

## Evidence-Based Public Health Speaking Points for Leaders, Influencers, and Decision Makers

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*We empower communities to improve their health. Using data and proven strategies allows communities to determine and implement solutions that have the greatest impact on the most people, building the foundation for long-term change.*

- Good health is good business.
- Our goal is to impact the most people for the least cost.
- Using proven strategies results in long-term return on investment.
- Using proven strategies is efficient and reduces the investment of time, money and resources to improve population health.
- State and local efforts that promote health and healthy choices increase the likelihood of sustained health benefits without significant investment after implementation.
- Investing in health promotes community vitality and economic competitiveness.
- We have a responsibility to our community to ensure that everyone (community members, residents, students, senior citizens) has equal opportunity to make healthy choices where they live, learn, work and play.

### Key Resources

- Use past successes and experiences as examples or visit [www.goodandhealthysd.org](http://www.goodandhealthysd.org) for success stories.
- Ben Bernanke- Creating Resilient Communities. Speech April 2013. Robert Wood Johnson Foundation. (<http://www.rwjf.org/en/about-rwjf/newsroom/features-and-articles/creating-resilient-communities.html>)
- Good & Healthy South Dakota- Chronic Disease and Health Promotion resources and tools from the South Dakota Department of Health and its partners. ([www.goodandhealthysd.org](http://www.goodandhealthysd.org))
- The Guide to Community Preventive Services- a free resource for evidence-based recommendations and findings from The Community Preventive Services Task Force, an independent, nonfederal, volunteer body of public health and prevention experts. ([www.thecommunityguide.org](http://www.thecommunityguide.org))
- Institute of Medicine- Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation. May 2012. (<http://www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention.aspx>)
- Institute of Medicine- Business Engagement in Building Healthy Communities. December 2014. (<http://www.nap.edu/catalog/19003/business-engagement-in-building-healthy-communities-workshop-summary>)
- Institute of Medicine- For the Public's Health: Investing in a Healthier Future. April 2012. (<http://www.iom.edu/Reports/2012/For-the-Publics-Health-Investing-in-a-Healthier-Future.aspx>)
- Morbidity and Mortality Weekly Report- the Centers for Disease Control and Prevention's primary vehicle for scientific publication of timely, reliable, authoritative, accurate, objective, and useful public health information and recommendations. ([www.cdc.gov/mmwr](http://www.cdc.gov/mmwr))
- Trust for America's Health- Prevention for a Healthier America: Investments in Disease Prevention Yield Significant Savings, Stronger Communities. (<http://healthyamericans.org/reports/prevention08/Prevention08.pdf>)