



2025 Action Plan

• Meeting with HHS Secretary and Senior Team

- Coalition members meet with Secretary Kennedy in April 2025 to announce Fight4Health and support for Secretary's initiatives against chronic disease.
- Identify ways the members are already working or planning to work to tack chronic disease.

• Identify Regs, Laws that are Roadblocks to Better Health

- Each Coalition member is asked to identify at least three specific regulations and/or laws that prohibit them from effectively pursuing solutions for those with chronic diseases or mental health conditions.
 - This will form the basis for the development of policy documents for Congress and the Administration.
- Work closely with members of Congress who have or will introduce legislation that supports the goals of the Coalition.
- Act as an informal 'advisory' group to the Administration and Congress as they seek expert opinions about issues, bills, regulations they are developing.

• Capitol Hill Fight4Health Conference

- We would sponsor a Coalition member-only conference on Capitol Hill in late Spring 2025. We have already 'socialized' this idea on the Hill with key congressional staff and it was well received.
- The conference will feature Trump Administration officials, senators, representatives and senior staff who will provide their views on the government's fight against chronic diseases and mental health conditions. Coalition members will have their initiatives showcased.

• Promote Coalition Member Initiatives

- The Fight4Health website links to individual members' chronic disease and mental health initiatives in their communities. We plan to incorporate new material as received and rotate to provide exposure for all members. The website will be promoted on Capitol Hill, the White House, HHS and other agencies, and news media across the nation through a targeted email campaign. We will use our social media accounts to promote the Coalition's work.

• Sustain a Year-Long Advocacy Campaign

- The Coalition will build an advocacy campaign around Coalition recommendations and selected proposals coming from the Administration and Congress.
- We will develop a plan for a national ad campaign, working with the Administration, that aims to educate Americans on these issues. Ads would include TV, but the real emphasis would be on digital platforms. Develop the support of selected influencers to carry the message.
- We will schedule regular Teams meetings between Coalition members and selected congressional and agency officials to promote member initiatives.
- We will schedule periodic in-person meetings between Coalition members and congressional members and staff. This includes working closely with the new bipartisan Make America Healthy Again Caucus in the Senate and House, the Preventative and Wellness Congressional Caucus and other caucuses forming that focus on these issues.