



National Public Health Week Toolkit -

During National Public Health Week 2015, the public health community is rallying around the goal of making the U.S. the Healthiest Nation in One Generation — by 2030. During April 6-12, the hope is to create a new groundswell of support for the changes that must be made within the health system to realize this goal.

Get started here by accessing all the tools and tips you'll need for having a successful National Public Health Week 2015, on the [NPHW website](#), including the [partner toolkit](#).



Maternal Heart Health Benefits of Breastfeeding -



E. Bimla Schwarz, a women's health expert and scholar of evidence-based data, sheds new light on the **maternal health benefits** of breastfeeding. She says "There is a simple and natural way to spare tens of thousands of women from having heart attacks each year... yet less than 8% of hospitals are fully promoting this approach."

Check out her [14 minute TEDMED talk](#).

Learn Not To Burn -

Learn Not to Burn® has served as the pillar of the National Fire Protection Association's educational programs for more than 40 years. The programs reach children using proven educational strategies that incorporate NFPA's philosophy of teaching positive, practical fire safety messaging.

They have created programs to reach [preschoolers](#), [kindergarteners](#), and [1st graders](#). There is also a webpage with [videos](#) to supplement the lessons.



Healthy Montana Kids (CHIP) & HMK Plus (Children's Medicaid) Dental Providers -



Healthy Montana Kids (formerly CHIP) keeps an [updated list of HMK dental providers](#). It lists if they are accepting new CHIP patients, accepting but limiting new CHIP patients, or limiting their acceptance of patients in other ways.

There is a [separate list of dental providers available for HMK Plus](#) (formerly Children's Medicaid). It lists if they are accepting new Children's Medicaid patients, and/or if they accommodate special needs.

Understanding Message Framing for Effective Policy Communications -

The Children's Safety Network, and the South to Southwest Injury Prevention Network recently collaborated to present a webinar entitled "Understanding Message Framing for Effective Policy Communications."

Advocates for public health will benefit from learning the communication techniques presented. A [recording of the webinar](#) is available to watch at your convenience. It lasts about 56.5 minutes, and has the following learning objectives:

- ❖ Understand the **basics of message framing** and its use for policy communications
- ❖ Learn **cautions about using personal stories** for policy advocacy
- ❖ Learn about **frames used in injury and violence prevention** and examples of their successful application
- ❖ Know where to go for **additional resources** on framing





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<http://www.dphhs.mt.gov/publichealth/mch/index.shtml>

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