

IMPACT PROJECT

PHEP Program Talking Points

June 2017

Goal

- To educate Congressional staff about what your health department does and how the PHEP Program helps you keep people in your community healthy and safe.

Handouts/Leave Behinds

- By using a common visual feel for communication products, we create a distinctive identity for the PHEP Program and a "halo" effect. Please use the following talking points to walk Congressional staff through your [PHEP Program One-Pager Template \(with funding chart\)](#) or [PHEP Program One-Pager Template \(without funding chart\)](#).

Key Messages

Effective communication is needed to convince decision-makers that:

- Public health preparedness is a core component of public safety.
- The PHEP Program protects the health, safety, and security of American lives.
- Through the PHEP Program, we have had success responding to numerous events.
- The PHEP Program has been cut by 42% since 9/11 resulting in the following impact in our community.

About the PHEP Program

- The PHEP Program, managed by the Division of State and Local Readiness (DSLRL) within the Centers for Disease Control and Prevention/Office of Public Health Preparedness and Response, allows our nation to invest in the critical public health resources that contribute to our overall national security.
- The PHEP Program administers funds for preparedness activities to 62 state, local, and territorial public health department awardees through the PHEP cooperative agreement.
- State and local public health departments supported by the PHEP Program are uniquely positioned as the first line of defense – as responders, outbreak investigators, and agents of recovery.
- Investing in public health preparedness before an emergency occurs saves lives and reduces the cost of responses.
- Describe a response or event that was successful in your jurisdiction due to PHEP Program support. Be sure to mention the intervention and impact (e.g., number of lives saved) and point to the back of the one-pager to reinforce the message with imagery.

The Challenge

- Since 9/11, critical preparedness funding has declined by 42%.
- Cuts to PHEP Program funding have forced PHEP Program awardees to cut specialized positions, staff trainings and exercises, and equipment.
- A lack of continued, stable, and adequate funding directly diminishes state and local health department capacity to prepare for and respond to emergency threats in the communities they serve.
- Describe how PHEP Program funding cuts impact your jurisdiction's ability to deliver critical public health and safety functions (e.g., biosurveillance, countermeasures & mitigation, incident management, community resilience, information management, surge management).

PREPAREDNESS

IMPACT PROJECT

The Opportunity

- Now is the time to renew the federal commitment to state and local public health departments responsible for safeguarding the public's health.
- PHEP Program funding must be maintained to continue advancing our nation's health security.
- Describe how PHEP Program funding would help keep your community safe (e.g., vulnerable population preparedness planning, rebuild capability/capacity lost, fill surge capacity gap).

Public Health Emergency Preparedness Fund

- In a public health emergency, the speed of response is critical.
- In the last decade alone, we have faced serious threats from H1N1 in 2009, MERS in 2012, Ebola in 2014-2015, and now currently, Zika.
- The Federal Emergency Preparedness Fund would be a dedicated reserve-funding stream that would enable our nation to rapidly contain and eradicate emerging threats and save lives.
- Supporting this fund is not only an urgent public health concern, but also a matter of national health security.