

Topic/Target Audiences*:

Public health and health care practitioners, researchers, and students in the state and local public health departments and in other settings who care about and address the health and wellbeing of Oregon communities especially for vulnerable people; Community members who advocate to improve their community's and individual health and wellbeing; decision and policy makers.

*NOTE: OPHA's annual conference targets all public health professionals. Please list any specific public health audiences (e.g., policy makers, program developers and evaluators, researchers), the presenters aim to reach.

Title of Presentation:

What's Next for Public Health Advocacy? Tips, tools, and guidance for bringing your public health expertise to Salem

Author(s):

Jessica Nischik-Long MPH, Sierra Prior MPH

How many presenters will there be?: 2

Presenter(s): Jessica Nischik-Long and Sierra Prior

Abstract:

A 2010 national survey found that constituents are more influential on legislator decisions than lobbyists or news editors. As experts in their field, frontline public health professionals are well positioned to educate legislators and advocate for public health funding, yet few engage with their legislators or community members about funding needs. It will take consistent, coordinated advocacy efforts over time to fully fund a modern, statewide public health system. Some Oregon legislators are strong public health allies. Others need exposure to public health principles and education about how public health investments deliver a high return on investment in the form of lower healthcare costs, reduced disease and injuries, and improved health outcomes. In this session, learn from leaders at the Oregon Public Health Association (OPHA) and Coalition of Local Health Officials (CLHO) about what you need to know in order to more fully engage in advocacy as citizens who are public health experts and how you can partner to make the case to your legislators to support funding for needed prevention services for people throughout Oregon.

Learning Objectives:

Recognize importance of advocating for adequate funding that supports a strong, fully functional public health system in Oregon.

Learn at least three methods to advocate for public health policy. Understand how, as citizens, public health professionals can engage and be heard.

Commit to at least 3 action steps that you will take from now through the next legislative session to advocate for full funding from the state for Oregon's public health system.

Explore and strategize how partner organizations and community members served by local public health authorities can be better advocates for public health here in Oregon.