

Launching a Grassroots Program

NACCHO's Public Health is Local Initiative




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June 25, 2026

About NACCHO

NACCHO is the **only** organization dedicated to **servicing every local health department (LHD)** in the nation. NACCHO serves 3,300 local health departments and is the leader in providing cutting-edge, **skill-building**, professional **resources and programs**, seeking **health equity**, and supporting **effective** local public health **practice and systems**.

** Pronounced: NAY-cho*

-  Advocacy
-  Partnerships
-  Funding
-  Training and Education
-  Networking
-  Resources, Tools, & Technical Assistance

Building a Foundation

Landscape Scan

- ❖ Are we leveraging the tools we have to their maximum capacity?
- ❖ What does our current reach look like?
- ❖ How often are we connecting with our members?
- ❖ What are our strengths?

Where We Are Now

- ❖ Continuing to build out grassroots network – 125% increase in engagement
- ❖ Aligning with Government Affairs strategy
- ❖ Recognizing member restrictions
- ❖ NACCHO's Public Health is Local Initiative



Aligning NACCHO's Efforts

Direct Advocacy (NACCHO)

- 1:1 Meetings with federal officials
- Appropriations Advocacy
- Coalition efforts

Grass Tops Efforts (LHDs)

- Local Public Health on the Hill (Fly-In)
- Meetings with key members of Congress
- Public Health is Local (In-District meetings)

Grass Roots Efforts (LHDs and Allies)

- Congressional Action Network
- Online resources
- Webinars

NACCHO's Public Health Is Local Initiative

Goals

- Launched in 2025, the Public Health is Local initiative grew out of need to educate federal lawmakers on how local health departments receive federal funding.
- Build the capacity of local health department leaders to advocate on behalf of their department and the field

Tools

Webinar

How to look up lawmakers

How to request a meeting

Suggested talking points

Best practices

Fact sheets

NACCHO University Trainings

- Federal Budget & Appropriations
- Federal Legislation
- Lobbying vs Non Lobbying

Strategic Messaging Where It Matters Most— At Home

The Role of Local
Health
Departments

Funding for CDC
& Public Health

Activities Federal
Funding Supports
at Local Level

Predictability &
Stability

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NACCHO Advocacy Trainings (on NACCHO University)

- [How To Request a Meeting In District](#)
- [Engaging with Policy Change](#)
- [Federal Legislative Process](#)
- [Federal Budget and Appropriations](#)

Education & Advocacy Materials on naccho.org

- [A Step-By-Step Guide to Schedule In-District Meetings with Members of Congress](#)
- [NACCHO's Advocacy Toolkit](#)

Fact Sheets

- [A Common-Sense Investment to Achieve National Health Security and Prosperity](#)
- [Local Health Departments Impact Our Lives Every Day](#)



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LISTEN NOW

The NACCHO Podcast

Get monthly updates from D.C. and interviews with public health officials. You can subscribe on Apple Podcasts or Spotify.



GET INVOLVED

Take Action

Visit NACCHO's action center to join our Congressional Action Network and get in touch with your federal representatives.

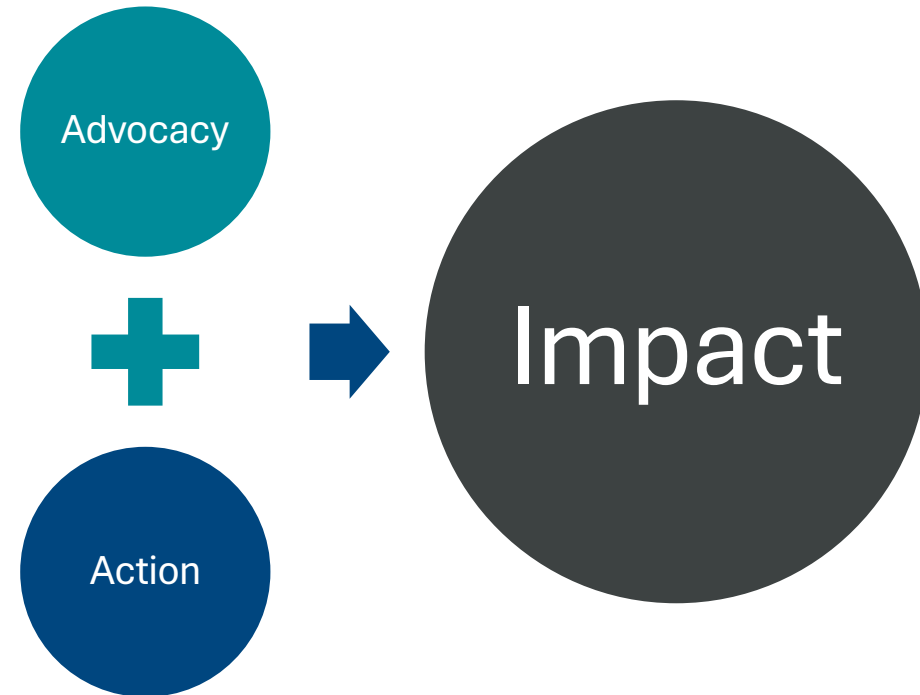
Delivering Results for Local Health Departments

Advocacy Outcomes in 2025

- ✓ **Protected core public health funding** through trusted relationships with Congress
- ✓ Facilitated **150+ meetings** between NACCHO members with Congress
- ✓ **Shaped appropriations and oversight** through **14 formal letters**
- ✓ **Activated the field—3,000+ messages to Congress** from local health leaders elevating LHD priorities
- ✓ **Secured visibility for local public health** through **22 active coalitions**, including CDC Coalition and Coalition for Health Funding
- ✓ **Advanced workforce priorities**, including continued advocacy for **Public Health Workforce Loan Repayment**

Why It Matters

- ✓ Helped keep **federal funds flowing to LHDs**, even during uncertainty
- ✓ Ensured **local voices were heard** in appropriations and policy decisions
- ✓ Created **direct opportunities** for LHDs to engage Congress—both in DC and at home
- ✓ Protected **critical programs and staffing capacity** at the local level



Lessons Learned

Branding Matters

- NACCHO was leveraging different platforms (weekly policy newsletter, action alert network, NACCHO University, etc.)
- Putting them under a single umbrella helped us secure more engagement

Education & Advocacy Materials

- These materials ensure members feel more confident navigating conversations around federal policy decisions
- Meet members/advocates where they are
- Aligning with government affairs strategy

Communication Matters

