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# **Guide to Effectively Educating State and Local Policymakers**

Society for Public Health Education  
Vision and Leadership for Health Promotion



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We hope that this publication will be useful in strengthening your knowledge and skills about communicating with state and local policymakers about the facts related to chronic disease prevention and health promotion. We welcome your additional ideas for enhancing future editions of this publication. Please share your feedback at



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Introduction

The Guide to Effectively Educating State and Local Policymakers is a timely resource guide that facilitates the action steps needed to educate policymakers on relevant health policy issues. As we move toward transforming the US health care system, it is essential that public health professionals take a stake in health policy issues. Yet commentaries continue to inform us of a growing communication gap between public health and policymakers. SOPHE recognizes the importance of educating policymakers to promote policy, systems, and environmental change.

The Guide stems from the curriculum of SOPHE’s State Health Policy Institute (SHPI) that ran from 2009-2011. SHPI aimed to form an elite corps of Health Promotion Policy Experts (HPPEs) that were specialized in educating state legislators and other professionals on the latest policies and research in chronic disease prevention and control. Over the course of the three SHPI trainings that were offered, SOPHE trained over 40 HPPEs that work on a variety of policy issues such as health education, nutrition, childhood obesity, eliminating health disparities, and tobacco prevention and education. Although funding for the SHPI has concluded, this guide is intended to continue the principles and skills that were instilled during the training.

The Guide comprises of 6 chapters that contain a wealth of information on the topics such as the role of professionals and legislators, acquiring stakeholders and partners, framing messages, creating policy action plans and kits, case studies of SHPI participants, and more. The information contained in the Guide should prove to be useful to public health professionals at all levels of career experience and that work in a variety of sectors such as schools, medical or health care settings, universities, businesses, or community health agencies.

This guide will provide readers with thorough instruction on the process of effectively educating policymakers, therefore enhancing our collaborative efforts to enhance the health and well-being of all persons across this nation.





# Table of Contents

Chapter

Appendix

