Evidence-Based Public Health Speaking Points for Community Members

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.

- Health begins where we live, learn, work and play. Increasing access to healthy options in all of these environments makes healthier choices easier to make.

- Communities know the most effective ways to engage their residents, create opportunities, and foster change for better community and individual health.

- By tailoring proven strategies to our community's specific needs, we put experience into action.

- By engaging diverse partners we can better understand our community's needs and preferences.

- All [South Dakotans, community members, etc.] should have equal opportunity to make the choices that allow them to live a long, healthy life.

- Community engagement and decision making broadens the reach of our work.

- It is important for us to work together to mutually identify community-based health improvement priorities.

- Each one of us has the ability – and perhaps responsibility – to improve the health of our community/state/school/etc.

- Improvements in where we live, work, learn and play can make healthy behaviors easier and more convenient, in turn providing a sustained health impact.

Key Resources

- Use past successes and experiences as examples or visit www.goodandhealthysd.org for success stories.

- 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)

- 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)

- Institute of Medicine- The Role and Potential of Communities in Improving Population Health. September 2014. (http://www.iom.edu/Reports/2014/The-Role-and-Potential-of-Communities-in-Improving-Population-Health.aspx)

- 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)