

# The Value of Public Health Communication



[calendow.org/healthhappenshere](http://calendow.org/healthhappenshere)

CCLHO Spring Semi-Annual Business Meeting  
S. Todd Stolp MD  
April 16, 2014

# The Value of Public Health Communication

"DEATH RECIPE" - Erica McMath Sheppard (The Bigger Picture Project)



Creative Conspiracy, Belgium, 2011

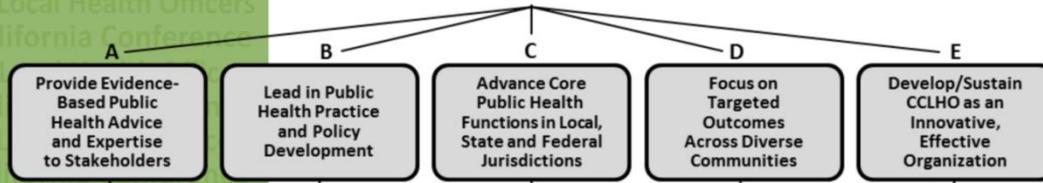


"Sugar"  
Jason Mraz and MC Flow

# STRATEGIC MAP: 2012-2016



## Lead Public Health Initiatives to Improve Health and Well-Being in California's Changing Environment



Market the Value of Core Public Health Functions to Leaders and the Public

**F.** Partner with CDPH and Other Departments, Organizations, Boards, Commissions, and the Legislature as well as Officials of Federal, State and Local Agencies on All Matters Affecting Health

Enhance Working Relationships with CDPH, HOAC, CHEAC, & Affiliates

### Tracks of Work

- Leadership Development
- Policy and Priorities
- Value of Public Health
- Core Public Health Functions
- Int./Ext. Relationships



# Right Frame, Right Audience, Right Time

- *Low* public resonance: bureaucracy, systems, infrastructure, core functions, perceived solicitation
- *Higher* public resonance: personal, family & community health, wellness, consumer information, humor (but be careful!)

***The value of public health is best communicated in terms/ contexts that resonate with the public.***

# Health Happens Here



- Proven successful campaign that is changing the narrative from medical care-centric to community prevention / public health frames and aims.
- Builds support for conditions for health including: SDOH, equity, health-improving environments and policies.
- Aiming to inform newly insured and public about navigation, self-care, resilience, prevention, community stewardship, and from where this comes.
- Seeking trusted spokespersons.

# The Proposal: Fostering a Public Health Partnership

- CCLHO and HOAC have been in discussions with The California Endowment (TCE) over the past year to explore a public health communication project partnership
- The proposed partnership has grown:
  - ❖ CDPH
  - ❖ CHEAC
  - ❖ Private in-kind contributions

# The Proposal: Fostering a Public Health Partnership

Goals for the Public Health Communication Partnership include:

- 1) Improving public health literacy for diverse populations
- 2) Enhancing the visibility of public health and our public health partners to the general public and to legislators.
- 3) Changing the paradigm for public health messaging by positioning public health at the strategic bridge between health care reform and population health improvement through the effective use of new communication tools and techniques.

# Art and Innovation as a tool of science...



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#### Animating science: Student videos explain ecological challenges

Posted March 17, 2014; 12:00 p.m.

by Nick Barberio, Office of Communications

Conveying science to a broad audience in a way that is understandable, accurate and entertaining is an important — and challenging — task. Last semester, Princeton University students in the [Department of Ecology and Evolutionary Biology](#) got a chance to try their hand at that skill, creating animated short videos that focused on a wide variety of ecological challenges.



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This year, said Pringle, "we wanted to try something a little different."



"The Bog Turtle," about a local endangered species, is one of the videos produced by students in the class "Ecology: Species Interactions, Biodiversity and Society." (Video by Jonathan Choi, Victor Pomary and Raymond Wu, Princeton University)

Thirteen teams created projects on topics including why bog turtles are endangered, why bee colonies are suffering from colony collapse disorder, the importance of eelgrass restoration and the characteristics that make Norway maples an invasive species. All of the

# The Proposal: Fostering a Public Health Partnership

- The structure of the current proposal includes the following:
  1. Establish a Media Project Workgroup with representatives from CCLHO/HOAC, CHEAC, and CDPH to work with communications professionals to develop and promote messages that address issues of public health importance in an **innovative and engaging** way.
  2. Train 75 or more spokespersons representing 35 or more health departments in messaging and message development.
  3. Mini-grants to 20 or more health departments for model campaigns.
  4. HOAC sponsors trainings and disseminates materials.
  5. HOAC serves as the administrator and fiscal agent for the project if funds are awarded

# Venues for Message Dissemination

- Local television and radio networks



- Social Media



- Medical Offices, Clinics and Hospitals



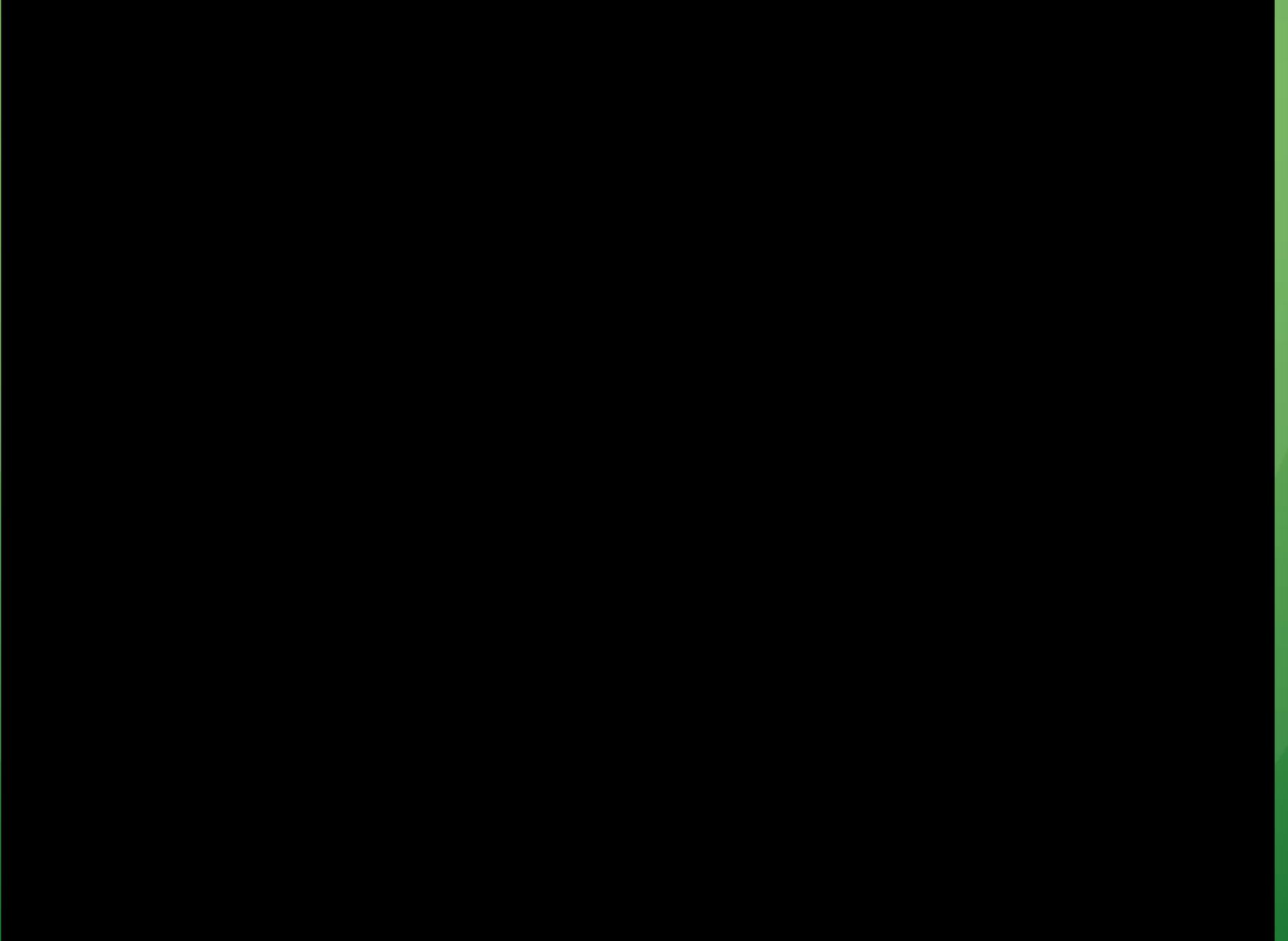
- Schools



- Local events and other marketing settings



# Reframing the conversation...



# CVS Pharmacy and Corporate Image

“By removing tobacco products from our retail shelves, we will better serve our patients, clients and health care providers while positioning CVS Caremark for future growth as a health care company. Cigarettes and tobacco products have no place in a setting where health care is delivered. This is the right thing to do.”

**CVS/Caremark Corporate Offices, 2013**





6,296,858 Total Views



**53% of 13-year-old American girls unhappy with their bodies, this grows to 78% by the time they are 17 (Maine, 2011)**

## Proposed topics and materials must...

- be of public health importance
- have an angle that is engaging or – better yet – entertaining!
- be amenable to personal or community interventions...i.e. be “changeable”
- be relevant to diverse populations and educational levels
- leave the audience wanting more...
- fit the formats of social media



Solar plant in Andalusia, Spain