Making the Case for Health in All Priorities: Sample Talking Points by Topic Area

Education

- More years of high-quality education are linked to better life-long health and healthier lifestyles, which can lower state health care costs.
- Schools can lay the foundations for a healthy life.
- Health is critical for learning and success.

Jobs

- A healthy workforce supports a thriving economy. By investing in healthy workplaces and communities, employers can lower health care costs, improve safety, improve worker productivity, and retain a high performing workforce.
- People who are healthy are more likely to be able to find and hold jobs.

Opioids

- Opioid misuse, overdose, and deaths are preventable, yet more than 115 people die daily nationwide from overdosing.
- The opioid epidemic has social and financial implications for states, including spending on health care, social services, education, and criminal justice.
- Proven ways to prevent opioid overdose deaths include improving opioid prescribing, reducing exposure to opioids, preventing misuse, and treating opioid use disorder.

State Budget

- Governors can ensure all agencies row in the same direction to help all residents live healthy, safe, and productive lives.
- People who are healthy are more likely to be able to find and hold jobs and pay state taxes.
- Helping people become and stay healthy can save state Medicaid programs money and stabilize commercial premiums.

Tax Policy

- State earned-income tax credits help improve the health of working people and their children, and help single mothers to return to work.
- States can hold nonprofit hospitals accountable for their tax exemptions by requiring them to invest in meaningful community health improvement projects.
- States can tax unhealthy behaviors, such as tobacco.
- State taxes can incentivize cleaner air, energy efficiency, and other health-related policies.

Infant Mortality

- Newborns’ health is influenced by their families’ social and economic conditions. Medical care alone will not solve the problem of infant mortality.
• Some babies are twice as likely to die as other babies based solely on their race. State policies can help keep all babies alive.
• States can promote evidence-based, low-tech interventions to address the leading causes of infant mortality.

**Housing**

• It is difficult to improve health and control health costs when people do not have a safe, stable place to live.
• A safe place to sleep, and to store and prepare food, helps people stay healthy.
• Housing and supportive services can reduce avoidable hospital visits, control costs, and improve health for people experiencing homelessness.
• Supportive housing helps vulnerable families stay together and helps students stay in school.
• Keeping homes free of lead, mold, and pests can help people stay healthy and avoid costly emergency room visits.

**Transportation**

• Reliable transportation is important for physical health and a thriving local economy. For example, it helps people work, visit the doctor, and shop for groceries.
• Safe places to walk and bike promote exercise and active living, which can help prevent and control costly chronic conditions, such as obesity, diabetes, and heart disease.
• Low-emissions vehicles and public transit can improve air quality to help people breathe easier.

**Emergency Preparedness Policy**

• Storms, wildfires, and drought caused loss of life and billions of dollars in damage in 2018.
• Tick- and mosquito-borne illnesses have tripled due to factors including changing climate, and vaccine-preventable diseases are re-emerging.
• National health security depends on a robust public infrastructure that can help keep an emergency from becoming a disaster.
• Clear, credible, and consistent information from state leaders can help calm a restive public during a crisis.