



#HealthierMO

Transforming the Future of Public Health in Missouri

Celebrating Public Health All Year 'Round

As we wrap up National Public Health Week, adrenaline is high. Community partners have thanked public health for its service. Local newspapers have sung praises in print. Facebook engagement is up. But what will Monday bring? Will public health employees across Missouri go back to their vital tasks of preventing the spread of disease and protecting public health – unknown, unnoticed, and undervalued?

What would it be like to be able to share the story of public health all year 'round? To shout about preventing human cases of rabies by applying proven public health strategies like disease investigation and quarantine. To proclaim public health efforts to bring fresh fruits and vegetables on a mobile food truck to communities with transportation barriers. To crow about changing a child's favorite food from fried chicken chunks to fresh raw broccoli because of public health education outreach at his pre-school.

It's been said that public health is invisible. That people don't understand how public health impacts them every day. Perhaps it is because we haven't effectively told the public health story.

You know which coffee is "good to the last drop." You know what tennis shoes will help you "Just do it." You know which battery "keeps going and going and going." And you know which cell phone to use if you want to "hear me now." Why? Because these companies told you – they told their stories.

Public health is no different. If you want people to know why Missouri is safer because of public health, you have to tell them. If you want them to know what the world would be like *without* public health, you have to show them. If you want them to understand that public health touches every person in your community every day, you have to demonstrate it for them.

What would you like your community to know about public health? What would you like them to understand about what you do in your community every day to "prevent, protect and promote"? If you want them to know, if you want them to understand – tell them.

Join the #HealthierMO initiative. We're working with partners just like you across the state to transform the future of public health in Missouri and offer every resident the opportunity for a healthier life. Send us your comments and together we'll tell the story of public health.

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The Missouri Public Health Association is leading the #HealthierMO initiative in partnership with Support KC. Funding for the first phase of this multi-year initiative was provided by the Missouri Foundation for Health and the Health Care Foundation of Greater Kansas City. To learn more, visit www.HealthierMO.org.