer

NPHW Recommendations for Older Americans:

Prevent, Protect and Plan

PREVENT Problems From Happening

Americans can prevent many of the common health problems that can hinder the enjoyment of later years by keeping their immunizations up to date and taking their prescribed medications. More than 40,000 Americans age 65 or older die

each year of influenza and invasive pneumococcal disease. Immunizations reduce a person's risk of hospitalization and death from these diseases. Yet, in 2002, one in three Americans over 65 had not had a recent flu shot and 37 percent had never received a pneumonia vaccine.

Nearly one in four older adults skips doses of medication or does not fill prescriptions because of costs, which leads to health problems down the road. In a recent study, older Americans who failed to take prescribed medications were 76 percent more likely to suffer a significant decline in their overall health than those who took all medications as prescribed. Preventing accidents in the home or workplace can add on more healthy years. Falls are the most common cause of injuries to older adults. More than one-third of adults over 65 fall each year and of these nearly one-third suffer moderate to severe injuries that decrease mobility and independence. Simple measures like removing tripping hazards in the home and installing grab bars can dramatically reduce the risk of falls to older Americans. Americans can also increase their number of healthy years by simply adopting a healthy lifestyle. Research shows that many of the deterioration symptoms that come with age are a matter of influence and mindset - not genetics. People who are physically active, eat a healthy diet, avoid tobacco products, and practice other healthy behaviors reduce their risk of chronic diseases and have half the rate of disability than those who do not.

PROTECT Your Health Through Early Detection

Several chronic diseases can be treated - if they are detected in time. Yet one in three older Americans does not get all recommended screenings. For example, 60 percent of Americans over age 65 have not had a sigmoidoscopy or colonoscopy in the past five years - two tests that can screen for colorectal cancer - even though both services are covered by Medicare. APHA is encouraging all Americans to use NPHW as an



Live Stronger, Longer!

opportunity to get screened, or take their parent or grandparent in for a screening, for diseases or conditions for which they could be at risk - from cancer or diabetes to glaucoma or hearing loss.

PLAN to Stay Healthy

Americans can live longer, healthier lives by working with their family members and health care providers to manage their conditions. The first step is to create and follow an action plan for minimizing identified health risks. Activities on the plan can range from getting a daily dose of exercise to taking prescribed medications to

keeping up with shots and screenings – whatever it takes to ensure a long and healthy life.

When illness is detected, following the prescribed treatment properly can make it possible to manage many illnesses or even eradicate them altogether - leaving the patient to enjoy many more healthy years. Unfortunately, many people fail to follow the entire treatment regimen prescribed by their doctor. For example, nearly one in five older adults with diabetes skips medication due to costs, and has poorer diabetes control, more symptoms, and worse physical and mental functioning as a result.



Event Planning

Developing a Health Assessment Event

A health assessment event is an effective way to demonstrate your commitment to helping older adults in your community live stronger, longer. A NPHW health assessment event should be open to all older adults, similar to a small health fair or open house. At the event, older members of your community will be able to respond to a health questionnaire using the Living to 100 Life Expectancy Calculator®. The calculator is an online tool (www.livingto100.com) that assesses the health and habits of users and makes health recommendations to live longer, stronger.

In order to stage a health assessment event, you will need:

- Students from your organization can greet visitors, conduct routine health scans (such as blood pressure, heart rate, vision, and gait and balance tests) and walk each visitor through the health assessment process individually;
- Educational materials for older adults; and
- Computers and an Internet connection for the Living to 100 Life Expectancy Calculator.

This toolkit includes tips for organizing health assessment events, technical considerations for using the online calculator, and recommendations for working with local media to invite the public and convey NPHW messages.

By inviting the public in for free health assessments, you help older adults learn how to follow the three Ps - Prevent, Protect and Plan - to live stronger, longer.

Here are some tips for organizing a health assessment event:

HOLD A PLANNING MEETING

A planning meeting should include representatives from all of the parties involved in your health assessment events. At the meeting, come to agreement on the initial

logistics, such as the dates, times and location for your events. It's a good idea to clearly delegate responsibilities for setting up computers in the health assessment center, gathering educational materials, working with media, and arranging for event staffing. Your health assessment events should be scheduled

during the same time each day during NPHW. For instance, consider scheduling your events from 12:00 p.m. to 3:00 p.m., from Monday, April 4 through Friday, April 8. Or, schedule them for a longer period over the weekend of April 9 and 10. This makes scheduling simpler for staff, attendees and media. When selecting dates and times, consider the times that would be most convenient for older adults to attend; they may be most able to come at times during the day that avoid morning and evening rush hours.

CREATE A HEALTH ASSESSMENT CENTER

The area should be easily accessible from a public entrance and supervised by staff at all times. This could be your lobby, a large waiting room or even a wide hallway with computers against one wall. In addition to computer equipment, the health assessment center should be equipped with medical equipment to administer basic health checks, including:

- Blood pressure,
- Heart rate,
- Height and weight,
- Vision tests, and
- Gait and balance tests.

Rather than hosting a health assessment event at your facilities, consider working with a local senior center or similar organization to host a health assessment event. They often have the facilities necessary for a successful event, including computers and publicly accessible spaces. While the event should be aimed at older adults in your community, be sure to welcome all visitors. Caregivers and other individuals may also be interested in attending your health assessment event.

STAFF APPROPRIATELY

Schedule students in advance. Student members should be available to greet visitors, help them individually with the online assessment tool and administer the basic health checks. Many visitors may be unfamiliar with using a computer or the Internet, so make sure enough students are available to provide one-on-one support for the online assessment tool.



Before your events, meet with the students to ensure that they understand the purpose of the health assessment event and their roles and responsibilities to make it a success. **MAKE SURE INSTRUCTIONS ARE CLEAR FOR VISITORS** Create signs to make sure that your guests understand where to go and how to begin their health assessment. You may want to create a sign-in sheet so that you can monitor how many visitors have attended the health assessment event.

USE NPHW FACT SHEETS AND OTHER EDUCATIONAL RESOURCES

The fact sheets in this toolkit are designed for use at your health assessment event, so duplicate the fact sheets and position them in a publicly accessible location in your health assessment.

You can use your local newspapers, radio and television stations to invite the public to attend your "Live Stronger, Longer" health assessment events and raise the profile of your organization.

Here are some tips for working with the media in your area:

CONTACT LOCAL EVENT CALENDARS

Many media outlets compile community calendars of events in the area, especially smaller newspapers. However, they need to know about your event weeks in advance. To be included on these calendars, draft a one-page media advisory that includes the date, time, location and a brief description of the event and fax, mail or email it to the outlet. A sample media advisory is included in this toolkit.

EXPLORE OPPORTUNITIES FOR FREE ADVERTISING

Talk with the advertising staff at local radio stations and weekly community newspapers.

Often they provide free or discounted advertising for public service announcements. Ads and public service announcements, like the samples in this toolkit, help drive the public to your health assessment events.

REACH OUT TO HEALTH AND CONSUMER AFFAIRS REPORTERS

You may already have relationships with reporters or editors at your local newspapers and radio and television stations. If you are unfamiliar with your local media contacts, health reporters and consumer affairs reporters will be the most appropriate for NPHW outreach. You can find these reporters and editors by calling each media outlet or visiting their Web sites. The media will be interested in the message of NPHW and the health assessment events, so be prepared to discuss the barriers to health care for older adults in your area and the "Live Stronger, Longer" messages.

USE LOCAL FACTS TO TELL THE STORY

Reporters will want local stories and facts for NPHW 2005 stories. If possible, try to provide a one-page document with local statistics on seniors and public health. How many seniors are in your area? How many of them suffer from health conditions such as high blood pressure, diabetes or coronary disease? A sample fact sheet with placeholders for local statistics is included in this toolkit.

WRITE A LETTER TO THE EDITOR

Draft a short letter to the editor of your local paper to highlight the importance of regular health assessments for the health of seniors. The letter should also encourage readers to get a health assessment during NPHW 2005. Submit your letter to the editor by fax, email or mail according to the preferences of your local paper. Information on how to submit a letter to the editor may be found online or by calling the newspaper and asking to speak to the letters editor.

NOTES ON DEVELOPING MEDIA MATERIALS

All media outreach materials should include your contact information and details of your event. Materials can be faxed and/or emailed to media contacts. Avoid sending attachments in



emails because reporters often will not open them. Edit all media materials very carefully for correct grammar, spelling and punctuation. Avoid jargon – remember that your audience will not be familiar with even the simplest public health terms.

BE PATIENT AND PERSISTENT

Reporters are often under deadline pressure. They may not answer your calls or emails immediately. However, if you don't hear from a reporter within a few days, don't hesitate to contact him or her



Sample Local Fact Sheet

Live Stronger, Longer!

Here is a template for creating a local fact sheet. When customizing this fact sheet, you should highlight the best resources that your community offers to help older adults live stronger, longer. Print this on your organization's stationery and include contact information.

Due to public health advancements, older adults are living longer than ever before and are making up a larger portion of the population.

- There are [INSERT NUMBER] older adults in [INSERT LOCALITY] who make up [INSERT PERCENT] percent of our [CITY/COUNTY/STATE]'s population.
- Over the next 25 years, the population of older adults in the United States will rise such that one in five Americans will be over age 65.

But living longer doesn't mean older adults are living stronger.

- The average 75-year old has three chronic conditions and uses five prescription drugs, and 80 percent of older adults suffer from at least one chronic condition.
- In [INSERT LOCALITY], our older citizens struggle with [INSERT UP TO THREE KEY CONDITIONS, PROBLEMS, OR BARRIERS TO GOOD HEALTH].

Older adults can PREVENT many common health problems.

- Nearly [INSERT NUMBER] older adults in [INSERT LOCALITY] die each year from influenza or pneumonia, even though the risk of getting these diseases can be lessened significantly with immunizations.
- Simple measures such as doing balance exercises and removing hazards in the home can greatly reduce chances of falling. More than [INSERT NUMBER] of older adults in [INSERT LOCALITY] fall each year.
- More than half of all older adults have hyperten-

sion - a dangerous disease that can be prevented or controlled by eating a healthy diet and getting regular physical activity.

Early detection can PROTECT the health of older adults.

- Many chronic diseases can be treated if they are detected in time, but only one-third of older adults receive all recommended screening measures.

Even older adults with chronic conditions can PLAN to stay healthy.

- Older adults can live longer, healthier lives by visiting their doctor on a regular basis, creating an action plan to manage their conditions, and correctly following the treatment prescribed by their doctor.

As a community, we are working to help our older citizens live stronger, longer.

- The [INSERT LOCALITY] senior center offers exercise classes and other recreational programs to help older citizens get more physical activity.
- [INSERT ORGANIZATION] holds free influenza vaccine clinics each year for older adults.
- Older adults can contact the [INSERT LOCALITY] health department to get information about necessary health screenings.

1. "The State of Health and Aging in America 2004," Merck Institute of Aging and Health and the Centers for Disease Control and Prevention, 2004.
2. "The State of Health and Aging in America 2004," Merck Institute of Aging and Health and the Centers for Disease Control and Prevention, 2004.
3. "Older Americans 2004: Key Indicators of Well-Being," <http://agingstats.gov/chartbook2004/healthstatus.html#Indicator%2015>
4. "The State of Health and Aging in America 2004," Merck Institute of Aging and Health and the Centers for Disease Control and Prevention, 2004.



Event Planning

Town Hall Meetings

A health assessment event is an effective way to demonstrate your commitment to helping older adults in your community live stronger, longer. A NPHW health assessment event should be open to all older adults. By conducting a town hall meeting, you bring influential members of the community together with older adults in the audience to discuss barriers to living stronger, longer and potential solutions.

These are some essential steps for a successful town hall meeting:

PLANNING YOUR TOWN HALL MEETING

For a meeting during NPHW, begin the planning process in late February or early March to give meeting participants enough notice and time to prepare. While your town hall meeting may only last 90 minutes, it requires weeks of preparation. Form a planning committee. Contact local organizations in your area, such as senior centers or health care providers, early in the process and ask them to designate an individual to be responsible for their participation.

Conduct a planning meeting. Schedule a planning meeting as soon as possible. Invite partner organizations to an initial planning session to discuss your town hall meeting. At the meeting, you should outline the theme, delegate planning responsibilities, solicit volunteers and explore your options for potential panelists. Ask about other resources partner organizations can contribute to the town hall meeting, such as access to panelists, moderators or facilities. Focus on barriers to health care for seniors. Incorporate the goal and message of "Living Stronger, Longer" into your town hall meeting. By creating a theme, you give participants and attendees a central focal point for discussion. Consider making your theme more specific to issues facing your community, such as local health programs or facilities for older adults in the area. Or use a national policy theme and discuss how it applies to older adults in your community, such as social engagement for seniors or community planning for active living. For more information on national policy themes, visit the White House Conference on Aging Web site at www.whcoa.gov.

Select a time, date and location. The date and time should be amenable to all of the major participants and not conflict with other regularly scheduled community meetings. The audience should include as many older adults as possible, so consider the times that are most convenient for them, such as late morning or mid-day. Select a public area that can accommodate a large group of attendees, includes a stage or podium and is accessible for the disabled. Senior centers or public facilities that conduct regular "senior hours" are ideal locations for a town hall meeting. Or host the town hall meeting at a local public library, school auditorium, church, union hall or similar facility. Check with the site manager to ensure it has adequate parking and access to electrical outlets for equipment.

Secure your panelists early. Send written invitations via mail to local community leaders, public health experts and policymakers. Send your invitations as early as possible and then follow up with a phone call. The quality of town hall meeting panelists is a key factor in attracting an audience. Invite panelists that offer multiple perspectives on barriers to health care, such as experts from local universities, government offices or boards of health. Town hall meetings are not contentious debates, so select panelists that can "agree to disagree." Most meetings should not include more than four panelists.

Select a moderator. Choose a moderator that can keep the town hall meeting on track. He or she is responsible for beginning the meeting, introducing panelists, keeping the program on time and facilitating the Q&A session.

DRAWING A CROWD

Use all the communication channels available. Explore all your options for inviting the public to attend. Local media - especially local community calendars - are a good start. Distribute stacks of flyers to local businesses and post them on local bulletin boards in public areas, such as schools, churches, government buildings, restaurant and libraries. Use your Web site and email listservs to publicize the event and encourage your partner



organizations to do the same. Invite other community influencers. Send written invitations to other community leaders who might attend. Even if they are not able to make it, they appreciate the invitation and it lets them know that you are actively addressing barriers to health care for seniors in your community. Invite the media. Inviting local media contacts extends your message beyond town hall meeting attendees. Contact them first via mail or email, but follow-up with reporters over the phone in the weeks before your event. This toolkit includes tips on working with your local media for a town hall meeting.

SETTING THE AGENDA

Create an agenda that provides a framework for participants and tells the audience what to expect from the program. In total, your event should last no more than 90 minutes. Each panelist should have approximately 10 minutes to speak and the moderator should facilitate a 30-minute Q&A session with questions from the audience. However, you may wish to allow high profile speakers slightly more time for their presentation.

MANAGING THE ROOM

Draft volunteers. Ask for volunteers to help manage the logistics during the meeting. Volunteers can help set up tables and chairs, work with panelists, ensure that equipment is running properly, greet attendees at door and address any problems as they arise. For a large meeting, ask your partner organizations to help draft

volunteers, too. Set up early. Begin setting up the room two hours before your event. This gives you and your volunteers enough time to prepare the room and extra time in case of problems. Set-up items often include tables, chairs, signage, informational materials - including the fact sheets in this toolkit - refreshments, a sign-in desk and sign-in sheet, posters, risers, projectors, computers and microphones. Record the meeting. Capture the meeting using a video camera. You can later refer to the video for specific quotes from panelists, future presentations and for the town hall meeting report form described below. Put one volunteer in charge of monitoring both the video and audio quality of the recording. Keep the meeting going. Start the town hall meeting on time, even if some attendees or panelists are running late. Keep your meeting on track by appointing a volunteer to give panelists time signals when their allotted time is about to run out. Ask some volunteers to come with prepared questions for the Q&A session, in case no other attendees have questions for the panel.

FOLLOWING UP

Say "thank you." Send thank you notes to acknowledge the efforts of your panelists, moderator, volunteers, partner organizations and high-profile attendees in writing. Send a report to APHA. Use the town hall meeting report form included in this toolkit to provide information about the meeting to APHA. The information from your town hall meeting is a critical part of an upcoming APHA report to be submitted to the White House Conference on Aging.



Film Forum

Live Stronger, Longer!

GETTING STARTED

You should start planning early for your film forum – at least one month before the meeting date. Below are some tips to organizing a film forum. We have some films listed as a resource for you.

Select a time and date: Try to avoid conflicts with other regularly scheduled meetings group meetings in your area.

You may want to try to contact the director of the film to appear for a discussion after the screening.

Determine film to be viewed surrounding the theme of empowering Americans to live healthier and stronger and longer. Discussion materials can be obtained by contacting Jay Bhatt, Student Assembly Action Committee Co-Chair

Student Assembly has recommended the following films can be used:

"Our Nation's Health ... Healthy Aging" Produced by PBS, Educational Television Network (ETNET) and CWI Productions 1993

The main message of Healthy Aging, as stated in the film by Robert Butler, a former director of the National Institute on Aging (NIA), is that "We have the opportunity to design our own healthier future."

"Aging in America: Dignity or Despair" (1988, 171 minutes, color) This recording of a live nationwide video teleconference on aging, moderated by Ted Koppel of ABC News, brings together eighteen experts in health care, Social service, government, business, labor, senior advocacy, public policy, and economics to seek solutions to a broad range of problems in a rapidly graying nation: Income security, health care, long-term care, employment, housing, and support services.

"Ethnic Diversity: Barrier or Benefit in Health Care of the Elderly?" (120 minutes) As proportions of ethnic minorities within the aging population continue to grow, ethnic diversity has become an increasingly important health care issue. A panel of five nationally known professionals in gerontology (Joyce T. Berry, Fernando Torres-Gil, Spero Manson, Veronica Scott, and Jennie Chin Hansen)

discusses the implications of ethnic diversity related to health status, access to health care and effective outreach. The panelists share their unique insights into the cultural values and beliefs of older health care consumers who are members of different ethnic groups.

"Living Well: A Guide to Healthy Aging" Supported by a grant from the National Institute of Aging, National Institutes of Health. **The tapes and accompanying booklet are essential for anyone concerned about:**

- Staying healthy through easy exercises and diet options
- Maintaining control of your finances
- Understanding legal options: durable powers of attorney, advance directives and guardianship
- Choosing nursing homes and community-based support care
- Being Your Own Advocate: Improving communication skills with your doctor
- Understanding Medicare, Medicaid and Managed Care
- Knowing where to seek help for all your aging concerns

- How to avoid and manage conditions like diabetes and cardiovascular disease

"Growing Old In A New Age Series" 13-part series Produced by: Annenberg/CPB Project, 1993 A declining birth rate combined with lengthening life expectancy is creating a dramatically older and different world population. "Growing Old In A New Age," a series and gerontology course, helps students and viewers understand the process of aging and its impact of the lives of individuals and society.

The series addresses such questions as how one stays physically and mentally healthy and sustains a useful role throughout life. The programs draw upon the expertise of social and biological scientists, medical professionals and clinicians, as well as the personal experiences of more than 75 individuals of retirement age and beyond. The diversity of opinions presented compels viewers to re-examine their attitudes toward aging.

"Acting Up" (60 minutes) Taped before a live studio audience, this video shows a dynamic troupe of older adults who sing, dance and humor their way through the myths and stereotypes of aging. This video can be used as a source of entertainment, a stimulus for discussion of the positive



Live Stronger, Longer!

aspects of growing older, and a resource for motivating and inspiring creativity in older adults

"The Aging of America" (30 minutes) This program focuses on the demographic shift created by increased life expectancy. It examines Alzheimer's disease, loneliness, financial difficulties, and fears relating to memory loss and death.

"The Forgotten Tenth" (14 minutes) Serves as an introduction to the issues regarding HIV/AIDS that pertaining to adults over 50. It includes vignettes highlighting the personal experiences of three persons who are HIV infected, and one caregiver. In addition, age-specific information related to risk reduction is presented by a doctor and a nurse practitioner. Included with the video is an 85-page manual entitled *AIDS and Aging—What People Over 50 Need to Know*.

"Medications and Elders ... A Delicate Balance" (33 minutes) Designed for health professional audiences, this film deals with how elders handle medications differently than younger individuals, and how this and a host of other factors lead to what is now being referred to as "America's other drug problem." The film provides some solutions to this problem and offers safe alternative pharmacological agents within several therapeutic categories. The film can be stopped at various places to allow audience discussion.

"When She Gets Old" (28 minutes) In this sensitively produced video, several women share their stories of financial hardship caused by divorce, widowhood, and/or a history of low-paying jobs with no pensions. The women's struggles to meet their daily needs are interwoven with comments from professionals on financial hardships faced by older women. Social security was not designed to be the sole source of income in later years, but many older women have no other income. This generation of women expected to stay home, raise families and have their husbands provide

for them. Unfortunately, divorce and widowhood cut many women off from financial security in their later years. This video shows several women's courage in the face of adversity as they search out resources that enable them to live independently. The video shows older women using social services and programs that include subsidized housing, the Supplemental Security Income Program, neighborhood nutrition and socialization services, in-home care, and care managers.

Reserve the room and proper equipment for the day and time of the film forum: Make sure to get proper audio and visual equipment that will be available on the date of the forum

PUBLICITY

Audience: Advertise the film flyers, emails, announcements. Use club organization listserv and contacts for an audience.

LOGISTICS

Set-up: Important setup items for your film forum include chairs, microphones for the panelists, evaluation form, and AV equipment.

Refreshments may also be provided based on budget

PROGRAM

Moderator: You should select a moderator that can describe National Public Health Week and the theme, introduce the film, the purpose, and introduce the panelists, and the agenda for after the film.

Panel of Experts: You should secure a diverse panel of professionals from the school and community who can participate in the discussion of the film. Approximately 2 hours 30 minutes and 30 minutes for discussion.



Event Planning

Poster Contest

Live Stronger, Longer!

Getting Started

Select a time and date: Schedule a day and location to display your submitted posters within your school. Posters can be displayed in school hallways, lobby, lounge, or auditorium.

PUBLICITY

Advertise: You will need to attract participants through flyers, emails, posters, class announcements. Ask students/staff/faculty to create pictorial displays with the theme of living stronger and healthier.

LOGISTICS

Set-up: Have participants bring and set-up their posters a half-hour before the beginning of the session on the day of the contest

PROGRAM

Judges: You should assemble a small group (approximately 6 judges) of community members, faculty, alumni, students, and staff. Create a judging sheet to score entries.

Winners: Announce via email at an awards ceremony. Provide an award for winners.

You may want to leave the posters up for the remainder of the week.



Event Planning

Brown Bag Lunch

Brown-bag means that lunch isn't provided and participants are encouraged to bring their own lunch.

GETTING STARTED

Select a time and date: Schedule a day and time identified by the speaker(s) with the school for a room

PUBLICITY

Audience: Attract an audience for the brown bag seminar through flyers, emails, and class announcements.

LOGISTICS

Refreshments: Provide drinks (soda, tea, coffee, water) for seminar participants

PROGRAM

Introductions: Introduce speaker and provide background for the attendees.

Speakers: Speakers could be representatives from local public health offices such as your state, city, or county department. They can be from the American Heart Association, American Cancer Society, American Diabetes Association, and the American Geriatric Society. Other local health professionals can be included such as a cardiologist, geriatrician, or chronic disease epidemiologists.

TIME

1 hour should be sufficient for the speaker and time to answer questions.

DISCUSSION TOPICS

- Social security (it would be great to have a panel discussion on the history of social security, the strains/problems, changes in social security proposed by the current administration, and additional options)
- Mental illness
- Depression/substance abuse among elderly

Live Stronger, Longer!



Legislative Advocacy

Live Stronger, Longer!

Getting Started

Personal Letter

Send a letter to Congressional representatives advocating for an issue of interest. When sending a letter, be brief, tell them what you want, don't forget to give them your address and always ask for a response. Most public officials will not send you a response if you don't show that you reside in the district. Due to increased security mechanisms, it is recommended that you fax in your letter. You can refer to the sample letter below.

Telephone Call

Secure and organize a day of action in which students will call in and contact their legislators via phone and or personal visits. If you don't have time to send a letter or set up a meeting, make a telephone call. A telephone call is a quick way to let your public official know about the issue and your concern and that of others. A telephone call can be made anytime. If you get voicemail leave a message, your address, and request a response.

See sample talking points below.

Rally

Seek out and participate in the organization of a rally surrounding an issue that has been identified by you and other students.

Meet with a Public Official

Meet with a public official to discuss the issue and possible existing legislation or the idea of developing legislation. A meeting allows you a face to face discussion and for greater impact. Nevertheless, in many cases an official will not be available and you will speak with the staff that handles that issue. Don't take this as a missed opportunity, because staffs are very important in providing information to the public official that will influence the vote on a piece of legislation or issue. When you attend the meeting, make sure you have prepared talking points so you don't leave out anything important and provide them with an educational packet on your issue.



Legislative Advocacy

Sample Talking points

Live Stronger, Longer!

Throughout history, public health has been making a difference in the lives of Americans. Due in part to public health, the United States has been successful in identifying and addressing patterns of disease, illness and injury in populations. As a result, Americans now live 25 years longer.

April 4-10, 2005, is nationally recognized as National Public Health Week. Public health professionals and agencies use this time to celebrate the successes of public health as well as bring attention to health issues that have serious consequences on Americans. During National Public Health Week this year, we will be focusing our efforts on empowering Americans to live stronger, longer. Taking preventive action and adopting a healthier lifestyle is critical. Research shows that many of the deterioration symptoms that come with age are a matter of influence and mindset, not genetics.

Many Americans often miss simple opportunities to **prevent** health problems by practicing healthy living. Today, several chronic diseases can be treated, if they are detected in time. However,

many Americans are not taking measures necessary, such as early detection and screening, to **protect** their health. Consequently, many older Americans over age 65 are not regularly screened despite the availability of effective screening tests. The good news is Americans can live longer healthier lives by working with their family members and health care providers to manage their conditions. Americans can develop a **plan** to manage their health that will promote a higher quality of life in later years. APHA aims to use National Public Health Week 2005 to improve access to quality health care for all seniors and expand opportunities for Americans to live stronger, longer. In order to assist us with these aims, Congress must be educated and engaged in order to make simple, but effective policy changes that can make it even easier for Americans to adopt these changes.

Utilize tools on effective lobbying prepared and provided by the APHA Student Assembly (PHSC) at <http://www.phsc.org> to assist in preparing and educating participants for advocacy efforts.



Event Planning

Town Hall Meeting: Sample Media Advisory

For Immediate Release

CONTACT:[John Smith, (xxx) xxx-xxx]

[DATE]

Local Leaders to Discuss Major Health Issues for Older Adults Town Hall Meeting to Address Ways [INSERT COMMUNITY] Residents Can “Live Stronger, Longer”

(City, State) - Local officials and public health experts will come together on [INSERT DATE] for a town hall meeting to discuss the many health issues facing older adults in [INSERT COMMUNITY].

Organized by [INSERT ORGANIZATION] as a part of National Public Health Week, panelists will address the public health policies and issues that keep many older adults from getting the health care they need to live stronger, longer.

“Live Stronger, Longer” is the theme for this year's National Public Health Week, which runs from April 4 to 11. During the week, the American Public Health Association and [INSERT ORGANIZATION] encourage older adults in [INSERT COMMUNITY] to follow the three Ps - Prevent, Protect and Plan.

WHO: Dr. John Stocks, Middletown Senior Health Center
Dr. Jane Caster, State University School of Public Health
[STATE] Senator Robert Monroe
Dr. David Wallace, Wayne County Public Health Dept.

WHAT: Town Hall Meeting on Barriers to Health Care for
Older Adults in [COMMUNITY]

For additional information on the health risk assessments and screenings, please contact [INSERT NAME] at [xxx/xxx-xxxx] or log on to [www.xxxxxxxxxxxxxx.xxx].

For tips on living stronger, longer, visit the National Public Health Week Web site at www.nphw.org.

###



Event Planning

Town Hall Meeting: Sample Agenda

**Reducing Barriers to Health Care:
Helping Middletown Seniors Live Stronger, Longer
Middletown Public Library Auditorium
April 7, 2005
6:30 p.m. - 8:00 p.m.**

- 6:30 Welcome and Introductions**
Norman Carlson, Moderator
- 6:45 Prevalent Health Care Issues for Seniors in Middletown**
Dr. John Stocks, Chief Gerontologist, Middletown Senior Health Center
- 6:55 Access Points for Senior Health Care and Immunizations**
Dr. Jane Caster, State University School of Public Health
- 7:05 Helping Seniors Protect Their Health: Legislation in the State Senate**
[STATE] Senator Robert Monroe
- 7:20 Simple Solutions: Prevent, Protect and Plan**
Dr. David Wallace, Director, Wayne County Public Health Department
- 7:30 Q&A: "How can Middletown seniors access the health care and information they need?"**
Norman Carlson
- 7:55 Closing Remarks**
Norman Carlson

Live Stronger, Longer!



Legislative Tools

Sample Letter to a Public Official

Live Stronger, Longer!

Date
The Honorable John Jones
United States Senate
Address
Washington, DC 20510

Dear Senator Jones:

As a constituent, public health professional and a member of the American Public Health Association, I want to make you aware that April 4-10, 2005, is recognized as National Public Health Week. During this week, public health professionals celebrate the success of public health and inform the public about serious health concerns affecting Americans.

This year, we are focusing our attention on the issue of healthy aging. Public health advancements and new treatment options are enabling Americans to live longer than ever. The average life expectancy in the United States is now 74 years for men and 78 years for women. Nevertheless, it is not only important to live longer but to be stronger and healthier.

Many individuals and their families, as well as communities and policy makers, are missing opportunities to take the preventive actions necessary to keep aging Americans stronger and healthier as they age. As a result, older Americans often endure chronic physical and mental illnesses that could be avoided or diminished if they were more proactively addressed. At the American Public Health Association, we believe that it is never too late to address these issues. National Public Health Week 2005 will focus on empowering Americans to live stronger, longer! Older Americans will find success in living stronger, longer, when they adopt a lifestyle consistent with three Ps: prevent health problems from occurring, protect health through early disease detection, and plan to stay healthy.

As Americans age, we believe the time is right for Congress to act now to prevent, protect, and plan. Programs to vaccinate against flu and pneumonia, promote exercise and good nutrition, quit smoking, and comply with medicine prescriptions are ways to prevent health problems from occurring in the first place. Encouraging the use of chronic disease screening programs and orienting Medicare benefits to focus on healthy aging and the maximization of independence, rather than simple disease treatment, are ways to protect seniors' health through early disease detection. Creating "livable communities" so older Americans can be physically active, funding adequate public transportation and other mobility alternatives, and increasing training opportunities for health care professionals with expertise in geriatrics will help older Americans as they plan to stay healthy.

I hope that after you take a look at the facts I have enclosed, you will consider looking at options to help seniors live stronger, longer. I appreciate all your hard work on Capitol Hill and look forward to hearing your position on this issue.

Sincerely,

Your Name
Address
Phone Number



Legislative Tools

Sample Telephone Script

Live Stronger, Longer!

Hello my name is _____ and I am a constituent and public health professional in your state and Congressional district. I am calling today to make Senator/Representative _____ aware that April 4-10 is National Public Health Week. During this week, the public health community and I will be focusing our attention on healthy aging, with the goal of helping older Americans live stronger, longer.

The average life expectancy in the United States is now 74 years for men and 78 years for women. But as Americans age, living *healthy* must be as important as living *longer*.

Senator/Representative _____, we need you to help seniors live stronger, longer, by supporting legislation that **prevents** health problems from occurring in the first place, **protects** health through early disease detection, and helps seniors **plan** to stay healthy.

Some initiatives that will come before Congress this year include:

Programs to vaccinate against flu and pneumonia.

Programs to promote exercise and good nutrition and quitting smoking.

Programs to help seniors comply with medicine prescriptions.

Encouraging the use of chronic disease screening programs.

Orienting Medicare benefits to focus on healthy aging and the maximization of independence, rather than simple disease treatment.

Creating “livable communities” so older Americans can be physically active.

Funding adequate public transportation and other mobility alternatives.

Increasing training opportunities for health care professionals with expertise in geriatrics.

Rather than wait, Congress should act now to prepare for an active generation of seniors who are empowered to live stronger, longer.

Senator/Representative _____ I look forward to hearing your position on this issue. If the American Public Health Association or I can provide you with more information on this topic, please don’t hesitate to contact me.

Don’t forget to leave your name, address and telephone number.



Legislative Tools

Sample Talking Points

Public officials need to hear our message during National Public Health Week. Public policy related to older Americans should primarily focus on PREVENTING problems from happening, PROTECTING health through early detection, and PLANNING to stay healthy. The “Three Ps” can guide public policy decisions in the following areas:

PREVENTION

- Vaccination against influenza and pneumonia.
- Home assessments to reduce the risk of falling.
- Exercise and nutrition promotion.
- Smoking and tobacco use cessation.
- Prescription medication compliance.

PROTECTION

- Encouraging the use of chronic disease screening procedures, particularly those covered by Medicare.
- Orienting Medicare benefits to focus on healthy aging and maximization of independence rather than disease treatment.
- Urging health care providers to be proactive in explaining Medicare benefits.

PLANNING

- “Livable communities” with walkways, bike paths, and other infrastructure to promote physical activity, strong community cohesion, and aging in place.
- Public transportation and other mobility alternatives.
- Meals on Wheels and other programs that share the goal of helping seniors to age in place.
- Maximizing availability of alternative living arrangements.
- Increasing the number of health care professionals with expertise in geriatrics and long term care practices and policies.

Things to Remember Before, During and After a Meeting

- Make sure you schedule an appointment before you go to the public official’s office. Call and ask to speak with the scheduler. In most instances they will ask for your request in writing.
- Be on time for your meeting.
- It is okay to meet with staff if the public official is not available.
- Always thank the public official for his/her service in the legislature.
- If you do not know the answer to a question, tell them you will send the answer.
- At the end of your meeting, always ask the public official or the person you are meeting with their position on your issue or request.
- Don’t stay past your scheduled time, unless the public official initiates it.
- And always send a thank-you letter that reiterates your request.



Legislative Advocacy

Live Stronger, Longer!

Building Coalitions

In order to have the greatest impact, students should establish coalitions to create a stronger voice and strengthen organizing efforts. Consider who may want to work with you on the issue. Regional or national minority student groups may be interested in getting involved; student groups that cover multiple topics (like AMSA) also might be interested in getting involved in several activities. Think across disciplines—medicine, nursing, dentistry, public health, even law.

Once you have begun to converse with other student organizations about working together, begin talking about building a coalition of student and activist groups around the issue of

disparities. Think about including religious organizations, community health centers, and other community groups. Host a meeting of these organizations and groups to brainstorm how you will work together. A large coalition of organizations mobilized around this issue can carry a lot of influence when weighing in on school, local, state, or national policies and programs. These coalitions will be invaluable for all of the activities and actions outlined in this toolkit.

For tips on coalition building, visit PHR's online guide to Taking Action:

http://www.phrusa.org/students/campus_action.html#8



Legislative Advocacy

Assemble a Town Hall Meeting

A town hall meeting can be an effective way to raise public awareness as well as to pressure a public official to take a position on an issue. Look on your public officials' websites and/or contact the office(s) to find out schedule information and to invite them to speak at your event. If the purpose of the event is not political, advertise it as a "teach-in." Find local organizations and concerned citizens to sponsor or participate in the event. Create a panel or a schedule of speakers who will discuss various issues regarding racial and ethnic disparities in

health care treatment. Local health care providers, health advocates, researchers, and minority leaders should be invited to present on local issues and challenges relating to disparities. Like a town hall meeting, a conference or symposium can be an effective way to raise awareness about aging, as well as to bring together different expert speakers, community members, students, faculty, and the public. Reach out to your school administration for help with funds, organizing, and advertising.

Live Stronger, Longer!



Legislative Advocacy

Live Stronger, Longer!

Utilizing the Media

Getting media coverage on this issue can be one of the most effective and fruitful tactics to educate the public and influence policy. To be successful, remember to:

- 1) Stay current by reading the newspaper.
- 2) Develop a media contact list of reporters who cover these issues.
- 3) Find out who else is working on this issue.
- 4) Consider timing and establish a hook that will attract the media's attention. It is much easier to get media attention if you can time your story or op-ed to a recent news story or event, such as when a state agency releases a new report on disparities, a national leader addresses the issue, or your group is hosting an event.

Among the many ways students can use the media to raise public awareness on an issue, these four media strategies are great places to start:

The Letter to the Editor: A letter will respond either in favor of or in opposition to a story published on an issue. Letters should be 100-200 words and should be timely, informational, and should offer an opinion. The

more letters a newspaper receives on a topic, the more likely it is to include one or more on its "Letters to the Editor" page.

The Op-Ed: An Op-Ed is submitted to newspapers to express a position on a topic. It may be an effective tool when the media is missing an important aspect of a story. It is an effective way to explain complicated but integral details on a topic. Be sure to contact the Op-Ed editor before writing the story to gauge his/her interest and to determine article requirements. Explain why you think the issue is important to readers.

The Press Advisory: The purpose of a press advisory is to notify the media in advance about an event or activity. It should explain the "who, what, where, when, and why" of the event and should provide just enough information to entice reporters to attend and cover the event.

The Press Release: The press release is meant to summarize and present a story, help the media frame your message accurately, and provide background information and quotes that you want the public to see.



Legislative Advocacy

Live Stronger, Longer!

Student Organizing

Organize students and others in the community to make their voices heard and influence policy on diversity at your school.

Before doing so, make sure to determine the key problems, your clear requests/recommendations, and a coalition of like-minded people. It is often best to make requests in a quiet way at first. If you feel as though your group is not being heard, consider the following more vocal and sometimes controversial activities:

Circulate student petitions – Petitions are an effective organizing tool and a powerful way to deliver a message. Write a petition that calls for specific changes in your school's mission statement, admissions criteria, or other policies regarding diversity. Collect signatures on your campus, at local hospitals and health clinics, and at other religious or civic organizations. Also, con-

sider approaching leaders of community groups, health clinics, religious or civic organizations, and hospitals to sign onto a sign-on letter.

Pursue local resolutions – Resolutions in support of promoting diversity at your school also can have an impact. The goal is to establish a collective voice that will raise awareness and also apply pressure to the school to take action.

Organize student demonstrations – If other less controversial efforts seem not to be working, demonstrations can be an effective way to publicize the need for changes at your school, rally student and community support, and influence decision-makers.

Use the media to raise awareness – The media is a good tool to raise awareness about the importance of diversity and any progress or gaps at your school.



Legislative Advocacy

Organizational Resources

Live Stronger, Longer!

Office of Minority Health – Organizations Database. An organizations database by the Office of Minority Health within the U.S. Department of Health and Human Services with information about minority health organizations. <http://www.omhrc.gov/omh/q-newmaindb2.htm>

US Department of Health and Human Services – Healthy People in Healthy Communities. A guide for building community coalitions, creating a vision, measuring results, and creating partnerships dedicated to improving the health of a community. Includes “Strategies for Success” to help in starting community activities. <http://www.healthypeople.gov/Publications/HealthyCommunities2001/default.htm>

American Public Health Association – Community Solutions to Health Disparities Database. A database that contains projects and interventions provided by members of the public health community. Search for model projects and interventions to health disparity challenges in your community. <http://www.apha.org/NPHW/solutions/>

ISCOPES – Interdisciplinary Student Community-Oriented Prevention Enhancement Service. Information about the ISCOPEs project, a group of interdisciplinary health professional students, in teams, doing service learning projects with the community. <http://www.gwu.edu/~iscopes/>

Kaiser State Health Facts Online The latest state-level data on demographics, health, and health policy, including health coverage, access,

financing, and state legislation. <http://www.state-healthfacts.org/>

National Center for Health Workforce Analysis – State Health Workforce Profiles. Profiles on states that compile accurate and current data on supply, demand, distribution, education and use of health personnel. <http://bhpr.hrsa.gov/healthworkforce/reports/profiles/>

Office of Minority Health – Assessment of State Laws, Regulations and Practices Affecting the Collection and Reporting of Racial and Ethnic Data by Health Insurers and Managed Care Plans (2003). An analysis by the National Health Law Program, under contract with the Office of Minority Health, of state laws and practices regarding data collection by race and ethnicity. On the website, results are searchable by state. <http://www.omhrc.gov/OMH/sidebar/datastats13.htm>

US Department of Health and Human Services – Healthy People 2010 Toolkit: A Field Guide to Health Planning (2002). A resource for states in developing their Healthy People 2010 plan. Includes sample state statutes, funding sources, ideas for involving community and citizen participation, and setting priorities and reaching goals. <http://www.healthypeople.gov/state/toolkit/ToolkitAll2002.pdf>

US Department of Health and Human Services – Healthy People State Coordinators. A list of state coordinators for the HHS Healthy People 2010 initiative. <http://www.healthypeople.gov/HPScripts/StateContact.asp>



Legislative Advocacy

Tips to Building a Coalition

Always have a meeting facilitator who can move the meeting along and make sure the group sticks to the agenda. Other issues brought up may be tabled and discussed later.

Spend time determining goals and strategies for what your organizations hope to accomplish in working together- this should be decided in one of your first meetings and then reviewed at every subsequent meeting.

Remember coalitions work best when focused upon one issue, and not many issues.

Set up guidelines from the onset about what is appropriate and what is not appropriate to say during the meeting and strongly discourage any attacks upon one organizations' leadership or action style. Encourage use of "I feel... when you do"

Have a mechanism for feedback.

Do an event together - Host a speaker, hold an activities fair, hold a film festival or plan another activity together as a means of increasing awareness about the issue you are working on collaboratively and also on each group's individual activities.

Giving a Presentation

Educating people about your organization, issues and campaigns is one of the best ways to recruit new volunteers to your efforts. One of the most efficient ways to do this is by speaking to large and small groups. There are many groups who meet on a regular basis that would love for you to educate their members about your issues. Giving presentations to large (or even small groups) can be intimidating, so we thought it would be helpful to include some pointers on scheduling and giving presentations.

Schedule a Presentation

Larger groups usually schedule speakers in advance (sometimes as long as five or six months) so calling ahead is important. It also is important to give them a sense of what you would like to talk about and what you will be asking

the audience members to do. Remember to send along background materials to your contact after the presentation has been scheduled.

Tips on Giving a Presentation

There are two basic kinds of presentations - small and conversational, or large and more formal. Regardless of the type of presentation, you should always work from notes, be prepared for questions, have materials to hand out, and ask for input from the audience. The following is a good way to organize the information for your presentation, regardless of how many and to whom you are speaking.

Outline for a Presentation

Connection (Opening) Give them your name, the group you represent, and thank the person who helped you come to speak to this group. Give a brief introduction to the issue, why you think the issue is important, and why you care about the issue.

Context (Why is your issue important and timely)

Problem - Describe the compelling nature of your issue (i.e. landmines are a uniquely cruel weapon because of their indiscriminate use, which does not distinguish between soldiers or the step of a child). Talk about the substance of the issue. Describe the health impacts, and give quick facts that everyone should know.

Solution - Describe the campaign's solution to the problem (i.e. international ban on the use of landmines). Who is the campaign targeting for change and why?

Urgency - Describe the current political situation. Who supports the issue? What is the nature of the opposition? Why is it important for individuals or organizations to become involved now?

Commitment (Why your audience should get involved and what they can do to help)

Let your audience know the specific reason that their involvement will make a difference on the issue (i.e. "President Bush is making a decision



Legislative Advocacy

Live Stronger, Longer!

about the US position on landmines soon, it is important that he hears from his constituents in order to increase the chances that he'll do the right thing.")

Be clear and specific about the ways that individuals and organizations can become involved (i.e. "Today I'd like to ask everyone in the audience to sign a postcard to the President.") Bring any materials necessary to engage the audience in an action (i.e. postcards, pens, cans to collect money for stamps, fact sheets, etc.)

Catapult (Let the group know what happens from here) Let the group know what will result

from the concrete action they take (i.e. "After I leave here today, your postcards will be put in the mail and sent with the hundreds of thousands of postcards being collected around the country to the President.")

Let them know ways in which they can stay in touch with the campaign (i.e. have a place where individuals who want an on-going involvement can sign up; put your number, e-mail address and web-site information up on a screen or blackboard or announce it so all can write it down.) Thank them for their time and let them know you will keep in touch with the head of the organization so that they can stay updated on the issue.



Legislative Advocacy

Holding a Candlelight Vigil

www.justcandles.com

GETTING STARTED

Select a time and date: Make sure the location is free on this particular date and time.

PUBLICITY

Audience: Attract an audience for the candlelight vigil seminar through flyers, emails, press releases, and class announcements.

Participants: Develop a base of organizers who will work the classes and community as well as faculty to participate. Send emails, have flyers posted with contact info.

LOGISTICS

Refreshments: Provide snacks, provide candles, and provide signs to hold up during the vigil.

PROGRAM

Introductions: Participant organization If the event has a speaker or two that will be participating they need to be introduced as well.

TIME

1.5 hours should be sufficient for the Vigil. Certainly people can stay as long as deemed necessary by the organizers

TOPICS

- Social Security
- Aging
- Mental Illness
- Depression
- Chronic Disease
- HIV/AIDS
- Funding for the public health workforce

If you found this toolkit helpful in taking action during National Public Health Week 2005 THE APHA STUDENT ASSEMBLY would like to hear from you. Please contact action1@phsc.org to let us know how you used the toolkit and what steps you are taking to help citizens lead stronger, longer, and healthier lives.

