

Remember: “Numbers are important, but stories are memorable!”

- 1) Back to the Basics: Why is Public Health Important?
 - Discuss what public health is and its impact on lives locally, nationally, and globally.
 - Expand on public health wins here.
 - Discuss how investing in public health is good for both health AND the economy.
 - Highlight some ways public health provides a strong return on investment.
 - Discuss the risks of ignoring evidence and science, as well as cuts to the public health workforce.
 - Emphasize the need to put politics aside, because public health and safety are at risk.
 - Emphasize that “Public Health is a Professional Degree.” Urge Congress to exercise its oversight authority and ensure the Department of Education adheres to congressional intent by explicitly including “public health” in the Department’s final rule definition of professional degrees.
- 2) Make the FY 2027 “Ask”
 - Please support ASPPH’s FY 2027 funding recommendations for federal investment in academic public health.
 - These “asks” primarily include funding for top federal funders for ASPPH members: NIH, CDC, HRSA, as well as other agencies/programs at HHS, including support for “Healthy Longevity” initiatives at HHS, AHRQ and the National HEP C Elimination Program. *(Refer to ASPPH’s FY 2027 Funding Priorities Chart for Specific \$ Amounts)*
- 3) Justify the FY 2027 “Ask”
 - This funding enables the 155 academic institutions across the country to provide public health education, training, and impactful research.
 - Expand here on your specific school/program.
 - *Provide an example here about how funding for NIH, CDC, HRSA, and HHS is important to your school/program, district, state, country, and internationally.*