

2026 ASPPH District Advocacy Day Planning Webinar

July 27, 2026



Political Landscape Update

By Cornerstone: Ashley Palmer

Budget and grantmaking pressures remain significant

- OMB proposed uniform guidance rule
- Slow pace of FY26 spending

Midterm election cycle constraining legislative process

- FY27 appropriations progress stalled, but not dead
- “Clean” continuing resolution expected through December 4
- Setting up for end-of-year show down

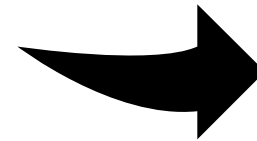
State and district level engagement helps shape policy and perspectives



2026 ASPPH DISTRICT ADVOCACY DAY

AUGUST • IN YOUR DISTRICT

RSVP for
ASPPH District Advocacy Day
August 2026



District Advocacy Day Checklist

01

Decide how you want to participate

02

Coordinate with your GR & PR reps

03

Invite faculty, students, community partners, etc.

04

Schedule and prepare for meetings and/or visit

05

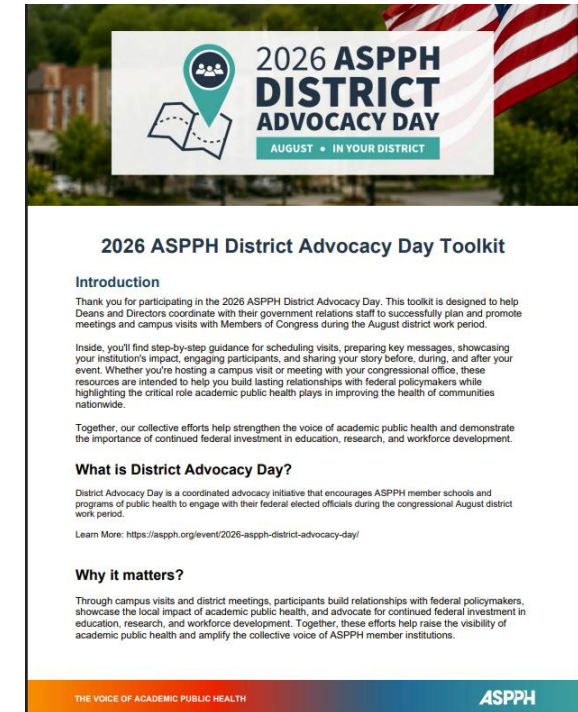
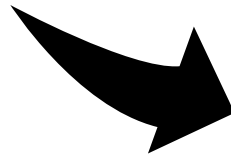
Make your FY 27 “asks”

06

Share your story

Your guide for a successful day ASPPH District Advocacy Day Toolkit

- How to Schedule and Prepare for Meetings/Visits
- Suggested Talking Points
- Advocacy Materials
- Communications Tools
- Marketing Resources





Participants:

- Deans and Directors
- Faculty
- Staff
- Students
- Alumni
- Researchers
- Community partners
- GR & PR Reps

When:

August District Working Period

Where:

- District and/or State Offices
- On Campus

How to Get Involved

Host a campus visit
for your U.S. Rep,
Senator, or Congressional
staff to showcase your
school or programs and
demonstrate the local
impact of academic public
health.

**Meet with your
congressional office in
your District/State**
to discuss your institution's
contributions to public
health education, research,
and workforce
development.



***Please work with your institution's
Government Relations (GR) and Public Relations (PR)
representatives to schedule and prepare
for your meetings/event!***

ASPPH's FY 27 Priorities



	Federal Agencies Funding Academic Public Health	FY 2025 Enacted	FY 2026 Budget Proposal	FY 2026 Enacted	FY 2027 ASPPH Request	FY 2027 Budget Proposal	FY 2027 House Bill
	National Institutes of Health (NIH)	\$46.801 B	\$27.915 B	\$47.216 B	\$51.303 B	\$41.471 B	\$48.8 B****
	NIH Fogarty International Center	\$95.162 M	\$0	\$95.162 M	\$104.7 M	\$0	\$95.162 M
	Centers for Disease Control and Prevention (CDC)	\$9.166 B	\$4.321 B	\$9.148 B	\$11.581 B	\$5.484 B	\$8.164 B
	CDC Prevention Research Centers	\$28.961 M	\$0	\$28.961 M	\$35.0 M	\$0	\$0
	Health Resources and Services Administration (HRSA)	\$8.9 B**	\$0*	\$8.9 B**	\$10.5 B	\$0*	\$8.07 B**
	HRSA Public Health Training Centers	\$10.2 M	\$0	\$10.2 M	\$15.0 M	\$0	\$0
	Healthy Longevity Agenda – HHS Office of the Secretary***				\$1.5 M		

* HRSA was proposed to be combined with other agencies into a new Administration for a Healthy America (AHA)

** Includes congressionally directed spending

***ASPPH published the report "[Healthy Longevity: Public Health's Next Frontier A Framework for Research, Education, Practice, and Policy](#)" in June 2025

**** Total includes ARPA-H funding

Make your FY 27 “asks”

1. Why Academic Public Health Matters

Demonstrate our impact in the district/state

2. FY 2027 Funding Request

Support for NIH, CDC, HRSA, and related programs

3. Why Federal Investment Matters Locally

Strengthens communities and the economy

4. Learn from the District/State Office

Understand constituent priorities and partnership opportunities



“Numbers are important, but stories are memorable.” – Hill staffer

MOVING BEYOND COMMUNICATION

How to Build Meaningful Relationships with Policymakers

Tesfa N. Alexander, PhD, MA

Associate Practice Professor, Health Policy & Management
Co-Director, Lerner Center for Public Health Advocacy



JOHNS HOPKINS
BLOOMBERG SCHOOL
of PUBLIC HEALTH

**Lerner Center for
Public Health Advocacy**



The Way Forward

Bringing people together on causes that matter is a charge for every one of us.

By Dean Ellen J. MacKenzie, PhD '79, ScM '75 • Illustration by Joey Guidone

Over the past 50 years, public health has saved lives at rates that feel almost miraculous.

The mortality rate for children under 5 has been cut by 60%. Anti-smoking efforts have prevented almost 4 million lung cancer deaths in the U.S. alone. The regulation of lead, the success in preventing traffic injuries, and the advent of HIV therapies have transformed our world.

TOP INSIDER TIPS

1. Elevate your standing as a trusted advisor
2. Map your story to *their* worldview, not *yours*
3. Create a model they can see and feel themselves
4. Quantify the return on investment
5. Focus on characters, not programs or data
6. Build trust through non-verbals

A composite image of the Fellowship of the Ring from 'The Lord of the Rings: The Fellowship of the Ring'. The characters are posed in a rocky, mountainous landscape. From top to bottom, the characters are: Galadriel in a purple cloak, Gandalf the White with his long white beard and staff, Aragorn in armor holding a sword, Legolas, Gimli, Samwise Gamgee, and the Hobbits Frodo and Sam. In the background, there are large stone statues of ancient figures.

TIP 1: JOIN THEIR FELLOWSHIP AS A CHARACTER IN THEIR STORY



TIP 2: MAKE YOUR ASK ALIGN WITH YOUR POLICYMAKERS' PRIORITIES

WHAT'S YOUR POLICY ASK?

WHY SHOULD THEY CARE?

WHO IS YOUR DECISION MAKER?

CALL TO ACTION

What are *you* asking them to do?

YOUR STORY FRAME

WHAT THEY WANT

What is important to *them*?

What do they need or desire?

WHO & WHAT THEY LISTEN TO

Respect

How do they give and receive respect?

Influence

Who or what (including experiences) influences their behavior?

WHO THEY ARE

Values

How do they spend their money & time?

Beliefs

What do they think to be true, not true, & why?

Lifestyle

What communities do they belong to (in-person & online)?

Knowledge

What do they already know and from what sources?

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TIP 3: BUILD A MODEL THEY CAN FEEL, INSTEAD OF UNDERSTAND



WHAT ARE YOUR NEXT STEPS?

- How can you apply this information for District Advocacy Day and beyond?
- What challenges do you anticipate encountering?
- What stands out as the most achievable recommendation and the most unrealistic?

SHARE YOUR STORY WIDELY!

- MEDIA ADVISORY TEMPLATES
- SAMPLE SOCIAL MEDIA POSTS
- BRANDED GRAPHICS

Press & 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.

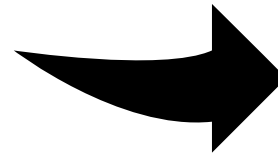
ASPPH's District Advocacy Day is designed to strengthen relationships between academic public health institutions and policymakers while highlighting the local impact of public health education and research nationwide.

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





THANK YOU!

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