



MICHIGAN PUBLIC HEALTH WEEK PARTNERSHIP (MPHWP)

How to Spotlight Public Health and Reach Legislators Without Becoming a Lobbyist or Breaking the Piggy-Bank

James F. Koval, BSBA, MDiv, MPA
Coordinator, MPHWP






Presenter Disclosures

James F. Koval

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:



No relationships to disclose.

Objective of the presentation



Describe a program to reach legislators with concrete examples of the value and importance of public health.

Ignite ideas in YOUR mind



Objectives of The Partnership

- Demonstrate public health value by showcasing accomplishments at the local level to state legislators
- Recognize and encourage the great work being done in public health at the local level.


The Annual Project

- Conduct an event in the State Capitol Rotunda to present Hometown Health Hero & Health Policy Champion award winners
- Host a luncheon/reception for award winners and their legislators.



Challenges

- Sustainability
 - (funding & membership)
- Finding the right recognition
- Accessing/attracting legislators



Partners Attending

SUSTAINABILITY

Michigan Public Health Week Partnership in 2007

Michigan Department of Community Health




Rick Snyder, Governor
James K. Haveman, Director










Partner Commitments

- MDCH provides project coordination and tools (conference calling service, Adobe Connect, etc.)
- Remaining Partner organizations pay an equal portion of the project costs
- All Partners have a representative on the annual planning team

Benefits for Partners

- Name recognition –
 - legislators, the public, other public health partners
- Networking –
 - Individuals can learn from their colleagues in other organizations in different parts of the state
- Small time commitment –
 - 15 minutes to 1 hour per week for 5 months

Michigan Public Health Week Partnership in 2014



Michigan Department of Community Health
 Rick Snyder, Governor
 James K. Haveman, Director

MAC
 M SPH
 MPHI
 MICHIGAN STATE UNIVERSITY
 MICHIGAN ASSOCIATION FOR LOCAL PUBLIC HEALTH

Michigan Public Health Week Partnership for 2015



Michigan Department of Community Health
 Rick Snyder, Governor
 James K. Haveman, Director

MAC
 M SPH
 MPHI
 MICHIGAN STATE UNIVERSITY
 MICHIGAN ASSOCIATION FOR LOCAL PUBLIC HEALTH

Where does the money go?

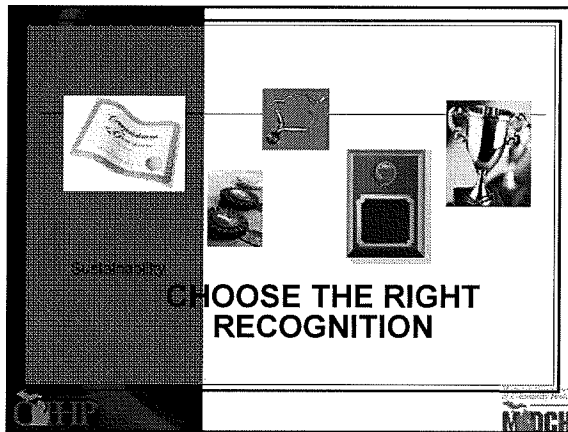
- Procurement of award plaques - \$524
- Lunch reception (catered) - \$563
- Capitol Rotunda rental - \$231
- Printing of color programs - \$101
- Miscellaneous expenses - \$20

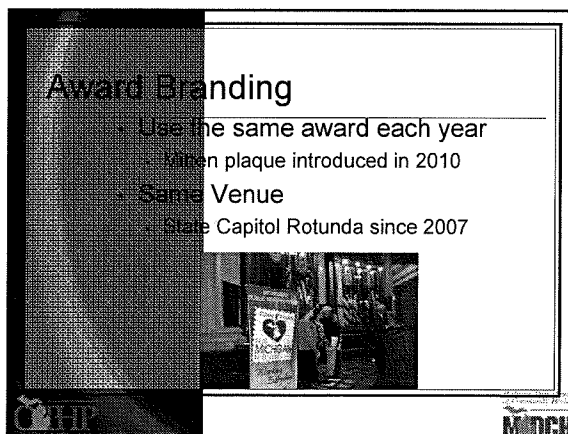
Bottom Line in 2014

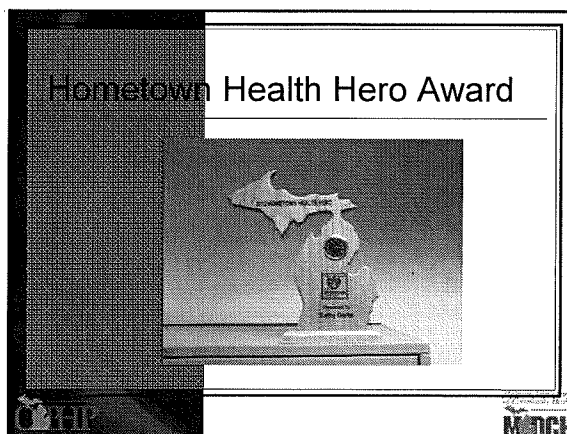
TOTAL COST OF THE PROJECT	AMOUNT PAID BY EACH PARTNER
\$1,660	\$277

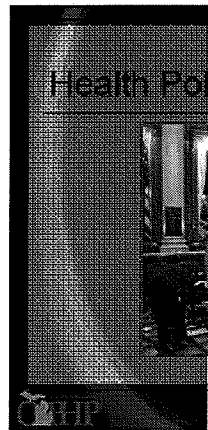
Average Cost per Partner per Year (2007-2014)

\$284.00
















Health Policy Champion Award








REACHING LEGISLATORS

Which Legislators to reach?

- Identify legislators of Hometown Health Hero award winners
- Identify legislators of Health Policy Champion Award winners
- Key legislators as identified by the Partnership

Contact the legislators

MICHIGAN PUBLIC HEALTH ACTIVITY & PERFORMANCE REPORT

Michigan State University MAC

March 15, 2014

The Michigan Department of Health
Michigan State University
Lansing, MI 48906-0001

Dear Michigan Department of Health:

On behalf of the Michigan State University Public Health Program, I am pleased to inform you that we have completed our annual report. The report is available at the following link:

Very truly yours,

 Name: _____
 Title: _____
 Organization: _____

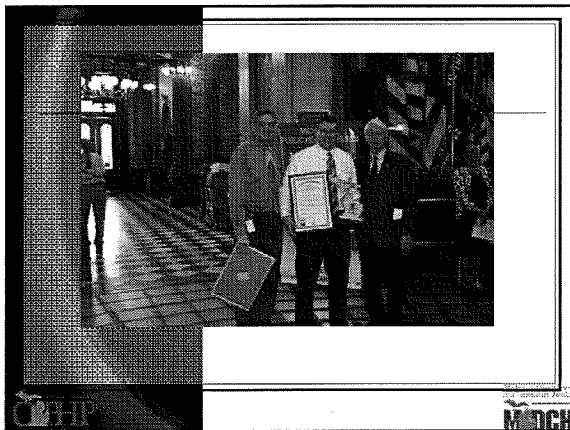
Follow up is Key

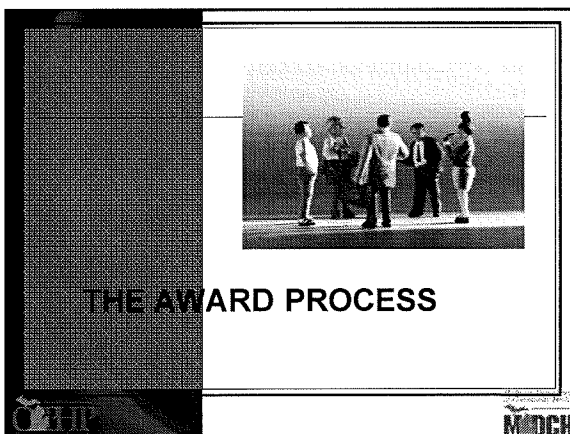
GRAND VALLEY STATE UNIVERSITY

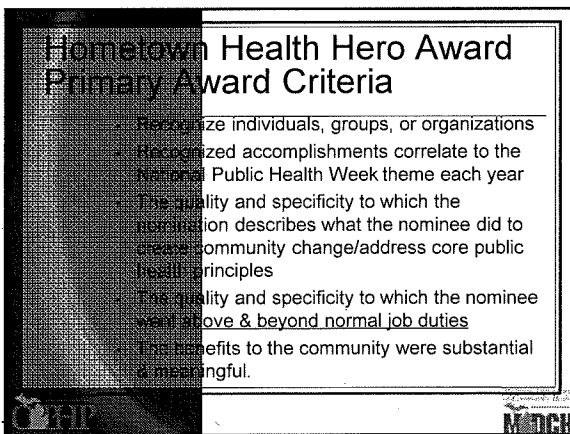
Follow up is Key



Benefit for Legislators

- Photo Op with a constituent
- Positive media coverage (local & state)
- Foster good relations with constituents
- Learn more about what is going on in their legislative district
- Learn the significant accomplishments of public health
- Free lunch











Hometown Health Hero Award Secondary Criteria

- Geographical diversity
- Organizational diversity
- Demographic diversity

Health Policy Champion

- Recognize accomplishments in the policy arena for public health – State & Local
- State legislators usually among the awardees
- Additional candidates considered from the pool of nominations received.

The Partnership solicits nominations publicly

- Announcements on web sites
- Social media messages
- Newsletters
- Email

The Partnership Selects Awardees

- Each partner representatives reviews all nominations received
- Completes a score sheet for each nominee
- The score sheets are tallied in an Excel table that computes the mean score
- The group discusses the scores, along with any other pertinent contributions from project team members



The Decision is made:

- Award Hometown Health Hero
- Award Health Policy Champion
- Do not award this year



Past Health Policy Champions

- State Senators
- State Representatives
- US Congress people from Michigan
- County Commissioner
- County Judge
- Health Policy Experts
- Former MDCH leadership
- Retired Dean of the U of M School of Public Health
- Moler, Inc. Healthy Living Team (nutrition value planning)



