



2026 ASPPH DISTRICT ADVOCACY DAY

AUGUST • IN YOUR DISTRICT

2026 ASPPH District Advocacy Day Toolkit

Introduction

Thank you for participating in the 2026 ASPPH District Advocacy Day. **This toolkit is designed to help Deans and Directors coordinate with their government relations (GR) and public relations (PR) staff** to successfully plan and promote meetings and campus visits with Members of Congress during the August district work period.

Inside, you'll find **step-by-step guidance** for scheduling visits, preparing key messages, showcasing your institution's impact, engaging participants, and sharing your story before, during, and after your event. Whether you're hosting a campus visit or meeting with your congressional office, these resources are intended to help you build lasting relationships with federal policymakers while highlighting the critical role academic public health plays in improving the health of communities nationwide.

Together, our collective efforts help strengthen the voice of academic public health and demonstrate the importance of continued federal investment in education, research, and workforce development.



What is District Advocacy Day?

District Advocacy Day is a coordinated advocacy initiative that encourages ASPPH member schools and programs of public health to engage with their federal elected officials during the congressional August district work period. This provides an opportunity to engage Members of Congress, strengthen relationships, and highlight the importance of sustained federal investment in academic public health as FY 2027 appropriations are considered. [Follow this link to learn more.](#)

Why it matters?

Through campus visits and district meetings, participants build relationships with federal policymakers, showcase the local impact of academic public health, and advocate for continued federal investment in education, research, and workforce development. Together, these efforts help raise the visibility of academic public health and amplify the collective voice of ASPPH member institutions.

When to participate?

August 2026 - The 2026 ASPPH District Advocacy Day takes place during the congressional August district work period.

Who can participate?



All ASPPH member schools and programs of public health are encouraged to participate. **Participation should be coordinated by the Dean or Director of each institution**, who may choose to include representatives from across their school or program, such as:

- Faculty
- Staff
- Students
- Government relations representatives
- Public relations representatives
- Researchers
- Alumni
- Community partners (as appropriate)

How to get involved

ASPPH invites Deans and Directors to engage with their federal elected officials in their home states and districts during the August district work period. We encourage Deans and Directors to include faculty, staff, students, government relations colleagues, and community partners to participate in the **2026 ASPPH District Advocacy Day**.

Step 1: Choose How You Will Participate

Host a campus visit for your U.S. Representative, U.S. Senators, or congressional staff to showcase your school or program and demonstrate the local impact of academic public health.

Meet with your congressional office in the district office or state office to discuss your institution's contributions to public health education, research, and workforce development.

Step 2: Schedule and Prepare for Your Advocacy Meetings

Work closely with your institution's Government Relations (GR) and Public Relations (PR) representatives.

Before your meeting or campus visit:

- **Decide who else will participate in these activities** using the suggested list above.
- **Send a meeting request and/or invitation for a campus visit through your GR representative.** Talk to your GR person about who and how best to reach out to your congressional offices. Your GR person can use ASPPH's [Sample Templates](#) and [District/State Office Directory](#).
- **Coordinate logistics.** Confirm the meeting time, attendees, agenda, parking or building access, and any audiovisual or security needs. If hosting a site visit, identify tour stops and speakers in advance.
- **Know your audience.** Review the Member's committee assignments, legislative priorities, recent public statements, and district interests. Understanding their priorities will help you frame your discussion in a way that is relevant to their constituents.
- **Develop your key messages.** Before the meeting, agree on 1-2 main points you want the office to remember. These should be concise, consistent, and tailored to the Member's interests and the needs of the district.
- **Plan your "ask."** Identify one or two specific requests, using ASPPH's [FY 2027 Key Priorities](#), such as support for NIH, CDC, or HRSA. Keep "asks" realistic and connected to your institution's priorities.
- **Prepare examples with local impact.** Be ready to share stories and data that illustrate how your institution:
 - Serves constituents in the district or state.
 - Improves health outcomes through research, education, and community partnerships.
 - Trains the future public health and healthcare workforce.
 - Supports the local economy through jobs, innovation, and federal research funding.
- **Practice your remarks.** Brief all participants on their roles, key messages, and timing.
- **Bring supporting materials.** Consider preparing a one-page leave-behind with your institution's mission, key statistics, district-specific impact, and contact information. You are also welcome to use ASPPH policy resources.

During your meeting or campus visit:

- **Thank Member/Senator/Congressional staff** for meeting with you and everything they are doing for their constituency and academic public health.
- **Introduce yourself**, the institution you represent, and others involved in the meeting/campus visit.
- **Mention if you have met** with the Member's/Senator's offices in DC during ASPPH's Capitol Hill Day.
- **Make the "ask" and tell your story** by keeping remarks concise and leaving time for questions. Avoid using technical jargon.
- **Offer to serve as a resource** and provide any follow-up, if necessary.

After your meeting or campus visit:

- **Be prepared to follow-up.** Designate someone to send a thank-you email after the meeting, provide any requested information, and maintain the relationship with the office.
- **Provide feedback** in ASPPH's feedback survey on how the meeting/campus visit went.

Prepare your key messages using:

- ASPPH's Proposed **Talking Points** for District Day.
- ASPPH's **FY 2027 Federal Funding Priorities** and **Letter to Appropriators**.
- ASPPH **advocacy handbook**.
- More ASPPH **Policy Resources**.
- **Storytelling Resources** by the JHU Lerner Center for Public Health Advocacy.

Prepare your invitations and meeting requests using:

- Sample Meeting Request, Campus Visit Invitation and Thank You Note **templates**.
- ASPPH District/State Office **Staff Directory**.

Step 3: Share Your Story Widely

Before your meeting or campus visit:

- Notify your Communications/Public Affairs office
- Check with Member/Senator's staff that they are okay with alerting media
- Designate staffer to capture photos/short video clips
- Identify media spokesperson if press will be attending
- Prepare 2-3 messages or stories that align with ASPPH advocacy priorities

After your meeting or campus visit:

- **Capture photos and videos** throughout your event.
Consider documenting:
 - Campus tours
 - Group photos
 - Conversations with elected officials and congressional staff
 - Student interactions
 - Research demonstrations
- **Upload your photos and videos** to the ASPPH photo album
- **Submit your stories to ASPPH** so they can be featured on our website, newsletters, and social media channels. When sharing your story, consider answering questions like:
 - How does federal funding impact your institution?
 - What research is improving your community?
 - How are students preparing the next generation of the public health workforce?
 - Case study or a human-centered story (For ex. include a brief story that demonstrates how public health education, research, or workforce development has improved the lives of students, patients, or communities.



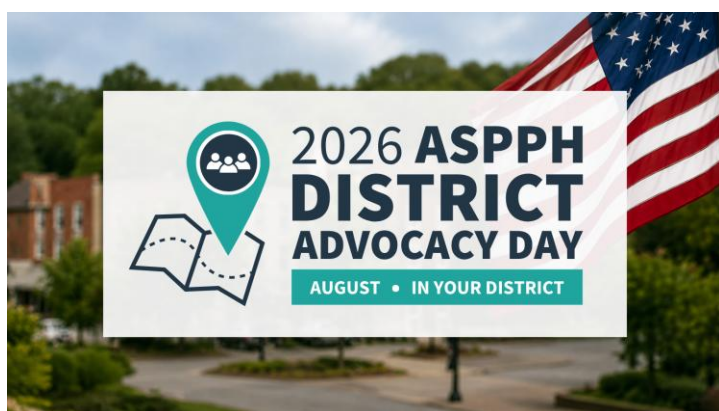
Step 4: Keep the Conversation Going

Advocacy doesn't end after your meeting. Send a thank-you note to your congressional office, stay in touch throughout the year, and continue building relationships with your federal elected officials.

Marketing and Communications Resources

Help amplify the impact of your participation in the **2026 ASPPH District Advocacy Day** by using the resources below. This helps your institution promote campus visits and district meetings, engage your community, and share the impact of academic public health before, during, and after your event.

Our collective storytelling will demonstrate the value of academic public health and strengthen the national voice of ASPPH member schools and programs.



([Download Graphic](#))

Social Media

Sample post:

We're proud to participate in **2026 ASPPH District Advocacy Day** by showcasing how academic public health improves the health of our communities. Thank you to Representative _____ for meeting with us today to discuss the importance of continued investment in public health education, research, and workforce development. **#ASPPHDistrictAdvocacyDay**

Email Templates

Sample Meeting Request, Campus Visit Invitation and Thank You Note [templates](#).

Press & Media

It is important to check with the Member's/Senator's staff to be sure they are okay with alerting the media.

Use these materials to help share your story with local media and your community.

Press release template:

FOR IMMEDIATE RELEASE

[School Name] Hosts Representative [Last Name] During 2026 ASPPH District Advocacy Day

Campus visit highlights local impact of academic public health, research, and workforce development

City, State — [DATE] — As part of the 2026 ASPPH District Advocacy Day, [School Name] welcomed Representative [Name]/Senator [Name] to campus to discuss the critical role academic public health plays in improving health, advancing research, educating the next generation of public health leaders, and strengthening communities throughout [state].

Led by the Association of Schools and Programs of Public Health (ASPPH), District Advocacy Day is a nationwide initiative that encourages ASPPH member schools and programs of public health to engage with federal elected officials during the congressional August district work period.

During the visit, Representative [Name] met with faculty, students, and institutional leaders to learn more about [School Name]'s work in areas such as public health education, research and innovation, workforce development and more.

"We were pleased to welcome Representative [Name] to campus and share how our faculty, students, and researchers are working every day to improve the health of our communities," said Dean [Name]. "These conversations help demonstrate the importance of continued federal investment in public health education, research, and workforce development."

The visit included [tour of research facilities/classrooms/etc.], where participants discussed how federal funding supports research, student training, and programs that benefit residents across the district.

ASPPH's District Advocacy Day is designed to strengthen relationships between academic public health institutions and policymakers while highlighting the local impact of public health education and research nationwide.

About [School Name]

[Institution Boilerplate]

About ASPPH

The Association of Schools and Programs of Public Health (ASPPH) represents more than 150 accredited schools and programs of public health, including a community of more than 103,000 deans, faculty, staff, and students. ASPPH is the voice of academic public health – we train the next generation of public health professionals, convene leaders, generate evidence, and advocate for policies that improve the health and well-being of everyone, everywhere. ASPPH envisions a world where all people live in thriving communities supported by the work of resilient and competent public health professionals.

Media advisory template:

[School Name] to Host Representative [Last Name]/Senator [Last Name] for 2026 ASPPH District Advocacy Day

Campus visit will highlight how academic public health improves health, strengthens communities, and prepares the future workforce.

WHAT:

As part of the 2026 ASPPH District Advocacy Day, [School Name] will welcome Representative/Senator [Name] for a campus visit and discussion on the impact of academic public health in [state/district]. The visit will showcase the school's contributions to public health education, research, workforce development, and community partnerships while highlighting the importance of sustained federal investment in these efforts.

District Advocacy Day is a nationwide initiative led by the Association of Schools and Programs of Public Health (ASPPH) that encourages member institutions to engage with Members of Congress during the August district work period.

WHO:

- Representative/Senator [Name]
- Dean/Director [Name]
- Faculty researchers
- Public health students
- Community partners (if applicable)

WHEN:

[Date]

[Time]

WHERE:

[Building]

[Address]

MEDIA RSVP:

Please contact [Communications Contact] by [date] if you plan to attend.



Advocacy in Action

Across the country, ASPPH members are building relationships with policymakers that advance academic public health.

Your District Advocacy Day meeting is part of that ongoing effort.



2026 ASPPH Hill Day