Bringing Health Home: CDC’s Approach

Fred Fridinger, DrPH, CHES
Acting Chief, Marketing & Communication Strategy Branch
Division of Health Communication and Marketing
National Center for Health Marketing/CCHIS/CDC

2008 National Healthy Homes Conference • September 15-17, 2008 in Baltimore, MD
Presentation topics

- Overview of NCHM and DHCM
- Healthy Home web project
What is Health Marketing? (More than the message)

An organizational function and a set of scientific processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that protect and promote the health of diverse populations.

A multi-disciplinary area of practice.
Commercial Marketing

- Products
- Brands
- Sales Force
- Distributors
- Retailers
- Customers
Health Marketing

Products: CDC’s Research, Science, Evidence-based-advice

Customers: Health profs, Partners

Customers: “The Public”
- Individuals
- Institutions
- Communities
- US pops
- Global pops

Audience research, Formative research, Public engagement, Partner engagement

Translating research to practice (B2B), Health communication and marketing (DTC)
CDC Health Marketing Model

Products:
- CDC’s Research
- Science
- Evidence-based-advice

Customers:
- “The Public”
- Individuals
- Institutions
- Communities
- US pops
- Global pops

Health profs
Partners

800-CDC-INFO

www.CDC.gov

PHIRE

Epi-X

HAN

CDC-TV

Morbidity and Mortality Weekly Report
Campaigns
Podcasts

Building a Framework for Healthy Housing

Guide to Community Preventive Services
CDC Health Marketing with Professionals
Our Channels are Changing

Average informed person reads or listens to 7 sources of information daily (Pew, 2008)
Health Marketing to the Public
NCHM Mission

To protect and promote health and advance CDC’s goals through innovative health marketing programs, products, and services that are customer-centered, high-impact, and science-based.
NCHM Strategic Map

NCHM Strategic Map 2007-2012: Destination Excellence

Vision:
A world where all people actively use accessible, accurate, relevant, and timely health information and interventions to protect and promote their health and the health of their families and communities.

Mission:
We protect and promote the public's health through collaborative and innovative health marketing programs, products, and services that are customer-centered, science-based, and high-impact.

Health Marketing:
An organizational function and set of scientific processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that protect and promote the health of diverse populations.

Strategic Goals

1. To increase the impact of CDC's health marketing sciences
2. To acquire consistent, high-quality NCHM service and collaboration.
3. To expand the strategic and innovative application of health marketing.
4. To improve and sustain NCHM's systems, operations, and resources.

NCHM Values:
Programs that are scientific and ethical.
Partnerships that are collaborative and engaging.
Activities that are meaningful and important.
A diverse workplace that is empowering and fun.

Communication that is open, accessible, clear, and candid.
Actions that are caring and compassionate.
Continuous improvement based on research.

May 31, 2007
Goal 1: To increase the impact of health marketing sciences throughout CDC Goals

Goal 2: To achieve consistent, high-quality NCHM service and collaboration

Goal 3: To expand the strategic and innovative application of health marketing

Goal 4: To improve and sustain NCHM’s systems, operations, resources
NCHM Program Priorities 2008-2010

- CDC-TV programs for consumers
- Health message content management
- Partner communication and engagement
- Health literacy research and leadership
Health Marketing Sciences

- Communication Sciences
  - Health, Risk, Visual, Mass, Interpersonal, Organizational, PR, Computer-mediated
- Marketing Sciences
  - Audience research, Advertising, Branding
- Behavioral and Social Sciences
  - Sociology, Psychology, Anthropology
- Health and Public Health Sciences
National Center for Health Marketing

- **NCHM Office of the Director**
  - **OD Offices**
    - Includes Business Services, Preparedness, Global, MMWR
  - **Health Comm Science Offices**
    - Includes ADCS + Staff in all NC ODs
  - **Div of Creative Services**
    - Includes Broadcast, Graphics, Writer/Editors
  - **Div of E-Health Marketing**
    - Includes CDC.gov, New media, CDC-INFO
  - **Div of Health Communication & Marketing**
    - Includes Risk Communication, Marketing Research/Consultation, Community Guide
  - **Div of Partnerships & Strategic Alliances**
    - Includes Core Partners and Sectors Relations
Division of Health Communication and Marketing

Purpose

To enhance the research and practice of health communication, risk communication and health marketing at CDC, and provide evidence of effectiveness of public health interventions.
Organizational Structure

Division of Health Communication and Marketing
Dr. Cynthia Baur, Director
Diane Beistle, Deputy

The Community Guide Branch
Dr. Shawna Mercer, Chief

Marketing and Communication Strategy Branch
Dr. Fred Fridinger, Acting Chief

Emergency Communication Branch
Dr. Marsha Vanderford, Chief
- Systematic reviews of the available evidence to consider what works to promote health in public settings

- Formulated by a team of renowned researchers, public health practitioners, representatives of health organizations

- Concise, carefully-considered recommendations for policy and practice made by an independent Task Force

- Identification of research gaps to promote future evaluation of public health interventions.

www.thecommunityguide.org
Emergency Communication Branch

Purpose

Respond to public health emergencies with customer-appropriate, scientifically-sound information and recommendations based on the principles of risk communication
CDC and Public Health Emergencies

- Director’s Emergency Operations Center (DEOC)
- Emergency Communication System (ECS)
Marketing and Communication Strategy Branch

Purpose

Provide research, tools, expert consultation and service for CDC’s health communication and marketing activities and programs
Strategic Goals - Healthy People

Healthy People in Every Stage of Life

Healthy People in Healthy Places

People Prepared for Emerging Health Threats

Healthy People in a Healthy World

Infants & Toddlers
Children
Adolescents
Adults
Older Adults & Seniors

BUILDING A FRAMEWORK FOR HEALTHY HOUSING
Strategic Goals - Healthy People

Healthy People in Every Stage of Life

Healthy People in Healthy Places

People Prepared for Emerging Health Threats

Healthy People in a Healthy World

Workplace
Communities
Homes
Travel & Recreation
Healthcare Settings
Schools
Institutions
Division of Health Communication and Marketing

Audience Segments

Life Stages

School-aged (5-20)  Adults (21-64)  Older Adults (65+)

Healthcare Professionals

BUILDING A FRAMEWORK FOR HEALTHY HOUSING
Using Audience Segmentation to Enhance Health Communication and Marketing

• There is no such thing as targeting the general public.

• Our goal is to influence behavior change among specific groups or intended audiences.

• Different intended audiences require different types of messaging and communication strategies.

• Audience segmentation is a central component of social marketing.
What is Social Marketing?
“My question is: Are we making an impact?”
Social Marketing Triangle

- behaviour
  - behavioural theory
  - behavioural goals

- ‘insight’

- CUSTOMER
  - ‘exchange’
  - ‘competition’

- intervention and marketing mix

- audience segmentation

Source: National Social Marketing Centre
Social Marketing – A model for voluntary behavior change interventions.

WHAT is the problem?

WHO must act to resolve the problem

Audience Segments

WHY they would want to do it

Pricing

WHERE OR HOW they can do the action needed

Place

How to tell WHO about the

the WHAT, WHY, WHERE, and HOW

Promotion or Communication

WHAT action must be taken by audience

Product, Behavior, Policy
“The connection between health and dwelling is one of the most important that exists.”
- Florence Nightingale
Healthy Homes for Everyone

- Funding from CCHIS in 2007
- Collaboration among
  - Healthy Homes Goal Team
  - Div of eHealth Marketing
  - Mrkt & Comm Strategy Branch
Marketing effort

- Collected and compiled background info on each topic area
- Conducted qualitative research with target audience
- Identified priority areas for a healthy home
- Developed a promotional plan for healthy homes website
- Created room-by-room content for website
- Submit to goal team/SMEs for review
- Collaborated with Div of eHealth Marketing to create site
- Created mockups for the health home room concept and web page
- Usability testing of developmental site
- Launch of website
Which messages can be “bundle” together?

- Fires, falls, cuts, burns/scalds, poisoning, suffocation
- Food safety, food poisoning, $H_2O$ safety
- Asthma/Allergy, Second Hand Smoke, VOCs, Mold, radon
- Child abuse, Domestic violence, Firearms
Early screen shots from the website
KEEP YOUR HOME HEALTHY

There are a number of simple steps you can take to protect yourself and your loved ones. To find out ways to safeguard your home, take a room-by-room tour of a healthy home below...

welcome!

Bedroom Checklist

1. Place smoke detectors outside of bedrooms, test detectors regularly, and change battery at least once a year.
2. Place carbon monoxide detectors outside of bedrooms, test detectors regularly, and change battery at least once a year.
3. Avoid smoking in bed.
5. Keep regular pathways free from clutter and obstacles.
6. Install a night light along the path to the bathroom.
8. Never burn a candle or near anything that can catch fire, do not leave a burning candle unattended.

Learn more about...

- Asthma
- Carbon Monoxide
- Second Hand Smoke
Healthy Homes

Health Begins at Home
People in the United States spend 50% or more of every day inside their homes. Most people do not realize the close connection between their home and health. Yet, much disease and injury can be prevented by adopting healthier and safer behaviors and lifestyles.

Tips, Room-by-Room

<table>
<thead>
<tr>
<th>Room</th>
<th>40x28</th>
<th>40x28</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basement</td>
<td>40x28</td>
<td></td>
</tr>
<tr>
<td>Bathroom</td>
<td>40x28</td>
<td>40x28</td>
</tr>
<tr>
<td>Bedroom</td>
<td>40x28</td>
<td>40x28</td>
</tr>
<tr>
<td>Family/Living Room</td>
<td>40x28</td>
<td></td>
</tr>
<tr>
<td>Garage</td>
<td>40x28</td>
<td>40x28</td>
</tr>
<tr>
<td>Kitchen</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laundry Room</td>
<td>40x28</td>
<td></td>
</tr>
<tr>
<td>Pool</td>
<td></td>
<td>40x28</td>
</tr>
<tr>
<td>Stairs</td>
<td>40x28</td>
<td></td>
</tr>
<tr>
<td>Yard</td>
<td></td>
<td>40x28</td>
</tr>
<tr>
<td>Summary</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Info for Every Room in the House: General Tips
- Drinking Water
- Food Safety
- Emergencies & Disasters
- Indoor Air Quality
- Nutrition and Physical Activity
- Poisoning
- Preventing Infectious Disease
- Violence Prevention
- Injury Prevention

Green and Healthy Tips for Home
A green or environmentally friendly home can improve the health of the people who live inside as well as have less negative impact on the environment.

For Specific Audiences
- Parents with Young Children
- Older Adults
- People with Disabilities
- Health & Housing Professionals
- Training
Attic

Click on the items in the image below to learn how to stay healthy and safe.

Attic Checklist:

- Seal gaps around roofing, attic spaces, windows and doors to prevent rodents and insects from entering the house.
- If you suspect the insulation in your home is vermiculite (asbestos), it is safest to leave the material alone. Consult an experienced contractor if it must be removed or disturbed.
Attic

Click on the items in the image below to learn how to stay healthy and safe.

Tip: Create adequate ventilation to prevent excessive moisture that can promote mold growth.

Attic Checklist:

- Seal gaps around roofing, attic spaces, windows and doors to prevent rodents and insects from entering the house.
- If you suspect the insulation in your home is vermiculite (asbestos), it is safest to leave the material alone. Consult an experienced contractor if it must be removed or disturbed.
Healthy Homes

Health Begins at Home
People in the United States spend 50% or more of every day inside their homes. Most people do not realize the close connection between their home and health. Yet, much disease and injury can be prevented by adopting healthier and safer behaviors and lifestyles.

Tips, Room-by-Room
- Attic
- Basement
- Bathroom
- Bedroom
- Famili/Living Room
- Garage
- Kitchen
- Laundry Room
- Pool
- Stairs
- Yard
- Summary

Info for Every Room in the House: General Tips
- Drinking Water
- Food Safety
- Emergencies & Disasters
- Indoor Air Quality
- Nutrition and Physical Activity
- Poisoning
- Preventing Infectious Disease
- Violence Prevention
- Injury Prevention

Green and Healthy Tips for Home
A green or environmentally friendly home can improve the health of the people who live inside as well as have less negative impact on the environment.

For Specific Audiences
- Parents with Young Children
- Older Adults
- People with Disabilities
- Health & Housing Professionals
- Training
Kitchen Checklist:

- Prevent fires by keeping flammable objects away from the stove.
- Keep a fire extinguisher nearby.
- Keep cleaning products out of reach of young children.
Kitchen

Click on the items in the image below to learn how to stay healthy and safe.

1. Choose healthy foods, like fresh fruits and vegetables.
   a. Click here for more information...
   b. Click here for more information...
   c. Click here for more information...

2. Chill food properly at 40°F or below to reduce the risk of foodborne illness.
   Click here for more information...

3. Refrigerate foods that aren't eaten within 2 hours to prevent harmful bacteria from growing.

4. Trace residues of pesticides are routinely found on fruits and vegetables. Buying organic produce is the best way to reduce pesticide exposure.

Kitchen Checklist:
- Prevent fires by keeping flammable objects away from the stove.
- Keep a fire extinguisher nearby.
- Keep cleaning products out of reach of young children.
Healthy Homes

Health Begins at Home
People in the United States spend 50% or more of every day inside their homes. Most people do not realize the close connection between their home and health. Yet, much disease and injury can be prevented by adopting healthier and safer behaviors and lifestyles.

Tips, Room-by-Room

- Attic
- Basement
- Bathroom
- Bedroom
- Familiy/Living Room
- Garage
- Kitchen
- Laundry Room
- Pool
- Stairs
- Yard
- Summary

Info for Every Room in the House: General Tips
- Drinking Water
- Food Safety
- Emergencies & Disasters
- Indoor Air Quality
- Nutrition and Physical Activity
- Poisoning
- Preventing Infectious Disease
- Violence Prevention
- Injury Prevention

Green and Healthy Tips for Home
A green or environmentally friendly home can improve the health of the people who live inside as well as have less negative impact on the environment.

For Specific Audiences
- Parents with Young Children
- Older Adults
- People with Disabilities
- Health & Housing Professionals
- Training

Contact Us:
Centers for Disease Control and Prevention
1600 Clifton Rd
Atlanta, GA 30333
800-CDC-INFO (800-232-4636)
TTY: (888) 232-6348
24 Hours/Every Day
admininfo@cdc.gov
Healthy Homes

Food Safety

Food handling safety risks at home are more common than most people think. Learn the four easy lessons of CLEAN, SEPARATE, COOK and CHILL - these actions can help prevent harmful bacteria from making you sick at home.

Related Links
- FIGHT BACI: Keep Food Safe From Bacteria
- CDC's Food Safety site
- More Info for Every Room: General Tips
- Tips Room-by-Room
Healthy Homes

Health Begins at Home

People in the United States spend 50% or more of every day inside their homes. Most people do not realize the close connection between their home and health. Yet, much disease and injury can be prevented by adopting healthier and safer behaviors and lifestyles.

Tips, Room-by-Room

- Attic
- Basement
- Bathroom
- Bedroom
- Family/Living Room
- Garage

Info for Every Room in the House: General Tips

- Drinking Water
- Food Safety
- Emergencies & Disasters
- Indoor Air Quality
- Nutrition and Physical Activity
- Poisoning
- Preventing Infectious Disease
- Violence Prevention
- Injury Prevention

Green and Healthy Tips for Home

A green or environmentally friendly home can improve the health of the people who live inside as well as have less negative impact on the environment.

For Specific Audiences

- Parents with Young Children
- Older Adults
- People with Disabilities
- Health & Housing Professionals
- Training
Parents with Young Children

Important health conditions during childhood include injuries, child maltreatment, asthma, overweight, dental caries, and developmental and behavioral disorders. Many of the causes of these injuries and adverse conditions can be prevented by changes in behaviors and lifestyles – many of which occur in the home. Learn how to promote health and safety for your child at home.

Injury and violence are serious threats to the health and well-being of children and adolescents in the United States. Children and adolescents are at high risk for many injuries that can lead to death or disability. In addition to the human tragedy represented by these injuries, economic consequences occur. In 2008, the injuries incurred by children and adolescents age 14 and younger will have lasting impacts including total lifetime economic costs of more than $350 billion in medical expenses and lost productivity (Finkelstein 2006).

Infants and toddlers raised in safe and nurturing families, free of maltreatment and other social adversities, are much more likely to grow up as physically, intellectually, socially, and emotionally healthy teens and adults. At home, children can develop health literacy, acquire self-discipline, learn how to make good decisions about risky situations, and negotiate conflict. Health promotion behaviors begin in childhood such as physical activity, good nutrition, safety practices, and hygiene including hand washing to prevent infectious disease contribute to short- and long-term health.

At a very young age, children develop the habits and behaviors that will influence their lifelong health. Use the links below to help you guide your kids in making choices that will lead to healthier lives:

- Safe and Healthy Kids and Teens
- Find top resources to promote child health and safety
- Injuries
- Learn about the types of injury and violence that pose the greatest threat to American youth.
- Injuries among children and around the home
- Vaccinations
Thank you!

www.cdc.gov/healthyhomes
www.cdc.gov/healthmarketing
ffridinger@cdc.gov
Bringing Health Home: CDC’s Approach

“Performance through Partnerships”

Sarah Olson, M.S., CHES
Division of Partnerships and Strategic Alliances
National Center for Health Marketing/CCHIS
Centers for Disease Control and Prevention

2008 National Healthy Homes Conference
September 16, 2008; Baltimore, Maryland
A Kindergartener came home from her first day at school and was asked, “What did you learn in school today?”

She replied, “Not enough. They say I have to go back tomorrow.”

Source: Kathy Miner 2006
Why partnerships?

Why now?
"CDC’s partners, current and future, are critical to achieving our public health goals and to delivering our products."

Julie L. Gerberding, MD, MPH
April 2004
“...partnerships successfully bring people together, expand resources, and focus on a problem of community concern better than any single group or agency could do alone....”

Frances Butterfoss, *Coalitions and Partnerships in Community Health*, 2007
Why partnerships? Why now?

- Despite great strides in public health, there are increasingly complex threats to the public’s health and safety.

- Agencies and organizations are forced to do more with less in addressing these threats.
Why partnerships? Why now?

- No one group, agency, organization or business “owns” the problems or has the resources to solve them.
- The problems affect all of us and will take our working together to solve them.
Partnerships are often difficult because...

- Different cultures, missions and values
- Lack of agreement/understanding of best strategies to address issues
- Growing number of organizations, specialists and stakeholders, not always sharing their efforts or expertise
How do you create effective partnerships?
“Even if you’re on the right track, you’ll get run over if you just sit there.”
Common Interest Space

Your Organization’s Interests

Common Interest Space

Public’s Interests

Partners’ Interests

SAFER • HEALTHIER • PEOPLE™
How to Build Successful Partnerships

General Guidelines
Key Characteristics of Successful Collaborations

- Environment
- Membership characteristics
- Process and Structure
- Communication
- Purpose
- Resources

Key Characteristics of Successful Collaborations

- History of Collaboration
- Favorable Political & Social Climate
- Seen as legitimate leader
- Mutual Respect & trust
- Cross-section of members
- Serves their organization’s self-interest
- Ability to compromise
- Participation at multiple levels of organ.
- Clear roles and responsibilities
- Have a stake in the process & outcome

- Flexibility
- Adaptability
- Appropriate pace of development
- Open & frequent communication
- Informal relationships and communication
- Shared vision and purpose
- Concrete, attainable goals and objectives
- Unique purpose
- Sufficient funds, staff, resources, time
- Skilled leadership

General Guidelines: Successful Partnerships and Coalitions...

- Have champions
- Distribute accountability
- Make good use of data and resources
- Begin with the ends in mind
Create an Action Plan—Goals

Goals should be:

• Measurable, realistic, and attainable within the timeframe

• Based on documentation that attainment will improve the health of the population and/or community

• Be linked to organizations’ goals

SAFER • HEALTHIER • PEOPLE™
General Guidelines

• Plan for Organizational Competence:
  – How decisions will be made/establish clear governance
  – How work will be done (e.g., work groups, committees)
  – Meeting logistics and follow-up
  – Membership recruitment
  – Research and data collection
  – Public relations
  – Communication of progress
  – Crediting members’ contributions
  – Staff services/clerical
General Guidelines

• Ensure meetings are productive

• Address issues of equity and inclusion and how money relates to membership

• Be realistic about progress

• Address turf issues
General Guidelines

• Build Trust—be honest about individual needs and resources

• Ensure mutual benefit
Partnering with Specific Sectors/Market Segments
Partnersing with Sectors

- Segmentation is important marketing strategy because different market segments/sectors have different
  - Culture(s)
  - Processes
  - Preferred communication styles
  - Values
  - Goals (many times health is not primary)
Partnering with Sectors

Traditional:
• Public Health Systems
• Governmental Agencies

Non-Traditional
• Business
• Education
• Healthcare
• Faith-based
• National/Professional organizations
Business Sector
Culture

- Chief mission/product line often not health-related;
- But are concerned about rising healthcare & insurance costs and health of workers
- Need practical information—implications, action steps, prompts
- Formalizing relationship (MOU, contract) may address difficulties
Business: Tips from the Field

Process

• Learn their culture and differences in language—public health vs. private sector
• Be clear on goals and what you bring to the table
• Define how they will benefit from the partnership (WIIFM)
• Timeliness is essential—respond to phone calls and e-mails without delay
Business: Tips from the Field

• Develop timelines with some quick deliverables
• Make the business case and report the Return on Investment (ROI)

Communication

• Communications should be short, succinct and to the point—1-pagers are best
• State the problem, potential solutions/past successes, how you will implement the plan and measure the outcome
Business: Tips from the Field

- Make information easy to read, without jargon and technical terms
- Need trusted source of evidence to assist in purchasing decisions (health insurance) and for consumer health decisions
- Relate to corporate “social responsibility” – emphasizing community well-being creates healthy potential employees, good will, and is good business
Resource: The *Purchaser’s Guide*
Public Sector

AHRQ

CDC

Private Sector

NBGH

Working Teams

Purchaser’s Guide

SAFER • HEALTHIER • PEOPLE™
Healthcare and Preventive Services

• Most of health care received is provided by employer-based insurance—covers about 70% of American workers

• Historically, preventive services have been poorly defined and minimally covered

• Barely half (52%) of adults receive preventive care according to guidelines for their age and sex.

Employers Role in Health

• Employers play a unique role in shaping healthcare
  – Purchase healthcare services (e.g., health plan coverage)
  – Develop healthcare Programs (e.g., worksite health promotion)
  – Implement health-related Policies (e.g., tobacco ban)

• Provide coverage of physical exams, screening, and immunizations and coverage of lifestyle modification / counseling services for poor

Value of the *Purchaser’s* Guide

- Covers 46 different conditions/diseases across all life stages—including diabetes
- Translates clinical guidelines and medical evidence into lay terms
- Contains specific benefit language that can be “cut and pasted” into the health insurance plan design
- Describes the reasons why it is important and the economic burden to employers
- Currently updating some of recommendations
Free Access & Additional Information

CD’s are available:

Wendy Heaps
Division of Partnerships and Strategic Alliances
E-mail: wah9@cdc.gov

PDFs:
www.cdc.gov/business

SAFER • HEALTHIER • PEOPLE™
Faith-Based Sector
Faith-Based/Community Organizations
Reach a large proportion of the U.S. population

Among all adults...

<table>
<thead>
<tr>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unaffiliated</td>
</tr>
<tr>
<td>Atheist</td>
</tr>
<tr>
<td>Agnostic</td>
</tr>
<tr>
<td>No particular religion</td>
</tr>
<tr>
<td>Secular unaffiliated</td>
</tr>
<tr>
<td>Religious unaffiliated</td>
</tr>
<tr>
<td>Affiliated with a religion</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
</tr>
</tbody>
</table>

Due to rounding, nested figures may not add to the subtotal indicated.

Photo and Table Source: 2008 U.S. Religious Landscape Survey; Pew Forum on Religion & Public Life

SAFER • HEALTHIER • PEOPLE™
Faith-Based: Tips from the Field

**Culture**

- Recognize that this sector is very diverse
- Vary broadly in budget, race, ethnicity, education, and values
- Respect what they value (e.g., religious duty/obligation, trust, integrity, honesty, equity, fairness)
- Look for common interest with public health: healthy minds, bodies, environments, communities
- Keep an humble, respectful, neutral demeanor
Faith-Based: Tips from the Field

**Process**

- Learn and respect a potential partner’s mission, hierarchy, organizational structure, communication practices
- Understand the strengths of faith-based groups and their potential to contribute to community’s health and wellness—especially access to people
Faith-Based: Tips from the Field

• Remember: trust is built over time
• Involve the partner in the planning and implementation process
• Communicate what you can and cannot provide
• Avoid the use of technical jargon
• Ensure that expectations are clarified and understood by all parties
Faith-Based: Tips from the Field

**Communication**

- Acknowledge and respect the organization’s spiritual or religious focus, while maintaining your own neutral, public health focus

- Understand and clearly communicate the rules, guidelines, and legal boundaries

- Distinguish between public health and religious issues
Faith-Based: Tips from the Field

- Partnerships must be based on sound science, well-defined issues

- Impartiality – foster a connection without creating the impression that the government is sponsoring, endorsing, or inhibiting religion or favoring a particular religion
U.S.-Mexico Border Health Association

• USMBHA requested Spanish version of Pandemic Flu FBCO checklist for use during Annual Meeting, May 2006 in Monterrey, Mexico

• Dr. Guillermo Mendoza of Pan American Health Organization coordinated the preparedness session
Tzu Chi Foundation

- CDC DPSA and Joint Information Center (JIC) disseminated health information about wildfires in Southern California
- Engaged Tzu Chi Foundation to help reach Asian/Pacific Islander communities

Response to Southern California wildfires
October 25, 2007
Education Sector
Education and Public Health

- Good health is necessary for effective learning
- Healthy behaviors can be taught and reinforced to nation’s youth
- Worksite wellness programs reach faculty and staff
Education and Public Health

• Increasing high school graduation may be better than increasing access to health care as a strategy to ending health disparities.
Education and Public Health

• Education is the stepping stone/ foundation to the “American Dream”

• Education is the factor consistently linked to longer lives

• High school graduates have:
  – Better health
  – Lower medical costs
  – Longer lives: 6-9 additional years
Education and Public Health

Before partnering, define the answers to these questions:

• What do I want from schools?

• What can I offer schools?

• How is my agenda related to what’s important to education leaders?
Education: Tips from the Field

• Education’s chief goal/mission is not health-related

• Focus on the educational impact and frame arguments in educational terms (e.g., direct link between health and absenteeism and academic achievement)

• Education is a state responsibility, but a lot of local control—national authority is limited
Education: Tips from the Field

- School leaders usually wary of controversy
- Respect the hierarchy
- Work with educational and professional associations for greater reach and broader exposure
State and school-level offices may be associated with major organizations

- **State**: governors, legislators, state boards of education, chief state school officer
- **School**: school boards, superintendents, central office staff
Education: Tips from the Field

• Link communication to the state and national education standards and current terminology

• Communications should be short, succinct, and to-the-point, addressing the educational mission

• Prepared curricula, with links to required elements, will be more likely to be used—teachers do not have time to develop new materials
Making the Connection: Health and Student Achievement

www.thesociety.org

Society of State Directors of Health, Physical Education and Recreation (SSDHPER)

Association of State and Territorial Health Officials (ASTHO)
Diffuse Decision Making in the U.S. Education “System”

- 50+ distinct education systems operating in parallel
- Tradition of “local control” - limited federal and state roles
- Individual superintendents and principals have broad autonomy
- Grounded in community values and priorities
- *Change must typically occur district by district and school by school*
Resource: “How Schools Work and How to Work with Schools”

- How education works at the school, district, state, and national levels
- Practical tips for how to work with educators, administrators, and policymakers
- Updated and expanded 2003

Order at www.nasbe.org
Partnership Resources
Partnership Resources

Coalitions and Partnerships in Community Health

Frances Dunn Butterfoss

SAFER • HEALTHIER • PEOPLE™
CDC Partnership Website: www.cdc.gov/partners

No Choking Matter
It’s called the “chooking game,” but it’s no game, and there are no winners. Some sides are choking themselves or each other, by hand or with some form of noise. This isn’t to get a high, caused by a temporary lack of oxygen to the brain. Tragically, the so-called game sometimes goes too far and results in death. In this broadcast, Dr. Ali Adel discusses this latest activity and steps that can be taken to bring an end to this deadly game. To read the full text, do the rest.
Partnership Matters

- **Partnership Matters**—bi-weekly email updates
- CDC partnerships, public health initiatives, personnel, upcoming events
- Sign-up at: www.cdc.gov/emailupdates/

SAFER • HEALTHIER • PEOPLE™
Partnership Tool Kit

• Why partnerships are important strategy
• Research-based guidelines for successful partnerships
• 5-step process resources
  1. Preparation  4. Evaluation
  2. Organization  5. Sustainability
  3. Implementation

• Tips for working with specific sectors (e.g., business, healthcare, education, sports/entertainment, faith-based and community organizations, and traditional public health)
• Relevant theories to inform the process
• CDC Policies and Guidelines
Closing Comments
“It is logical to expect that there is strength in numbers and that partnerships can mobilize material and human resources and be more effective at achieving desired goals than individuals working alone.”

--Karen Glanz, *Health Behavior and Health Education*, 2002
General Guidelines

• Work for long-term goals – be strategic and be patient

• Define goals that are measurable, realistic, and attainable

SAFER • HEALTHIER • PEOPLE™
General Guidelines

- Ensure mutual benefit
- Build Trust—be honest about needs and resources
- Keep promises
Remember to nurture each other...
General Guidelines

- Address issues of equity and inclusion
- Address turf issues
- Ensure meetings are productive
General Guidelines

- Define roles and responsibilities

- Celebrate “quick wins”
General Guidelines

- Make good use of data and resources
- Begin with the ends in mind
General Guidelines

• Practice the health and safety behaviors you promote
• Look for champions – sometimes those you perceive as opponents will be your greatest advocates
Lastly...

Sleep well at night, knowing you have made a true contribution to the quality and longevity of people’s lives.
Thank you!

Contact information:

Sarah Olson, M.S., CHES
Division of Partnerships and Strategic Alliances
National Center for Health Marketing
CCHIS/CDC

404-498-1130
solson@cdc.gov