National Public Health Week #NPHW

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National Public Health Week

• **Build a public health movement by engaging**
  - General public
  - Policy makers
  - Public health community and partners

• **Three pillar approach**
  - Education
  - Communication
  - Advocacy
Becoming the Healthiest Nation
Changing our health means ensuring conditions that give everyone the opportunity to be healthy. Become a part of the movement for change.

Sign up for updates
Receive updates and news
- First Name: 
- Last Name: 
- Email: 
If you respond and have not already registered, you will receive periodic updates and communications from American Public Health Association.

Submit
NPHW Evergreen Fact Sheets

• Build a nation of safe, healthy communities
• Help all young people graduate from high school
• The relationship between increased economic mobility and better health
• Social justice & health
• Give everyone a choice of healthy food
• Prepare for the health effects of climate change
• Provide quality health care for everyone
• Strengthen the public health infrastructure
• Encourage healthy behaviors and choices
NPHW Themed Fact Sheets

- Behavioral Health
- Communicable Diseases
- Environmental Health
- Injury and Violence Prevention
- Ensuring the Right to Health
NPHW Activities

• 1 Billion Steps Challenge: Jan 1 - April 8

• National Forum: Monday, April 2 at 1:00 PM ET

• Twitter Chat: Wednesday, April 4 at 2 – 3:00 PM ET

• Public Health Student Day /Virtual Meeting with Dr. Benjamin: Thursday April 5

• Legislative action
Resources @ NPHW.org

- Partner Toolkit
- Brochure
- Fact Sheets
- Calendar and map of events
- Advocacy resources
- Logo and downloads
- Multimedia and videos

HEALTHIEST NATION 2030
National Public Health Week - April 2-8, 2018

Everyone deserves the opportunity to live a long, healthy life free from preventable disease and injury. In fact, that’s what public health workers strive toward every single day. Inside health departments in every corner of the country, public health workers ensure the basic foundations necessary for good health — clean water, safe food, breathable air and access to life-saving vaccines — just to name a few. But to truly become the healthiest nation by 2030, we must also take momentous steps toward achieving health equity.

Achieving health equity means taking on the social determinants of health that often put good health and longevity out of reach for so many in America.

We want to change that dynamic — and it will take all hands on deck to do it. This National Public Health Week (NPHW), we hope you’ll join us in engaging all communities and all sectors in a conversation about the role each of us can play to put good health within everyone’s reach. Where we live, learn, work, worship and play impacts our health and our opportunity to ward off disease and injury. With that in mind, let’s partner across public and private spheres to create healthier people, families, communities and, eventually, the healthiest nation. We can do it — if we work together.

Each day of NPHW 2018 will focus on a different public health topic that’s critical to creating the healthiest nation. We hope you’ll use each topic to spark new conversations and engage new stakeholders in your community. And, of course, every day of NPHW will be a day to celebrate, recognize and honor the contributions of America’s public health workers.
NPHW Communications

Planning resources

• Toolkit on NPHW.org includes communications resources
  • Media outreach, social media tips, communications plan
• NPHW.org available content:
  • Logos
  • Steps challenge information
  • Factsheets
• Start communicating now!
NPHW Communications

Upcoming communications resources

• NPHW social media and communications toolkit
  o To be released March 2018
• Social media webinar: March 8
• Twitter chat: April 4 at 2 p.m. EDT, @NPHW and @PublicHealth
  o Register: http://vite.io/7ni9vpdqhh
• Public Health Newswire, APHA’s daily news website: http://www.publichealthnewswire.org
• The Nation’s Health, APHA’s monthly newspaper: http://thenationshealth.aphapublications.org
• Social media
  o Facebook, Twitter, LinkedIn, YouTube, Instagram
Get Involved

- Sign-up your organization to become an NPHW partner at [http://bit.ly/1mSJZuX](http://bit.ly/1mSJZuX)
- Join the online discussion @NPHW
- Use the toolkit and fact sheets
- Host an event in your community
- Promote your event on the NPHW calendar
- Talk with the media
- Participate in NPHW advocacy efforts
- If your story is published, email us at mediarelations@apha.org
- Sign up for the 1 Billion Steps Challenge:
Join Generation Public Health and be a part of the movement!

www.apha.org/2030

For questions, email us at nphw@apha.org

Thank you for supporting NPHW!
APHA 1 Billion Steps Challenge

• Anyone can join – everyone can have fun.
• [http://nphw.org/get-involved/steps-challenge](http://nphw.org/get-involved/steps-challenge)
• Sync your step counting device, smart phone or enter steps manually.
• Walk as an individual, join a team or create your own team.
• Teams can be big or small – no limits on how many can join.
• Spread the word using #1BillionSteps
Steps Challenge Resources

Participant Toolkit:
- Provides guidance on joining the Challenge as an individual with an existing team or how to create your own team
- Promotional items
  • Invitation email
  • Encouragement email
  • Closing email
  • Email newsletter

FAQs
National Public Health Week Questions

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ABOUT APHA
The American Public Health Association champions the health of all people and all communities. We strengthen the profession of public health, promote best practices and share the latest public health research and information. We are the only organization that influences federal policy, has a 140-plus year perspective and brings together members from all fields of public health. Learn more at www.apha.org.