

Access handouts and resource documents.

<https://www.chmediacenter.com>

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Community Health Media Center (CHMC)

<https://nccd.cdc.gov/chmc>

To register, click “register now” on left side.

Success Stories Application

<https://nccd.cdc.gov/nccdsuccessstories/>

To register, click “create an account” from right side.

Effective Communication Strategies (and Tools) to Support Your Obesity Prevention Program

Suzi Gates, MPH – CDC

Chris Thomas, MS, MCHES – CDC

Jana Scoville, MBA – Banyan Communications

Southern Obesity Summit Pre-Conference Workshop

Atlanta Marriott Marquis

October 1, 2017

Session Objectives

- Learn how strategic communication can support obesity prevention programs
- Introduce the Communication Planning Tool and the 8-Step Model for Communication Planning
- Share how to identify your objective(s) and audience(s)
- Share tools to support your communication plans

Quick Audience Poll (That's Me!)

- Where do you work?
 - State or Local Health Agency
 - College/University
 - Cooperative Extension Service
 - Healthcare Organization
 - Non-profit Organization
 - School District
 - Other (not already mentioned)

Quick Audience Poll (That's Me!)

- Have you used social media to support your program (e.g., Facebook, Twitter, Instagram, YouTube, Pinterest, etc.)?
- Have you received earned media news coverage about your program (e.g., newspaper, TV, radio stories)?
- Have you used advertising to support your program?
- Have you had success communicating to decision makers or local leaders?



Suzi Gates

Communication Supports Obesity Prevention

What is Communication?

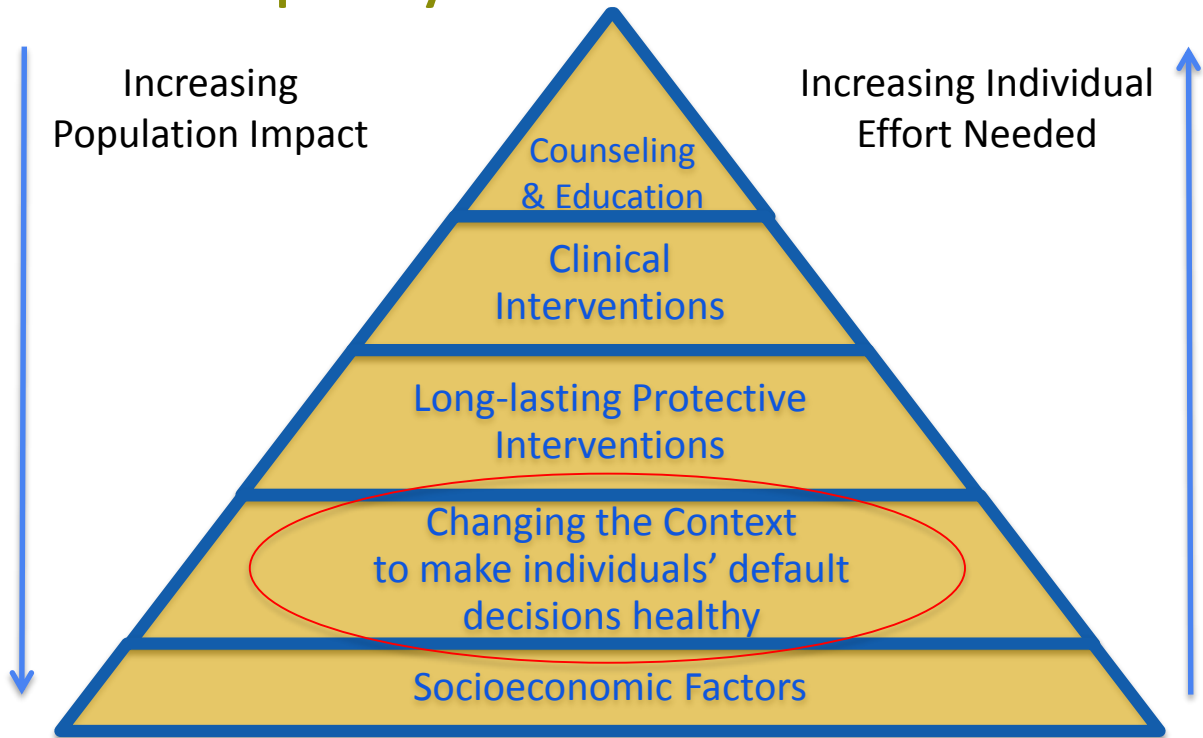
Communication is the means of delivering a message through radio, television, newspapers, magazines, online outlets, etc. to reach or impact people widely.

Communication = Media = Marketing



Why do Communication?

The Health Impact Pyramid



Key Components for Public Health Programs

- Innovation to develop the evidence base for action;
- Technical package of a limited number of high priority, evidence-based interventions that together will have a major impact;
- Effective performance management, especially through rigorous, real-time monitoring, evaluation, and program improvement;
- Partnerships and coalitions with public- and private sector organizations;
- **Communication of accurate and timely information to the health care community, decision makers, and the public to effect behavior change and engage civil society;**
- Political commitment to obtain resources and support for effective action

EFFECTIVE PUBLIC HEALTH PROGRAM IMPLEMENTATION

Six Components Necessary for Effective Public Health Program Implementation

Thomas R. Frieden, MD, MPH

Public health programs succeed and survive if organizations and coalitions address 6 key areas.

(1) Innovation to develop the evidence base for action; (2) a technical package of a limited number of high-priority, evidence-based interventions that together will have a major impact; (3) effective performance management, especially through rigorous, real-time monitoring, evaluation, and program improvement; (4) partnerships and coalitions with public- and private-sector organizations; (5) communication of accurate and timely information to the health care community, decision makers, and the public to effect behavior change and engage civil society; and (6) political commitment to obtain resources and support for effective action.

Programs including ampicillin, eradication, tuberculosis control, tobacco control, polio eradication, and others have made progress by addressing these 6 areas. (*Am J Public Health* 2014; 104:17-22. doi:10.7326/0095-9670.2013.301008)

WHEREAS MANY PUBLIC health programs do not achieve their potential impact, other programs succeed in improving health outcomes drastically. Limited and unstable funding, lack of accurate means to track and improve performance, weak evidence base, and insufficient political commitment can all cause public health programs to fail. Implementation can succeed and be sustained if organizations and coalitions effectively address 6 key areas: innovation, a rigorously established technical package, management, partnerships, communication, and political commitment.

This concept can be illustrated as a wheel, with innovation as the central hub providing the driving force and support for other elements: the technical package, management, partnerships, and communication. These elements in turn support and are held together by political commitment, which provides the necessary traction for progress (Figure 1).

INNOVATION

Innovation is essential to all aspects of public health strategy and program development and is critical to developing the evidence base needed to establish and refine the technical elements of successful program implementation. A new diagnostic technique, treatment, or vaccine can make a previously untreatable goal possible. New molecular genetic sequencing and bioinformatics technologies may enable us to

identify outcomes we cannot currently find and better prevent and stop the spread of infectious disease.

Innovations need not be limited to science or medicine. Innovations in information systems, data collection, communication techniques, and issue framing can increase political commitment and also be essential for progress. Innovations in operations can facilitate refinement of and improvements in programs based on actual experience. Innovations in program evaluation can further build the evidence base for interventions by better identifying those that are effective and ripe for scaling up.

Innovation can help improve program management by scaling up, disseminating, and sustaining high-impact interventions. Smallpox was eradicated through continuous introduction and implementation of innovation, including new organizational methods, new ways to find complex cases, new approaches to targeting which groups to vaccinate, new types of needles, and new ways to vaccinate different groups of people.¹ New ways of communicating, including harnessing innovations in social and other media and making a compelling case for specific action, can strengthen partnerships and bring new partners to the table.

Innovative practices need not be invented anew in each place; advances that are adapted and evaluated rigorously in other jurisdictions add to the evidence

base of effective public health programs so that they can be scaled up and implemented more widely.² Many innovations are built on the foundation of existing science or practice, and many of these improvements will further science and public health practice. Not all are new for all innovations to come from public health; many are developed in the private sector or academia and often originate in fields other than health.

TECHNICAL PACKAGE

The most effective public health programs are based on an evidence-based technical package: a selected group of related interventions that, together, will achieve and sustain substantial and sometimes synergistic improvements in a specific risk factor or disease outcome. A technical package of proven interventions sharpens and focuses what otherwise might be vague commitments to "action" by concentrating on implementation of specific interventions known to be effective. It also avoids a scattered approach of using a large number of interventions, many of which have only a small impact.

Simplicity is key to success. The long and management of childhood illness initiatives, intended as an integrated approach that focuses on the well-being of the whole child to reduce mortality among children younger than 5 years, can improve the quality of clinical care for sick children.^{3,4} However, program coverage in

AHA Scientific Statement

- Sustained, focused media and educational campaigns, **using multiple modes (e.g., print, radio, Internet, television, social networking, other promotional materials)**, focused on increasing consumption of specific healthful foods
- Sustained, focused media and educational campaigns **as part of multicomponent community or national strategies** to increase consumption of specific healthful foods/beverages or reduce consumption of less healthful foods/beverages

AHA Scientific Statement

Population Approaches to Improve Diet, Physical Activity, and Smoking Habits

A Scientific Statement From the American Heart Association

Dariusz Mozaffarian, MD, DrPH, FAHA, Chair; Ashkan Afshin, MD, MPH; Neal L. Benowitz, MD; Vera Bittner, MD, MSPH, FAHA; Stephen R. Daniels, MD, PhD, FAHA; Harold A. Franch, MD, FAHA; David R. Jacobs, Jr, PhD, FAHA; William E. Kraus, MD, FAHA; Penny M. Kris-Etherton, PhD, RD, FAHA; Debra A. Krummel, PhD, RD; Barry M. Popkin, PhD; Laurie P. Whitley, PhD; Neil A. Zakai, MD, MSc; on behalf of the American Heart Association Council on Epidemiology and Prevention, Council on Nutrition, Physical Activity and Metabolism, Council on Clinical Cardiology, Council on Cardiovascular Disease in the Young, Council on the Kidney in Cardiovascular Disease, Council on Peripheral Vascular Disease, and the Advocacy Coordinating Committee

Background—Poor lifestyle behaviors, including suboptimal diet, physical inactivity, and tobacco use, are leading causes of preventable diseases globally. Although even modest population shifts in risk substantially alter health outcomes, the optimal population-level approaches to improve lifestyle are not well established.

Methods and Results—For this American Heart Association scientific statement, the writing group systematically reviewed and graded the current scientific evidence for effective population approaches to improve dietary habits, increase physical activity, and reduce tobacco use. Strategies were considered in 6 broad domains: (1) Media and educational campaigns; (2) labeling and consumer information; (3) taxation, subsidies, and other economic incentives; (4) school and workplace approaches; (5) local environmental changes; and (6) direct restrictions and mandates. The writing group also reviewed the potential contributions of healthcare systems and surveillance systems to behavior change efforts. Several specific population interventions that achieved a Class I or IIa recommendation with grade A or B evidence were identified, providing a set of specific evidence-based strategies that deserve close attention and prioritization for wider implementation. Effective interventions included specific approaches in all 6 domains evaluated for improving diet, increasing activity, and reducing tobacco use. The writing group also identified several specific interventions in each of these domains for which current evidence was less robust, as well as other inconsistencies and evidence gaps, informing the need for further rigorous and interdisciplinary approaches to evaluate population programs and policies.

Conclusions—This systematic review identified and graded the evidence for a range of population-based strategies to promote lifestyle change. The findings provide a framework for policy makers, advocacy groups, researchers, clinicians, communities, and other stakeholders to understand and implement the most effective approaches. New strategic initiatives and partnerships are needed to translate this evidence into action. (*Circulation*. 2012;126:1514-1563.)

Key Words: AHA Scientific Statements ■ diet ■ nutrition ■ obesity ■ overweight ■ physical activity ■ prevention ■ public policy ■ smoking

The American Heart Association makes every effort to avoid any actual or potential conflicts of interest that may arise as a result of an outside relationship or a personal, professional, or business interest of a member of the writing panel. Specifically, all members of the writing group are required to complete and submit a Disclosure Questionnaire showing all such relationships that might be perceived as real or potential conflicts of interest. This statement was approved by the American Heart Association Science Advisory and Coordinating Committee on March 2, 2012. A copy of the document is available at <http://www.heart.org/STROKE/prevention> by selecting either the "By Topic" link or the "By Publication Date" link. To purchase additional reprints, call 847-261-2531 or e-mail kellecrumey@heart.org.

The American Heart Association requests that this document be cited as follows: Mozaffarian D, Afshin A, Benowitz N, Bittner S, Daniels SR, Franch HA, Jacobs DR Jr, Kraus WE, Kris-Etherton PM, Krummel DA, Popkin BM, Whitley LP, Zakai NA, on behalf of the American Heart Association Council on Epidemiology and Prevention, Council on Nutrition, Physical Activity and Metabolism, Council on Clinical Cardiology, Council on Cardiovascular Disease in the Young, Council on the Kidney in Cardiovascular Disease, Council on Peripheral Vascular Disease, and the Advocacy Coordinating Committee. Population approaches to improve diet, physical activity, and smoking habits: a scientific statement from the American Heart Association. *Circulation*. 2012;126:1514-1563.

This full-text statement is available with this article at <http://circ.ahajournals.org/lookup/suppl/doi:10.1161/CIRC.0b013e318250b206/-DC1>. Expert peer review of AHA Scientific Statements is conducted by the AHA Office of Science Operations. For more on AHA statements and guidelines development, visit <http://my.americanheart.org/statements> and select the "Policies and Development" link. Permissions: Multiple copies, modification, alteration, enhancement, and/or distribution of this document are not permitted without the express permission of the American Heart Association. For obtaining permission are located at <http://www.heart.org/STROKE/prevention>. Copyright Permissions Request Form" appears on the right side of the page. © 2012 American Heart Association, Inc.

Circulation is available at <http://circ.ahajournals.org>

DOI: 10.1161/CIRC.0b013e318250b206

1514

Additional References

The Community Guide

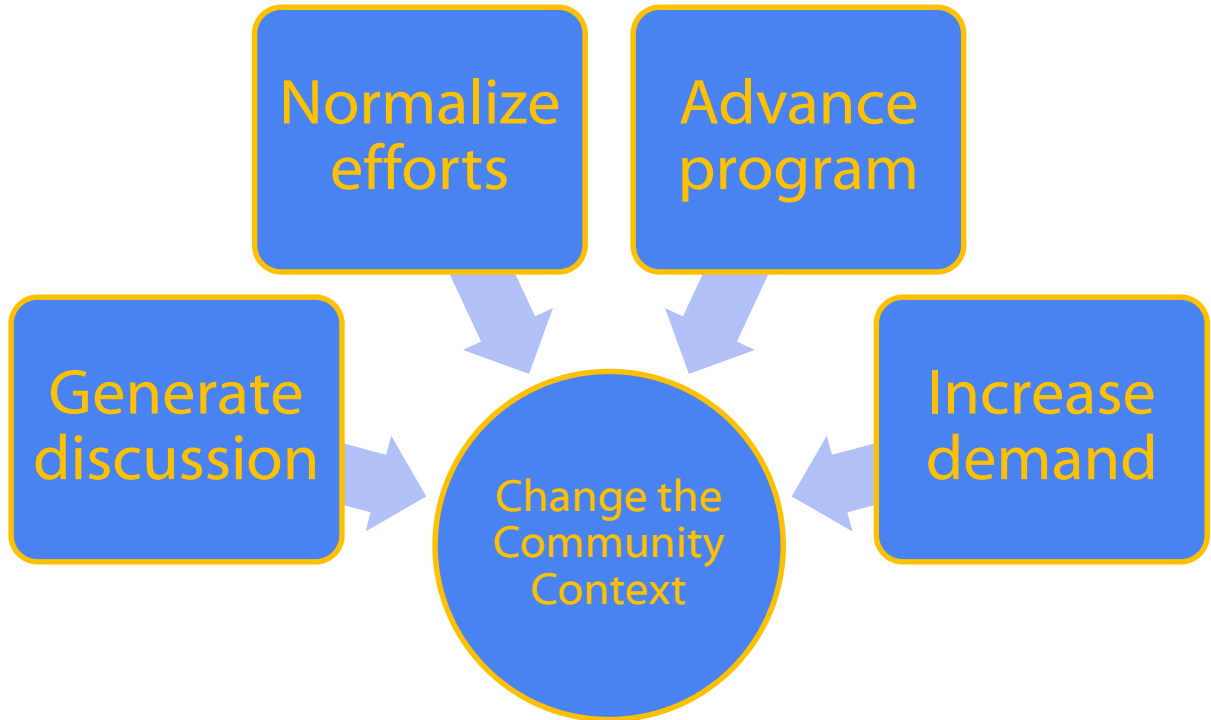
- Health Communication and Social Marketing: Campaigns That Include Mass Media and Health-Related Product Distribution
- Physical Activity: Community-Wide Campaigns

Institute of Medicine

- Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation
 - Goal 3: Transform messages about physical activity and nutrition

Reference list available on request.

So what can Communication do for you?



Example: Cabarrus Health Alliance

BIKE TO SCHOOL DAY IS TODAY!
www.walkbiketetoschool.org

Your child can...

walk bike or roll

... to school!

cha CABARRUS HEALTH ALLIANCE

Made possible with funds from the Centers for Disease Control and Prevention.

Shop Healthy Here!

Stop in.
 See our new healthy items.
 Eat Smart, Live Well.

Local corner store owners are working to bring fresh produce to your community!

Center City Maxx
 50 Cabarrus Ave W
 Concord, NC 28025
 704-710-0264
 M-Th: 8:30am to 9pm
 F-Sat: 8am to 10pm
 Sat-Sun: 9am to 9pm
 SNAP/EBT & WIC accepted
 Hablamos español

Danny's Place
 300 Church St N
 Concord, NC 28025
 704-788-7500
 M-Th: 9am to 11pm
 Sat-Sun: 7am to 11pm
 SNAP/EBT & WIC Accepted
 Hablamos español

Mi Pals Latino Market
 898 Concord Pkwy N
 Concord, NC 28027
 704-784-0035
 M-Sun: 9am to 9pm
 SNAP/EBT & WIC Accepted
 Hablamos español

We Proudly Accept SNAP/EBT Benefits

cha CABARRUS HEALTH ALLIANCE

Made possible with funds from the Centers for Disease Control and Prevention.

El Ejercicio es Medicina

¿Necesita ayuda para empezar su plan de ejercicios?

¡Échele un vistazo a nuestros recursos GRATIS en línea!

www.cabarrushealth.org/EIM/resources

Serie de folletos de tres partes

Rutas para caminar en la comunidad

Videos de ejercicio GRATIS

cha CABARRUS HEALTH ALLIANCE

Woodrow Wilson Elementary School
 Walk the route 6 times to complete 1 mile.

- 1 Woodrow Wilson Elementary School
- 2 Parking Lot
- 3 Field
- 4 Basketball Court

Walking Path

Walking is a great way to get active, manage weight and chronic disease, reduce stress and improve the quality of sleep. Kannapolis City Schools has identified some safe and convenient routes that you can walk today. So grab your water, shoes, and let's walk!

cha CABARRUS HEALTH ALLIANCE

KCS 800 N Walnut St Kannapolis, NC

For more walking routes in your community visit www.kannapolisnc.gov/loophoop

LOOHP

Example: Live Well Greenville



Park Hop Scavenger Hunt Helps Greenville County, SC, Find New Ways to Be Active

by: Morgan Hughey

SUMMARY

Nearly half of Greenville County, South Carolina's school-age children are overweight or obese. To help combat this issue, Live Well Greenville—a local wellness coalition—started a summer-long scavenger hunt known as Park Hop. The event was created in partnership with local parks and recreation departments to promote opportunities for physical activity using area parks. During summer 2015, more than 600 youth participants completed at least 2,500 park visits. The work was funded, in part, by the Centers for Disease Control and Prevention (CDC).



CHALLENGE

An ongoing study with Greenville County School District revealed that 41% of Greenville County students (in grades 3, 5, 7, and 9) are overweight or obese. Childhood obesity can negatively affect a child's health by increasing the risk of developing type 2 diabetes, high blood pressure, and high cholesterol. Physical activity can help reduce and prevent childhood obesity as well as boost children's self-esteem. However, the CDC

in South Carolina are not physically active. Even though parks and recreation centers provide free or low-cost opportunities for community members to be physically active, these spaces have long been underutilized in Greenville County. LiveWell Greenville wanted to encourage children and their families to become more physically active by increasing awareness, visitation, and active use of local parks.

YOUR INVOLVEMENT IS KEY

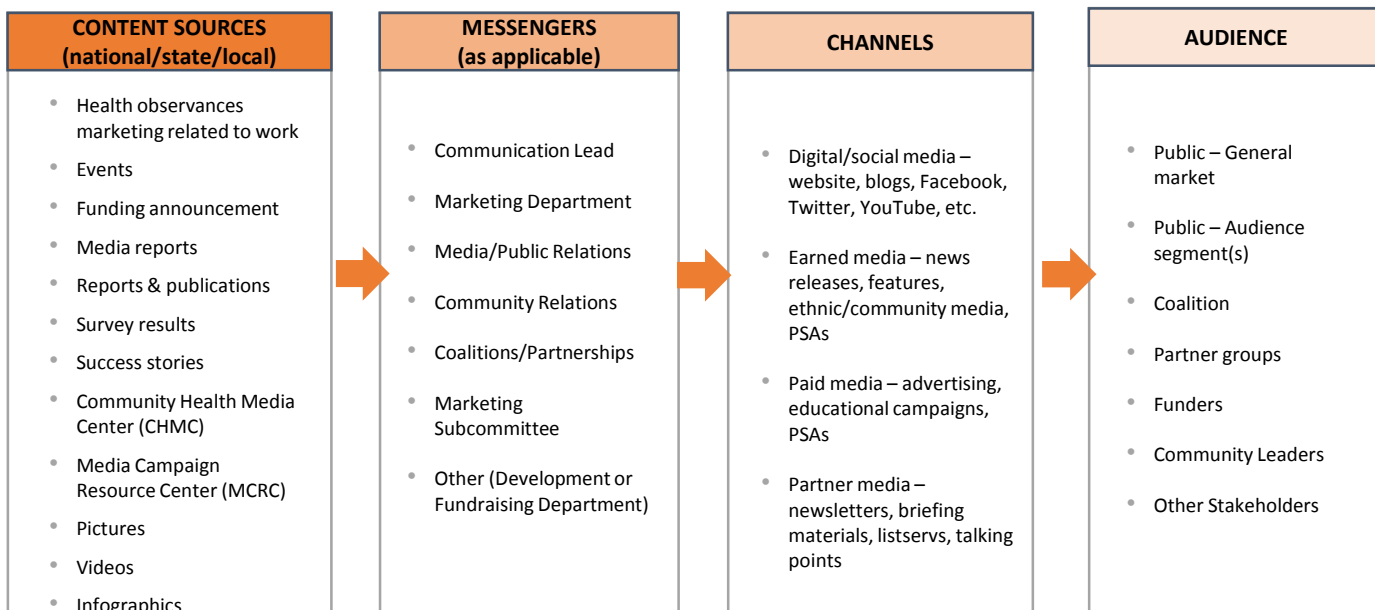
According to the CDC, children need at least 60 minutes of physical activity each day. Public parks, trails, and recreation facilities offer diverse opportunities to meet these recommendations. Community members can help support and increase the positive impact of these places by: volunteering at park clean-up days; serving as youth sports coaches; or, getting involved in other parks and recreation activities that make it possible for families to get outside and get moving together.

"What you're doing for families in this community is beyond words! You are opening the eyes of existing Greenville families and new residents alike to the parks and amenities our great city has to offer."

- Park Hop participant and local parent

1 CONTENT FLOW

*Draft as of
July 2017*



REMINDERS:

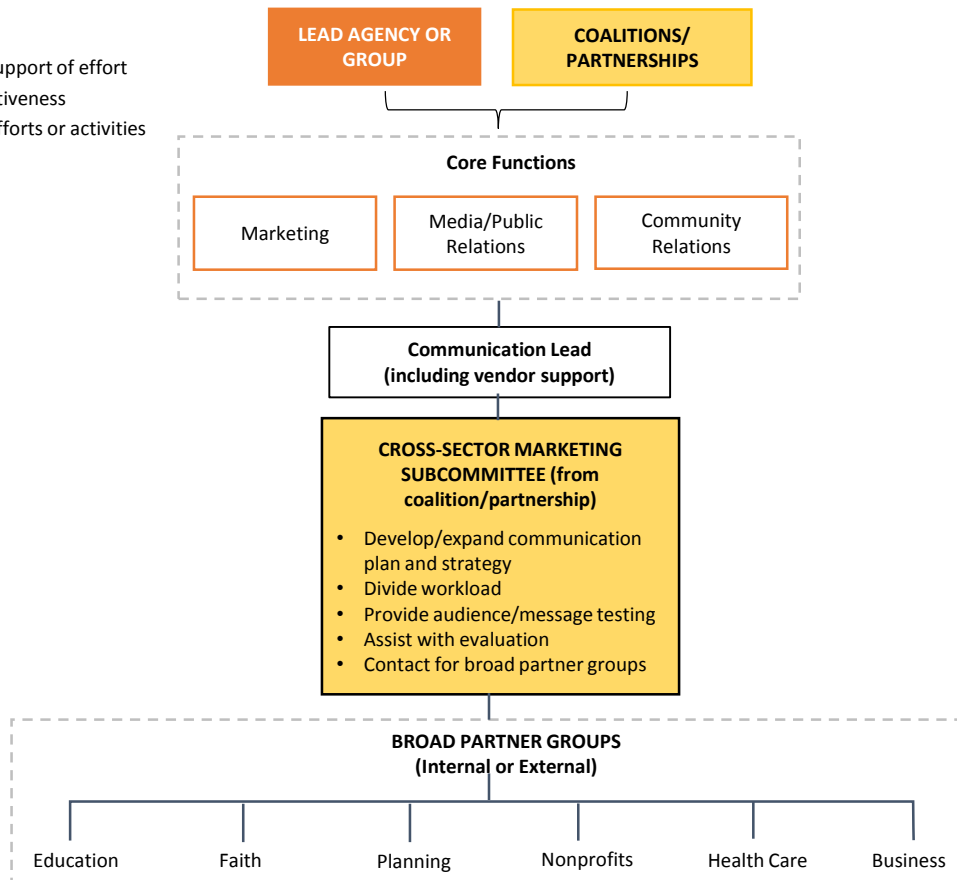
- Messages and materials need to be tested and validated with target audience(s).
- Evaluation of communication efforts is vital for determining success and improving future efforts.

2 SAMPLE TEAM STRUCTURE (AS APPLICABLE)

*Draft as of
July 2017*

Objectives

- Increase visibility and support of effort
- Increase program effectiveness
- Help sustain program efforts or activities





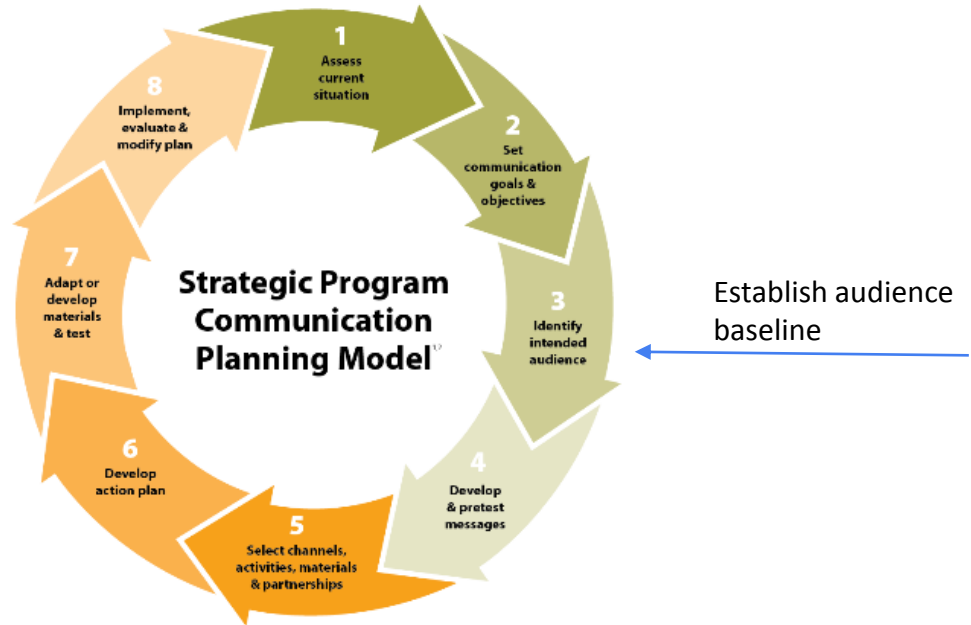
Chris Thomas

Communication Planning Overview

Components of Strategic Communication

- Communication Planning and Implementation—objectives, audiences, channels, strategies
- Audience Research—segmentation by age, ethnicity, gender, life stage, etc.
- Evaluation—changes in awareness, attitudes, beliefs, intentions, behavior change and support for work over time.

The 8-Step Communication Planning Model



1 National Cancer Institute. Making health communication programs work. 1995. Retrieved April 4, 2012, from <http://www.nccgo.org/worksheets>.

2. Foster, J., Roberto, M., Lee, N. 2002. *Social Marketing: Improving the Quality of Life* (2nd ed.). Thousand Oaks, CA: Sage.

Step 3: Identify Your Audiences

- Decision makers
- Community organizations
- Businesses & staff
- Providers & networks
- Parents
- Faith-based groups
- Partners
- School districts & teachers



Step 3 cont'd

Establish a Baseline

- Measuring audience awareness before implementing communication activities helps us assess our success
 - What do they know, understand, believe, and do now?
 - Will our communication efforts change awareness, attitudes, beliefs, behavioral intentions, and behaviors?

ACTIVITY:
DEVELOPING AUDIENCE
PROFILES/PERSONAS

Steps 3 & 4: Developing Audience Profiles/Personas

Who are they & what do they care about?

	Stakeholder (SPECIFY) State Decision Maker Effective use of funds	General Market (often outlet) (SPECIFY) Objective	Target Segment (SPECIFY) Objective
Biographical details: age, job, gender, interests, racial/ethnic group, language, influencers...			
What matters? (values, issues, etc.)			
How they regard your issue (if at all)?			
Who do they listen to?			
Organizations they belong to?			
Effective messages?			
Effective messengers?			

Steps 3 & 4: Stakeholder/Decision Maker

	Stakeholder/Decision Maker – Director of School Food
Biographical details: age, job, gender, interests, racial/ethnic group, language, influencers	Director, Office of School Food; male; 40s to 50s; English-speaking
What matters? (values, issues, etc.)	Feeding public school students; financial solvency of agency; calcium sufficiency of public school students
How they regard your issue (if at all)?	Cautiously concerned
Who do they listen to?	Agency staff; officials from partner agency
Organizations they belong to?	City Administration Department of Education
Effective messages?	This will not mean a loss of revenue; reasoned presentation of the facts; personal passion and commitment to the goal; school community and larger community support; THANK YOU!!!!
Effective messengers?	Coalition of diverse partners People who can speak on your behalf Respected officials from partner agencies

Step 4: Resonating with Your Audience

Key Questions	Stakeholder/Decision Maker – Director of School Food
What are words or messages that will resonate most on this topic?	No loss of revenue (federal reimbursement) Community support Definitive positive response from authority that children's health will not suffer
What about your effort will appeal to each audience?	Demonstrated successful adoption The positive health impact on the children Deflate the charge from the opposition that the milk policy will lead to rickets in the children Provide cover from adverse response
How should you talk about your effort to the audience?	Passionately and with facts

Step 2: Communication Objectives

Specific

- Concrete and well-defined strategy

Measurable

- Exact numbers provide means of measurement

Achievable

- Feasible to put into action

Realistic

- Considers resources, personnel, cost, and timeframe

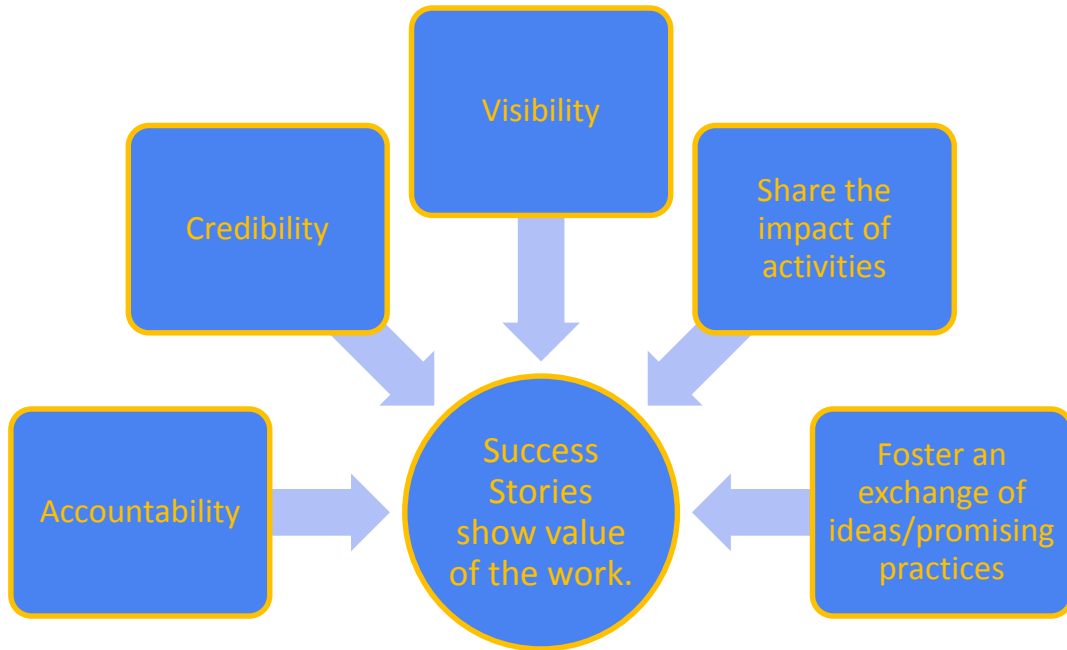
Time-bound

- Date helps to set boundaries around the objective

ACTIVITY:
IDENTIFYING YOUR PROGRAM GOAL
& COMMUNICATION OBJECTIVE(S)

Success Stories Application

Sharing Our Work – Why Does It Matter?



ADD VALUE

What is a Success Story?

- A success story is a description of a program's initiative, activity, or strategy's
 - Progress
 - Achievements
 - Impact
 - Future directions
- Success stories are concise and engaging, and show positive change.

Golden Rule of Storytelling

Every good story shows change.

Every. Single. One.



Success Stories Work Because They...

- Reach audiences in a way they can understand using strong, clear, concise communication without jargon
- Clearly illustrate the progress you've made
- Allow for internal and external promotion of work
- Provide information for building programs in other communities

Identifying Your Success Stories

1. Start with your program logic model
2. Know your audience(s) & objective for each
3. Determine your type of story
4. Outline the information needed for challenge, solution, and results
5. Promote and disseminate your stories

NCCDPHP Success Stories Application

NCCDPHP Success Stories

National Center for Chronic Disease Prevention and Health Promotion

Success Story Made Easier

Healthy Convenience Stores Make Fresh Produce Available in Albany, New York

By EUGENE J. HANSEN

SUMMARY

After two years of pilot stores, the Food Bank of the Hudson Valley is pleased with the results of its efforts. In 1997, the Food Bank opened 10 pilot stores in Albany, New York, and plans to open 10 more in 1998. The Food Bank is pleased with the results of its efforts. In 1997, the Food Bank opened 10 pilot stores in Albany, New York, and plans to open 10 more in 1998. The Food Bank is pleased with the results of its efforts. In 1997, the Food Bank opened 10 pilot stores in Albany, New York, and plans to open 10 more in 1998.

CHALLENGE

Albany is one of the poorest cities in the United States. The Food Bank of the Hudson Valley is a non-profit organization that provides food to the needy. The Food Bank is pleased with the results of its efforts. In 1997, the Food Bank opened 10 pilot stores in Albany, New York, and plans to open 10 more in 1998. The Food Bank is pleased with the results of its efforts. In 1997, the Food Bank opened 10 pilot stores in Albany, New York, and plans to open 10 more in 1998.

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YOUR VOLUNTEERISM

With a web-based program, you can help the Food Bank of the Hudson Valley. The Food Bank is pleased with the results of its efforts. In 1997, the Food Bank opened 10 pilot stores in Albany, New York, and plans to open 10 more in 1998. The Food Bank is pleased with the results of its efforts. In 1997, the Food Bank opened 10 pilot stores in Albany, New York, and plans to open 10 more in 1998.

For more information, contact the Food Bank of the Hudson Valley at (518) 462-1234.

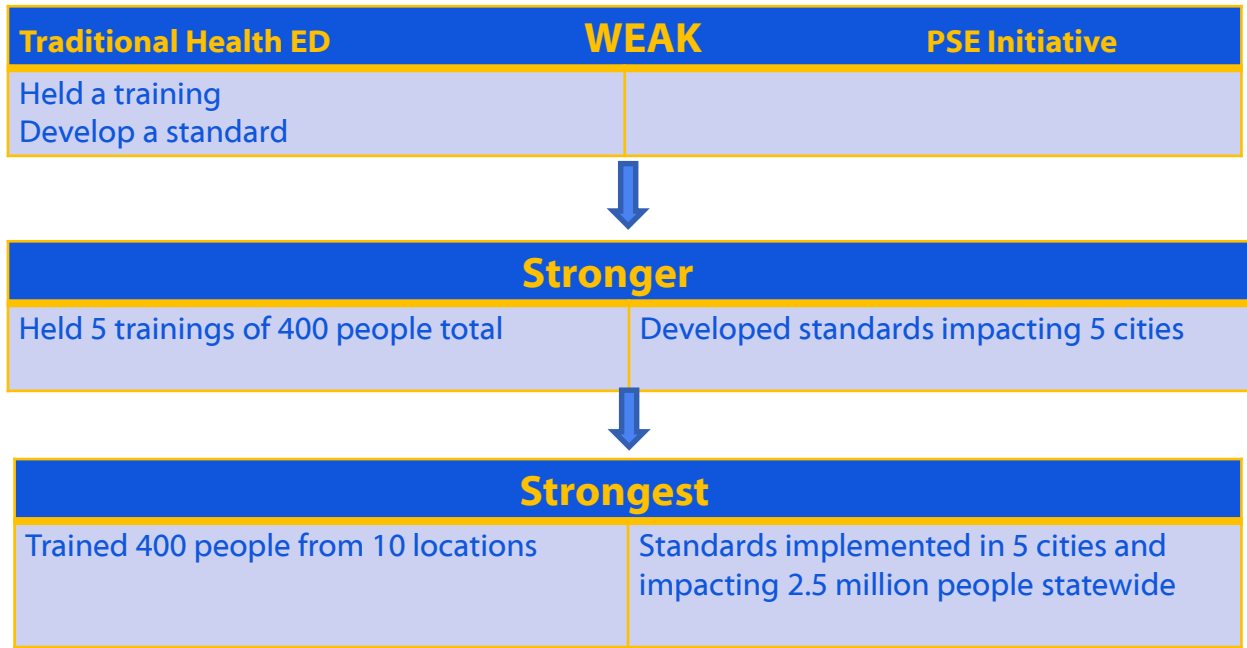
[illegible][illegible]

<https://nccd.cdc.gov/nccdsuccessstories/>

Overview

- Describe the change clearly
- Add tangible data:
 - Observation data
 - Behavioral health change
 - Practices and systems changes
 - Changes in health status
- Keep quotes and stories about people who have benefited from the program in perspective
 - Use personal anecdotes as “hot sauce” for the story –not as the whole story
- Keep it short—two pages is likely all busy people may read—and that may be too long.

Use the Strongest Numbers You Can



Sideways in San Antonio: Turning Physical Activity into a Family Adventure

By Amy T. Hays

Summary

More than half of San Antonio adults are overweight or obese with inadequate physical activity playing a key contributory role. To encourage regular physical activity in the community at large, Sideways, a walking tour, has been created. Sideways is a "You Play in the Parks" event, at which participants are given personally designed, color-coded walking maps to neighborhoods and made available to residents for a range of physical activities. Through these events, San Antonio has been able to engage the public in physical activity while increasing its community connectivity.

Challenge

Obesity is a growing problem for the state that, with a 30% prevalence of obesity, ranks 16th in heart disease among all states in the United States. In San Antonio, 32% of adults are overweight or obese, and 12% of adolescents are overweight or obese. The city has experienced a 50% increase in obesity-related health care costs, and is facing an alarming 50% increase in diabetes prevalence. In San Antonio County, 25% of the population is obese, while only 17% of adults are obese. One of the challenges for San Antonio residents and families is how to get more active and fit in the physical activity community while staying in the community.

Your Involvement in Key

San Antonio has entered a historic period, and the YMCA is striving to support it. Over 500,000 residents are walking during 2013. These are countless ways to get involved. For example, sponsors can provide a hat or sponsor an individual or physical activity event, such as a rock walk.

Participants will benefit from visibility opportunities at the event that reach an estimated 42,000 participants and participants in the Sideways marketing program. To learn more, contact the YMCA at 210-246-8822.

Solution

In partnership with the YMCA, the city of San Antonio developed 2013 Sideways. During these four weeks, adults and youth participated in community activities with an easy-to-use community map for activities and ways to walk or jog with ease in the community and along scenic trails. Activity maps, color-coded walking, offered participants the ability to get the most out of walking or jogging in the community. Maps have been made available to residents in neighborhood health fairs. These maps were also made available to residents in the community and at various public events to increase community activity in parks or playgrounds.

Success Stories Library

[Home](#)[Contact Us](#)[Sign In](#)

See What Others Are Doing

NCCDPHP Success Stories


National Center for Chronic Disease Prevention and Health Promotion

Search NCCDPHP Success Stories

► [Refine Your Search](#)

Looking for a specific story type or funding partner? Use the [Refine Your Search](#) tab above.


☐ Thumbnail ☒ List



Check it Out, A Healthy Checkout!

Download PDF


Added on 11/11/2014



Fighting Obesity by Increasing Access to Local Farmers' Markets


Download PDF

Added on 11/11/2014



Florida Youth, YMCA Growing Stronger Together in Pinellas County

Download PDF



Local "Food to Fork" Streamlined Through Online Farmers' Market

Download PDF

My Stories Dashboard

[Home](#)[My Dashboard](#)[My Account](#)[Contact Us](#)[Sign Out](#)

Melissa's
Dashboard

Create New

Success Story

Impact Statement

Create Folder

- Learn More: NCCDPHP Library Criteria
- Search the NCCDPHP Success Stories Library
- Writer's Resource Center

My Success Stories & Impact Statements

Impact Statements	
Oklahoma Work	delete
St. Louis Initiative	delete
Success Stories	

Assigned Impact Statements

Filename	Author	Created	Modified
You have no Assigned Impact Statements in your personal library.			

Submitted Success Stories

Filename	Status
Fayetteetown, Oklahoma, School District Moves to Increase Physical Activity	Processing
Fayetteetown, Oklahoma, School District Moves to Increase Physical Activity	In Review

Submitted Impact Statements

Filename	Status
St. Louis is Moving Away the Pounds	Approved

Create Impact Statements in addition to Success Stories!

Impact Statements are brief accounts or data-driven summaries of what you accomplished. Success Stories help you reach community stakeholders and other readers on an emotional level by providing more details. Choosing the right format depends on your audience and the information you need to communicate.

You can group your Impact Statements and Success Stories in folders. Create folders based on the type of document, activity, or initiative.

Success Stories default to the Success Stories Folder. Just click Success Stories to access them. Any Impact Statements default to the Impact Statements folder. For help navigating the Dashboard, click [here](#).

SuccessesImpacts

Success Stories are two-page narratives used to reach stakeholders locally and nationally. They provide extensive details about the initiative as well as an opportunity to engage readers on a more emotional level.

Crafting the Story

The screenshot shows the CDC's 'Crafting the Story' web application. At the top is the CDC logo and navigation links. The main content area is titled '(Untitled)' and features a sidebar with a 'Jump to' menu. The 'Challenge' option is selected, opening a dropdown menu with options: Title, Challenge (selected), Solution, Results, Summary, Sustaining Success, Get Involved, Quote, Story Contact, Choose Image, and Choose Template. Below the menu is a large text area with a 'Font Size' selector (S, M, L, ?). To the right of the text area are buttons for 'Back', 'Spell Check', 'Save', and 'Next'. On the far right, there are two informational boxes: 'Tip: Use Active Voice where possible' and 'Cite Sources'. At the bottom right, a preview of a story titled 'Childhood obesity is a growing epidemic in Connecticut' is shown, with a 'Strong...' and 'Weaker...' rating scale.

CDC Home
Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Home (Untitled) My Dashboard My Account Contact Us Sign Out

Jump to: **Challenge** Go

Challenge

Back Spell Check Save Next

Font Size: S M L ?

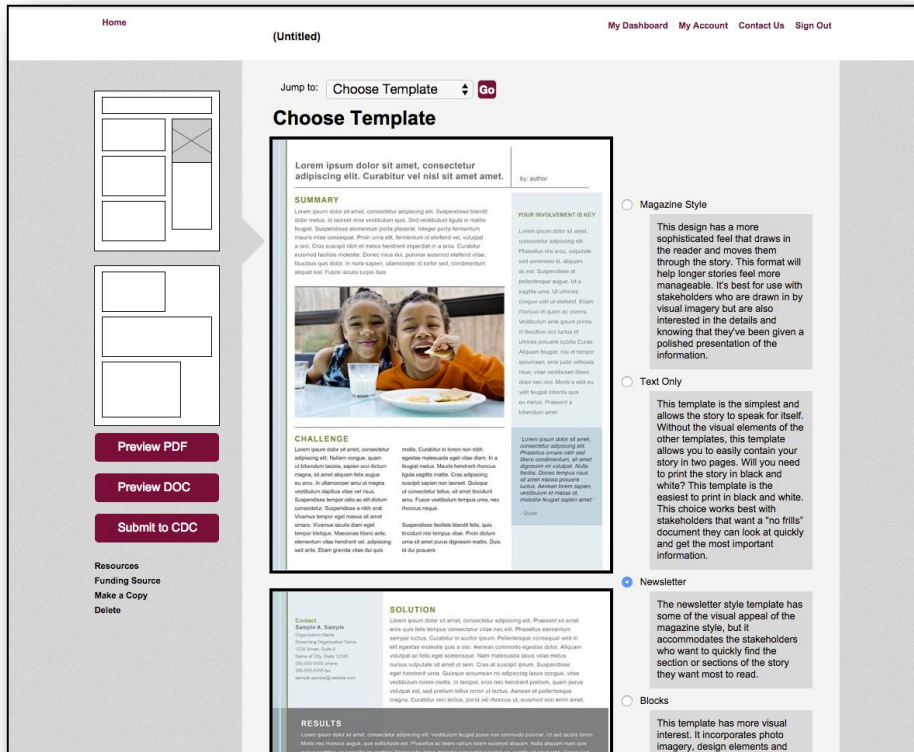
Tip: Use Active Voice where possible
Active Voice- Walkers found the trails made walking more enjoyable.
Passive Voice- The trails were found to be more enjoyable by the walkers.

Cite Sources
If you use numbers or quotes, make sure that you include the report, website, article or other source for the information. The **Writer's Resource Center** has help for citing sources if you'd like some guidance.

Strong... Weaker...


Childhood obesity is a growing epidemic in Connecticut. According to the Connecticut Department of Public Health, **25.9 percent of children** in the state are obese. While lack of physical activity is a risk factor for obesity, schools in Connecticut are shortening or eliminating physical education classes, recess, and physical activity breaks in order to increase instructional time in math, English, and science in an attempt to improve standards-based test scores. However, according to CDC's 2010 report, **The Association**

Templates



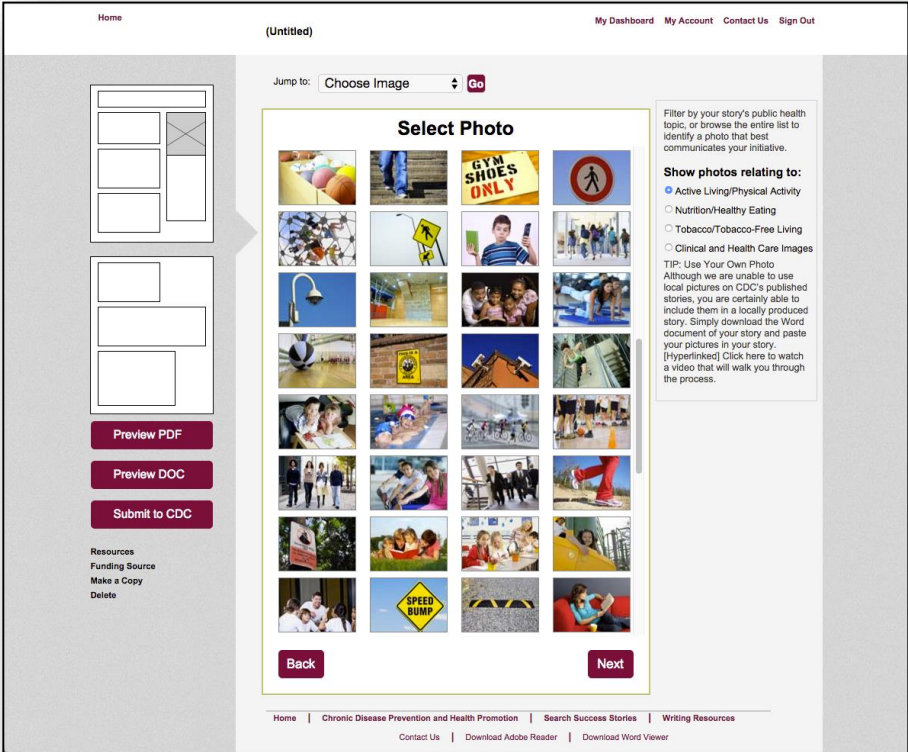
Story Checklist and Worksheet

STORY CHECKLIST WORKSHEET



TITLE	80 characters	RESULTS	850
<hr/> <hr/>		<hr/> <hr/>	
AUTHOR	550	<hr/> <hr/>	
<hr/> <hr/>		SUSTAINABLE SUCCESS	750
SUMMARY	Write last.	<hr/> <hr/>	
<hr/> <hr/>		<hr/> <hr/>	
<hr/> <hr/>		YOUR INVOLVEMENT IS KEY	500
CHALLENGE	900	<hr/> <hr/>	
<hr/> <hr/>		<hr/> <hr/>	
<hr/> <hr/>		QUOTE	250
SOLUTION	700	<hr/> <hr/>	
<hr/> <hr/>		CONTACT	<hr/> <hr/>

Photo Gallery



Step 8: Implement

Share Your Story: Story Distribution and Promotion

- Determine your messengers
- Share your story with stakeholders
- Promote through strategic activities
 - Briefing materials
 - Partner newsletter articles/listservs
 - Media—general and targeted (as appropriate)
 - Website content
 - Social Media

Sample Social Media Content for Success Stories

■ Tweets

- Find out how 29,000 #Jefferson residents can now shop local corner stores for fresh #fruits and #veggies.
- 5 corner stores in #Jefferson offer residents affordable fresh #fruit and #veggies. How? Read on.
- Buying fresh #produce at local corner stores is helping #Jefferson residents get #healthy.

■ Facebook Post

- In Jefferson, full service grocery stores that offer fresh #fruit and #vegetables can be up to 30 miles away in some rural communities. Those distances make it difficult for people to get recommended foods like fruits, whole grains, and vegetables. #Jefferson's recipe for success? Stock Healthy, Shop Healthy. Get all the juicy and nutritious details here.

ACTIVITY:

**Getting to Know the Success Stories
Application**

Physical Activity Break



Jana Scoville

Community Health Media Center

Step 5: Select Channels, Activities, Materials, and Partnerships

- Broadcast
 - Television and radio
 - Mass media, community, ethnic, niche
- Print
 - Newspapers, magazines, newsletters
 - Mass media, community, ethnic, niche
- Community
 - Salons, supermarkets, places of worship
- Outdoor
 - Billboards
 - Trains, buses, subways, transit shelters
- Online/Digital/Social Media
 - Websites, mobile, Facebook, Twitter, YouTube



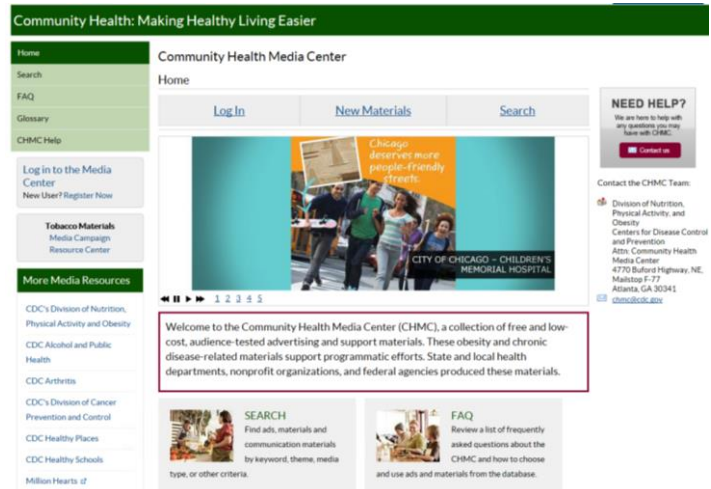
Step 7: Develop and Pretest Materials

Develop new or adapt existing ads and campaign materials to work in your community.



Community Health Media Center

- Includes ads/materials produced by CDC, state & local health agencies, & others
- Includes audience research
- Saves time and money for producing and placing market-tested advertising



<https://nccd.cdc.gov/chmc>

How the CHMC Works

Owner's talent/use agreements allow other organizations to use ads/materials



CHMC user finds and orders ads/materials

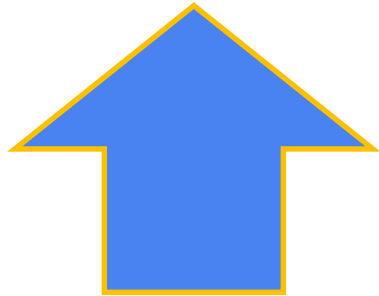


CHMC user agrees to pay talent/use fees and cost to add logo, website, or contact info

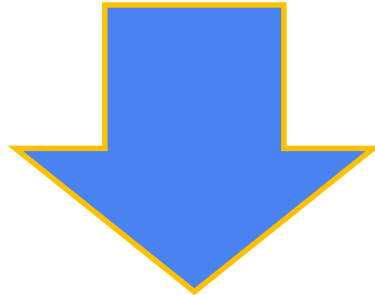


CHMC adds logo, website, or contact info and shares ads/materials for use

CHMC Cost Savings



Average cost to create a
new TV spot: \$354,000*



Average cost to use TV
spot from CHMC:
\$1,000

*American Association of Advertising Agencies Survey. 2011 Television Production Cost Survey.
Available at <http://www.aaaa.org/news/bulletins/Documents/7480.pdf>

MCRC →


Requesting Help


Ad/Material
Promotion


<https://nccd.cdc.gov/chmc>

CHMC Search and Results

Simple Search Form

 Media Center



Search 

Welcome to the Media Center
You can browse through our collection for detailed campaign information on Community Health counter-advertisements including television, radio, prints, earned media, and other collateral media material in a variety of formats.

TOPICS

SEARCH ADS

TYPE OF MEDIUM (check all that apply)
☒ Any Medium ☐ Print ☐ Web Advertising
☐ Television ☐ Outdoor ☐ Marketing Materials
☐ Radio ☐ Social Media ☐ Video


COST RANGE
☒ Any Cost ☐ Free Ads Only ☐ Temporarily free ☐ Maximum Cost:


PRODUCED FOR (sponsoring organization)

SEARCH ADS **CLEAR SEARCH**


EXPAND FOR DETAILED SEARCH ▼

Search Results


 Media Center

Search Results 


[Modify Search](#) Sort By:




Bike Walk Move: Get There Together Transit
Type: Outdoor
Campaign: [Bike Walk Move](#)
Themes: Built Environment, Physical Activity
Languages: English
Description: This reference-only transit ad from the City of Minneapolis and Transit for Livable Communities includes an image of a hispanic family walking along their residential street. The message of the ad is choosing this alternative transportation method sharing the trip together, and encourages others to do the same.
Cost: [Reference-only](#)
Year Produced: 2011
[more details >>](#)



Bike Walk Move: Infinity Miles Transit
Type: Outdoor
Campaign: [Bike Walk Move](#)
Themes: Built Environment, Physical Activity
Languages: English
Description: This reference-only transit ad from the City of Minneapolis and Transit for Livable Communities includes an image of a white adult male riding his bike down a city street. The message of the ad is choosing this alternative transportation method helps save money and the environment, and encourages others to do the same.
Cost: [Reference-only](#)
Year Produced: 2011
[more details >>](#)



Bike Walk Move: Pedal Powered Transit
Type: Outdoor
Campaign: [Bike Walk Move](#)
Themes: Built Environment, Physical Activity
Languages: English
Description: This reference-only transit ad from the City of Minneapolis and Transit for Livable Communities includes an image of a white family riding their bikes on an errand. The message of the ad is the family made a conscious decision to use the alternative transportation, and encourages others to do the same.
Cost: [Reference-only](#)
Year Produced: 2011
[more details >>](#)



Bike Walk Move: Walk as a Family Transit
Type: Outdoor
Campaign: [Bike Walk Move](#)
Themes: Built Environment, Physical Activity
Languages: English
Description: This reference-only transit ad from the City of Minneapolis and Transit for Livable Communities includes an image of an African American family walking within their neighborhood. The message of the ad is the family made a conscious decision to use the alternative transportation, and encourages others to do the same.
Cost: [Reference-only](#)
Year Produced: 2011
[more details >>](#)

Over 800 items across 14 Topics/Subtopics *

Topics	Number Available†
Physical Activity (e.g., walking, biking, screen time, academic success)‡	327
Nutrition (e.g., breastfeeding, healthy & unhealthy food/drink, sodium reduction)‡	321
Built Environment (e.g., active transportation, complete streets)	119
Healthy & Safe Physical Environments	119
Diabetes	117
Heart Disease and Stroke	76
Social & Emotional Wellness	32
Clinical and Preventive Services (e.g., blood pressure screening)	17
Cancer	7

* As of September 12, 2017

† Some items may have > 1 topic

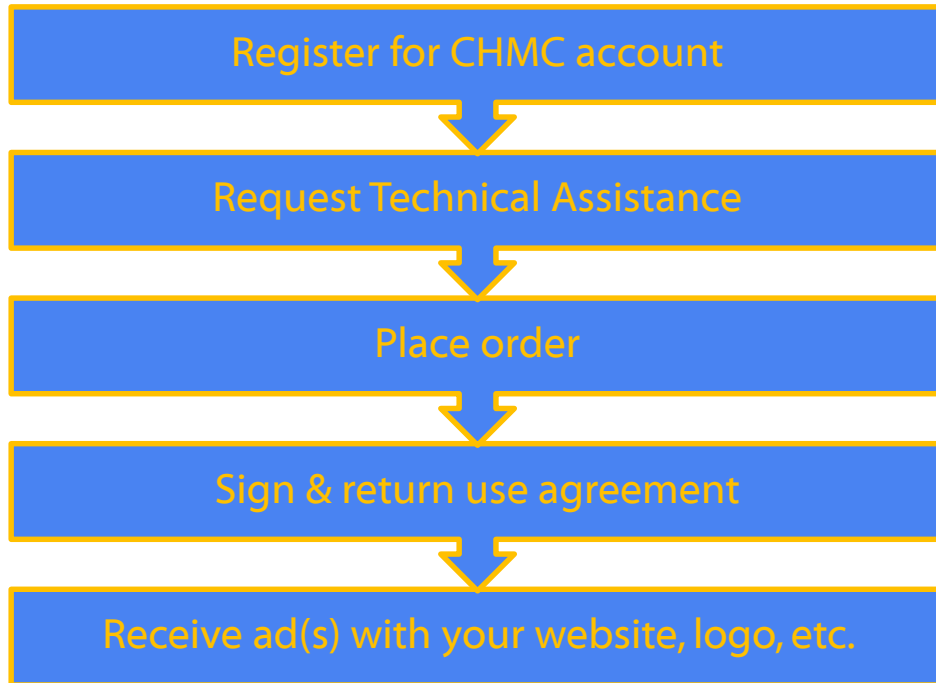
‡ Obesity focused items are included in nutrition and physical activity

Over 800 Items In Different Ad/Material Types

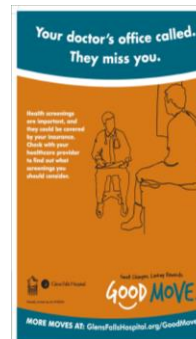
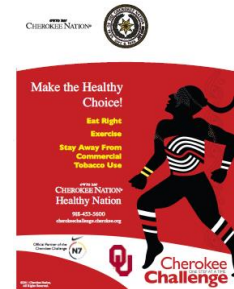
Type of Ad/Material	Number Available*
Print	304
Outdoor (billboards)/transit	116
Television spots	91
Radio spots	90
Marketing materials	77
Photos	76
Digital advertising	37
Social media ads/content	33
Web ads	31
Videos	14

* As of September 12, 2017

Using the CHMC



CHMC Ads/Materials (English)



Other Languages Available

FE SANTE MACHE MIAMI

Imagine genyen plis mache agrikiltè nan kominote a
Imagine genyen plis edikasyon fizik nan lekòl pitit nou yo
Imagine genyen plis wout pou bisiklèt pou fanmi nou ka pase bon jan tan ansanm

Pou plis enfòmasyon, ale nan sit entènèt
www.fesantemache.com

Mesaj sa se: Depatman Sante ak Sèvis Sosyal, Depatman Sante nan Miami-dade ak Kòmishyon pou yon Miami ki pi sante ki pote li pou nou.

Ở trong tay chúng ta.

Phòng ngừa bệnh tiểu đường loại 2 không những có thể làm được, mà thật ra sự phòng bệnh nằm "trong tay" của chúng ta" qua sự lựa chọn lành mạnh hàng ngày, như là ăn nhiều trái cây và rau củ, và đi bộ, tập yoga hoặc các môn thể dục nhẹ và vừa sức. Tìm hiểu thêm về những gì bạn được Giáo dục đang làm để ngăn chặn bệnh tiểu đường tại: SCCPreventDiabetes.org

WE CAN PREVENT DIABETES TOGETHER

APROVECHE ESTA OFERTA Y MÁS.

OBTENGA \$20 MÁS

PREMIOS LOS BENEFICIARIOS DE FES, MEI E BBT OBTIENEN LA OPORTUNIDAD DE RECIBIR UN VOUCHER POR \$20 AL CUMPLIR LOS REQUISITOS. EL REQUISITO ES ADICIONAL PARA COMPRAR ALIMENTOS FRESCOS Y VITALES.

Muchas gracias en primer lugar a nuestros patrocinadores.

HHSA

Hay algo especial acerca de los niños que aprenden a comer saludable.

SUPERAR Y PROSPERAR. Programas comunitarios de nutrición que atienden a familias con niños pequeños son una forma de proporcionar un mayor acceso a alimentos saludables. ¡Juntos podemos lograr que los niños comen saludable!

Para obtener más información acerca del acceso a alimentos sanos y programas comunitarios de nutrición como VIC y Food Plus, llame a 243-7777 o visite HealthyPima.org

Hecho posible por financiamiento de los Centros de Control y Prevención de Enfermedades y el Departamento de Salud del Condado de Pima.

ESTA ES MI BUENA SALUD

含糖量超高的飲料

為什麼我找不到更多的牛奶?

let's do this

HAZ DE NYC TU GIMNASIO

Encuentra clases de ejercicios y ligas deportivas gratis y de bajo costo en BarNYC.org

NYC

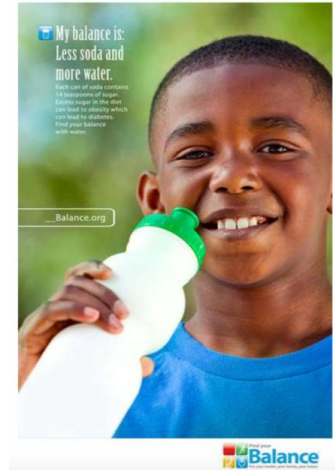
CHMC Ads Free For a Limited Time



Find Your Balance: Breaking the Cycle of Diabetes (English & Spanish)



Find Your Balance: Viva Veggies



Find Your Balance: Water Bottle



Find Your Balance: Dose of Reality TV



Find Your Balance: Fruit Fiesta

CHMC Free & Low-Cost Ads October Observances

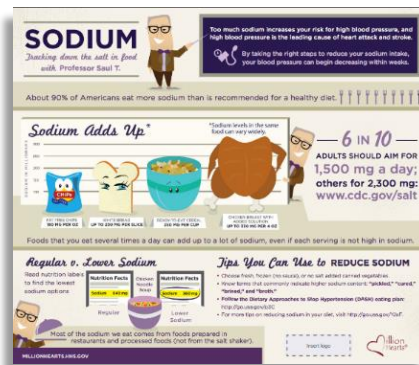


SYF Walk or Bike Walk n' Roll Social
Media

Million Hearts: Blood Pressure
Control Square Outdoor (Transit)



CDC Obesity Infographics:
Screen Time vs. Lean Time



Million Hearts: Professor Saul T



Our Community Deserves:
Jump Rope Girl

CHMC Free & Low-Cost Ads

November & December Observances



Consider
the Real
Cost



Rethink Your Drink Santa
Clara: Drowning



Healthy
Holiday
Tips: 12
Holiday
Tips



Together
We Can
Prevent
Diabetes:
Shoes



Sample Social
Media Posts:
Winter Physical
Activity

Guidance for Ad Production, Use, Sharing and Re-use

- Minimize the number of talent/voiceovers used to lower reuse cost
- Buy-out talent, music, photography, illustration rights up front
- Ensure work is “evergreen” as possible (e.g., use season-to-season, long shelf-life)
- Include versions for people living with disabilities (508-compliance/ADA-compliance)
- Ask agency for generic/non-tagged versions
- Gather talent documentation and research instruments and reports
- Gather Media (see file types, below)

TV Ads/Videos/ Animated Products

- Electronic - Uncompressed .mov (Quicktime) file, AVI files (audio files), .xml (closed caption), mp4, .gif, other motion graphics files
- Betacam SP
- DVD – Uncompressed .mov (Quicktime) file, AVI files (audio files), .xml (closed caption), mp4
- .xml (closed caption)

Radio Ads

- Electronic file – mp3
- CD-ROM – mp3
- PDF transcript

Print/Billboard/Other

- 300 dpi GENERIC file of each ad saved as layers
- Electronic file – .pdf, .jpg, .tiff
- CD-ROM
- PDF for digital readers
- Request native files besides final project files

ACTIVITY:

Getting to Know the CHMC

Questions

Other Resources Available

Community Health Multimedia... A Website in Transition



<https://www.cdc.gov/communityhealth>
<https://www.cdc.gov/nccdphp/dnpao>

Making the Business Case for Prevention Video Series

- 14 videos in the series
 - City Planning, Community Health Workers
 - Corner Stores/Grocery Stores, Worksite Wellness, Schools, Smoke-free Multi-unit Housing
 - African American & Hispanic Audiences



<https://www.cdc.gov/nccdphp/dch/multimedia/videos.htm>

Communication Planning Tool

TIMELINE	INSERT PROGRAM OBJECTIVE HERE			
	MONTHS 1-3	MONTHS 4-6	MONTHS 7-9	MONTHS 10-12+
	AUDIENCE 1: [insert here] Communication Objective: [insert here]			
COMM ACTIVITY	• Insert Activity 1 Description	•	•	•
ASSIGNED TO	• Insert name & organization	•	•	•
BUDGET	• Insert amount of funding available	•	•	•
METRICS	• Insert reach metrics	•	•	•
COMM ACTIVITY	• Insert Activity 2 Description	•	•	•
ASSIGNED TO	• Insert name & organization	•	•	•
BUDGET	• Insert amount of funding available	•	•	•
METRICS	• Insert reach metrics	•	•	•

<http://www.cdc.gov/nccdphp/dch/resources>

Vulnerable Populations Footprint

Community Health Needs Assessment

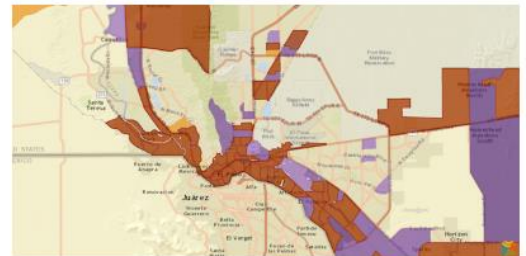
How can Community Commons help you with your Community Health Needs Assessment?

[Identify Vulnerable Populations](#)[Run an Indicator Report](#)[Recorded Webinars](#)

This toolkit [is a free web-based platform designed by a collaborative body](#) in response to the IRS requirement outlined in the Affordable Care Act. This tool was built to assist hospitals and organizations seeking to better understand the needs and assets of their communities as well as collaborate to make measurable improvements in community health and well-being. Here's how we can help you.

Identify the most vulnerable populations in your community

- Our [Vulnerable Population Footprint](#) tool allows you to locate areas of concern for vulnerable populations and health disparities in your community based on spatial visualization of two key indicators, poverty rate and educational attainment. [Show me how.](#)



<https://www.communitycommons.org/chna/>



Web: <https://idph.iowa.gov/> 

Twitter: [@IAPublicHealth](#)

Web: <http://www.siouxlanddistricthealth.org>

Facebook: <http://www.facebook.com/SiouxlandDistrictHealth>

Twitter: [@SiouxlandHealth](#)



Web: <http://www.cobb2020.com>

Facebook: <http://www.facebook.com>

Twitter: @Cobb2020HIP

DeKalb County Board of Health

Web: <http://www.dekalbhealth.net> ©

Facebook: <https://www.facebook.com/HealthyDeKalb>

Twitter: @HealthyDeKalb

YouTube: <https://www.youtube.com/watch?v=UW08TtYDQ6E>

Fulton County

Web: <http://www.fultoncountygga.gov/dhw-home> t

Facebook: <https://www.facebook.com/fultoninfo>

Twitter: @FultonHealth

Morehouse School of Medicine

Web: <http://www.msm.edu.sg>

Facebook: <http://www.facebook.com/MorehouseSchoolofMedicine>

Twitter: @MSMEDU

YouTube: <http://www.youtube.com/watch?v=45G14EDU>

YouTube: <http://www.youtube.com/watch?v=UW08tYDQX6E>

Tanner Medical Center

Web: <http://www.tanner.org>

Facebook: <http://unisuface>

Twitter: @TropicalHealthFor

Twitter: @JanetHealthSys

To be added email chcommunicationteam@cdc.gov

Resources

One Page for all these links:

Alcohol- Arthritis- Cancer Prevention & Control- Healthy Places- Healthy Schools-
Media Campaign Resource Center (MCRC) for Tobacco Control- Million Hearts-
Diabetes Education- Tips From Former Smokers

<https://www.cdc.gov/nccdphp/dch/multimedia/campaigns/index.html>

CDC Social Media Tools: <https://www.cdc.gov/socialmedia/index.html>

Like on Facebook [CDC Eat Well Be Active](#)

Visit and follow on Twitter @CDCMakeHealthEZ and @CDCObesity

THANK YOU

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Jana Scoville – jscoville@cdc.gov

To receive daily news clips or webinar invitations, email
chcommunicationteam@cdc.gov

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.