

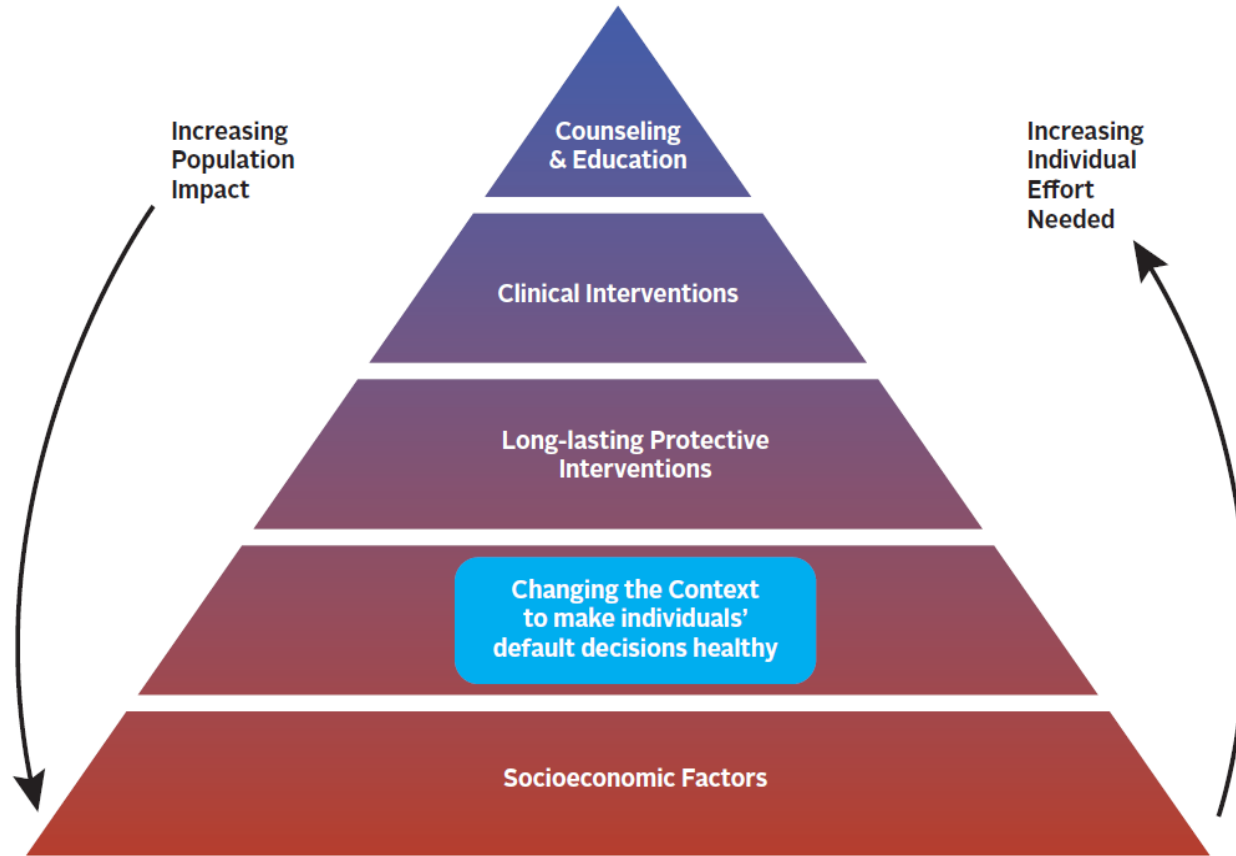


# Communication: CONNECTING WITH YOUR COMMUNITY AND BUILDING AWARENESS

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September 21, 2012

# The Health Impact Pyramid



# What Do We Mean By Communication?

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- To engage, inform, and educate individuals, groups, and communities to impact knowledge, attitudes, and behaviors ...
- Using a mix of communication strategies and tactics—from “pitching” stories to the local and ethnic media, through articles in PTA newsletters, to developing a social media site.

# How Can Communication Support Your Project?

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It:

- Increases attention to the value of prevention
- Contributes to the public discussion
- Offers opportunity to share information
- Helps you to score early wins
- Can impact attitudes
- Helps sustain your program

# Why Plan Your Communication Activities?

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- Provide a strategic roadmap for communication activities
- Increase chances of programmatic success
- Uncover ways to deepen existing partnerships and develop new ones
- Make the most of your team's limited time and resources

# Communication as a Process



1. National Cancer Institute. Making health communication programs work. 1996. Retrieved April 4, 2012, from <http://www.cancer.gov/pinkbook>.

2. Kotler P, Roberto N, Lee N. 2002. Social Marketing: Improving the Quality of Life (2<sup>nd</sup> ed.). Thousand Oaks, CA: Sage.

# Wrap Up

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- Effective communication requires planning
- Effective messages require an understanding of your audiences
- Messages matter
- Strategic communication can help build program success and sustainability

*“Who do I want to do what, when, and why?”*

# Resources

- Daily Community Health Media Monitoring –
  - Send e-mail to [commhealthmediamonitor@fhi360.org](mailto:commhealthmediamonitor@fhi360.org) to be added to distribution list
- Prevention Institute Media Toolkit
  - <http://preventioninstitute.org/focus-areas/reforming-our-health-system/projects.html>
- HUD Smoke-free Multi-unit Housing Toolkit
  - [http://portal.hud.gov/hudportal/HUD?mode=disppage&id=SMOKEFREETOOLKITS&type=HUDGOV\\_PAGE&rsm=Latest&width=664](http://portal.hud.gov/hudportal/HUD?mode=disppage&id=SMOKEFREETOOLKITS&type=HUDGOV_PAGE&rsm=Latest&width=664)
- Media Campaign Resource Center (MCRC)
  - [http://www.cdc.gov/tobacco/media\\_campaigns/index.htm](http://www.cdc.gov/tobacco/media_campaigns/index.htm)
- Community Health Media Center (CHMC)
  - <http://www.cdc.gov/nccdphp/dch/CHMC>



# CDC Communication TA

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- Communication TA topics include:
  - Communication planning
  - Identifying and understanding audiences
  - Channel selection
  - Message and materials development and pretesting
  - Communication and media evaluation

# To Request Communication TA

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## Contact:

- Illinois Department of Public Health
  - Leticia Reyes, [leticia.reyes@illinois.gov](mailto:leticia.reyes@illinois.gov), 312-814-5278

# Thank You!

Questions or Comments?