“...it is essential that public opinion be enlightened.”
President George Washington
Farewell Address to the Nation, 1796

Our Vision

The Public Forum Institute is committed to an informed public and the exchange of ideas between the leaders of America and the citizens they serve.
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The Public Forum Institute

- Independent, nonpartisan, not-for-profit
- More than 20 years experience in planning policy forums across the nation
- More than 300 members of Congress have chaired forums
- Public Forums & Capitol Hill Briefings
- Dozens of national policy issues covered

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Issues

- Health Care
- Entrepreneurship
- Economic Policy
- Energy
- Technology & Telecommunications
- Workforce Development
- Tax Reform
- Banking
- Education & Safe Schools
- Transportation
- Homeland Security
- Budget
- Literacy
- Trade
- Defense Conversion
- Environment
- Social Security
- Housing & Urban Development
- Disaster Preparedness
- Youth Volunteerism

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What We Do

- Program development & issue organization
- Speaker & moderator recruitment
- National, state & local partner recruitment
- Audience building & outreach (10 point toolbox)
- Site selection & logistics
- Initiative web presence & online registration
- On-site management & event production (audio-visual & eFORUM audience response in-house)
- Report writing
- Graphic design & multimedia creation
- Media relations
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Audience Building & Outreach

- Personal invitations and mailings
- Regional planning committees
- Posting flyers and notices
- Press conference/advance press
- Cosponsor/partnership efforts
- Blast fax and e-mail
- Phone banks
- Local organizers/regional coordinators
- Blitzing community calendars
- Viral marketing and web-based outreach

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Health care summit focuses on women

More public input, education is the key, speakers say.

By David Westerfield

A two-hour Summit on Women's Health helped participants sort through current issues in medical care Wednesday in St. Paul.

"It's confusing, but I feel like it's a healthy conversation," said Muller, a nurse.

"I'd like to see more money spent on preventive care," she said. "A lot of people don't want to get involved because they think it's too complicated.

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Forms examines proposals for trust

Majority likes idea of some stock investment by Social Security plan

Bass takes the pulse of state's health care system

Experts tell lawmaker about needs and wants

The Kansas City Star

SATURDAY, Oct. 30, 1993

METROPOLITAN PAGE 9

Summit of harmony

Parties find common ground on reform

was a lively exchange and waht the was to be done about the situation, but that was not the issue. The issue was education. The issue was making sure that everyone understands and participates in the process.

by four senators — Dale and Nancy Kassebaum from Kansas, Danforth and Kit Bond from Missouri — to put Republican health reform proposals on the same platform with the Clinton plan, which was presented to Congress this week.

"The opening of the Kansas City summit will be held today in Kansas City, Kans., and Columbia, Mo.

"Every one of these plans has good ideas," he said. "We are doing what needs to be done. We should proceed with good faith in this discussion."

Bass said that he was comfortable with the meeting and that he expected to get some good ideas out of it.

"We will be working closely with the Senate to make sure that everyone understands the process and how to proceed," he said.

For health reform, Bass said, "It's not just about what we do on Capitol Hill, it's about how we do it on Capitol Hill."
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The Forum & Health Care

- Fifteen years of experience in health policy
  - Congressionally-chaired public forums
  - Cabinet-level town halls
  - Capitol Hill public report-back briefings
  - University / Foundation initiatives
- Have worked with almost all major health policy experts and organizations
- Supported by a variety of organizations including:
  The Robert Wood Johnson Foundation; Kaiser Family Foundation; Kauffman Foundation; Heinz Foundation; The Pew Charitable Trusts; and, hundreds of local organizations and employers
Toward Affordable Health Care:
Prescriptions for Today

- Co-chaired by Congressman Dennis Moore (D-KS), Congresswoman Karen McCarthy (D-MO), Senator Jim Talent (R-MO)
- Examine the key cost drivers to health care and seek common ground on achievable solutions that would have an impact on affordability
- Approximately 200 participants developed recommendations on: access for the uninsured; technology & consumer engagement
• Four town halls with HHS Secretary Tommy G. Thompson moderated by Jonathan Ortmans
  • Consumer Choice (Minneapolis)
  • Medical Malpractice (Jacksonville)
  • Prevention & Wellness (Austin)
  • Information Technology (Detroit)

• Sample media
  • Physicians’ PDAs will deliver bioterror warnings and advice
    Detroit Free Press
  • Americans need to get fit, U.S. health secretary says
    Austin American-Statesman
  • Speakers endorse preventive health
    San Antonio Express-News
  • Medical malpractice focus of town hall meeting stop
    The Florida Times-Union
  • Health care official warns of impending crisis in state
    Tampa Bay Business Journal
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• **Objective:** Finding consensus among a diverse group of stakeholders on steps to improve health care in Florida and beyond

• **PFI Role:** Recruit approx. 100 delegates, develop consensus process, create & maintain website, organize 5 retreats throughout 2003, recruit issue experts, facilitate retreats, conduct media outreach and write a final report

• **Results:** HFF delegates found consensus on 14 specific steps to increase affordability, further quality, engage consumers and promote healthier lifestyles; key findings were presented to Gov. Jeb Bush, HFF leaders testified before the Florida Senate Committee on Health, Aging & Long-term Care; report available at www.healthyfloridafoundation.org
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- **Final report** that highlighted key findings and recommendations
- **Sample Media**
  - PE classes, better technology for doctors on healthcare wish list
    Associated Press
  - Television coverage of testimony before Florida Senate Committee on Health, Aging & Long-term Care
    - WTXL-TV (ABC)
    - WCTV-TV (CBS)
    - WTLH-TV (Fox)
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  - Engage a diverse group of individuals across America in substantive discussion on genetic technologies and policy options;
  - Gauge general feedback on participant values;
  - Increase awareness of genetic technologies and policies; and,
  - Compile informed and reflective opinions on genetic technologies and policies.
- Sponsored by Johns Hopkins University and The Pew Charitable Trusts

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- **Methodology:** developed master format that integrated edited video (in place of flying in experts), table talk & call out, eFORUM and moderated discussion.
- **Final report** that highlighted key findings
- **Sample Media**
  - Town hall debates designer babies
    Sacramento Bee
  - Event looks at concerns in genetics
    Fort Worth Star-Telegram
  - Q&A on genetic testing
    Seattle Post-Intelligencer
  - Ethics, uses of genetic testing debated at traveling ‘town hall’
    Kalamazoo Gazette

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