

3 PROVEN WAYS TO TALK ABOUT PUBLIC HEALTH



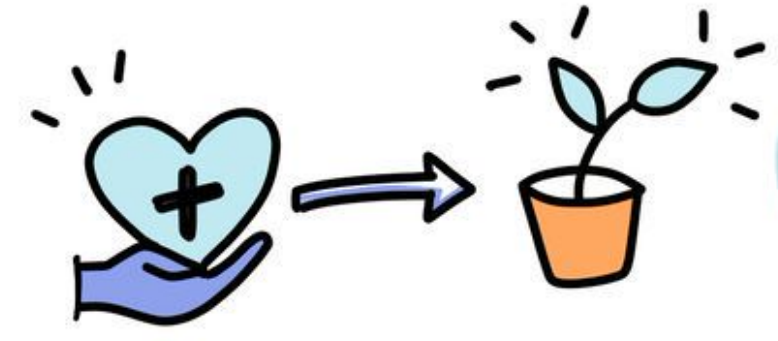
New Research
REVEALS TIPS TO HELP PEOPLE UNDERSTAND THE ROLE OF PUBLIC HEALTH

HEALTH IS THE FOUNDATION OF A THRIVING COMMUNITY



PUBLIC HEALTH WORKS LIKE GPS NAVIGATION

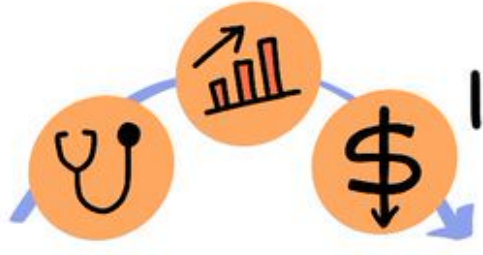
JUST AS GPS HELPS YOU VISUALIZE and NAVIGATE COMPLEX TERRAIN, PUBLIC HEALTH PROFESSIONALS DRAW ON A WEALTH OF DATA TO CHART OUT THE BEST ROUTES FOR WHERE THEIR COMMUNITY WANTS TO BE



PUBLIC HEALTH IS A SMART INVESTMENT

INVESTING IN PUBLIC HEALTH *leads to* IMMEDIATE AND FUTURE BENEFITS

PUBLIC HEALTH PROFESSIONALS WORK WITH OTHER SECTORS TO *save money* WHEN POSSIBLE AND MAKE WISE *long-term investments*



TO SUPPORT COMMUNITY HEALTH, INCREASE EFFICIENCY, AND REDUCE UNNECESSARY COSTS



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