



Prepare Your State Fact Sheet

Follow these guidelines to prepare a one-page double-sided "Public Health and Health Reform" fact sheet for your state. The fact sheet should communicate the major public health challenges and strengths in your state, and how building a strong public health foundation is critical to the success of health system reform.

Include the state fact sheet in your advocacy strategy:

- Attend a public meeting and leave the fact sheet with your policymaker and/or their staff.
- Arrange an in-person meeting with your policymaker or their staff and leave the fact sheet behind.
- Write a letter to your policymaker and attach the fact sheet.
- Post the fact sheet on your website.

Keep in mind these general tips:

- The information in the fact sheet should be tailor to your state.
- Be economical. Use as few words as possible.
- Be comparative. Do your best to include national averages/medians to put statistics about your state in context.

Review the following reports to identify statistics on public health in your state:

- United Health Foundation, State by State Snapshots: <http://www.unitedhealthfoundation.org/ahr2007/states.html>
- Trust for America's Health, State Data: <http://healthyamericans.org/states/>
- Kaiser Family Foundation, Individual State Profiles: <http://www.statehealthfacts.org/profile.jsp>
- U.S. Department of Health and Human Services, The Health Care Status Quo in Your State: <http://www.healthreform.gov/healthcaresetatus.html>

Insert statistics on your state under the two headings on the front page of the template.

- **Get the Facts:** Provide data on the biggest challenges your state's health system is facing. For example, provide statistics on rates of health insurance, chronic disease, immunization coverage, tobacco use, HIV/AIDS, and prenatal care. Be sure to note disparities that exist among different racial/ethnic, socio-economic and other populations.
- **Public Health in [State]:** Include the name of your state in the heading. Provide data on your state's public health infrastructure. For example, provide statistics on public health funding, access to health centers and facilities, and the public health and primary care workforce.

Include your organization's logo and contact information in the footer.

