**Objective of the presentation**

capsule 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
  - Redefine to present Hometown Health Hero & Health Policy Champion award winners
- Host a luncheon/reception for award winners and their legislators.

Challenges
- Sustainability
  - Finding & membership
- Finding the right recognition
- Accessing/attracting legislators
SUSTAINABILITY

Michigan Public Health Week Partnership in 2007

Partner Commitments
- MIDCH 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 project planning team
Benefits for Partners

- Name recognition –
  Exposure of the public, other public health partners
- Network –
  Participants can learn from their colleagues in
  PHH organizations in different parts of the state
- Small time commitment –
  To commit to 1 hour per week for 5 months

Michigan Public Health Week Partnership in 2014

Michigan Public Health Week Partnership for 2015
Where does the money go?

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

Bottom Line in 2014

<table>
<thead>
<tr>
<th>TOTAL COST OF THE PROJECT</th>
<th>AMOUNT PAID BY EACH PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1660</td>
<td>$277</td>
</tr>
</tbody>
</table>

Average Cost per Partner per Year (2007-2014)

$284.00
Award Branding
- Use the same award each year
- Wooden plaque introduced in 2010
- Same Venue
- State Capitol Rotunda since 2007

Hometown Health Hero Award
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

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 your legislative district
- Learn of the significant accomplishments of public health
- Re-eat lunch
THE AWARD PROCESS

Hometown Health Hero Award
Primary Award Criteria

- Recognize individuals, groups, or organizations whose accomplishments correlate to the National Public Health Week theme each year.
- The quality and specificity to which the nomination describes what the nominee did to achieve community change/address core public health principles.
- The quality and specificity to which the nominee went above & beyond normal job duties.
- The benefits to the community were substantial and meaningful.
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 panel representative reviews all nominations received
- Completes a score sheet for each nominee
- The score sheets are tallied in an Excel table that calculates the mean score
- The group discusses the scores, along with any outstanding 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
- U.S. Congress people from Michigan
- County Commissioner
- City Judge
- Health Policy Experts
- Former MDCH leadership
- Current Dean of the U of M School of Public Health
- MDCH Inc. Healthy Living Team (nutrition value added)
Governor's Proclamation

MPHWP - Truly Doing more with less

THANK YOU!

Jim Koval
Chief of Public Health Preparedness
MI Department of Community Health
Email: kovalj@michigan.gov
Phone: 517-335-8150
Cell: 517-749-1321