

▶ California Department of Public Health



# CHRONIC DISEASE PREVENTION MESSAGING TOOLKIT

2014



## INTRODUCTION

The Chronic Disease Prevention Messaging Toolkit (Toolkit) is intended to assist local health departments and community-based organizations with crafting and publishing compelling chronic disease prevention messages.

The Toolkit and *Lifetime of Wellness* unifying tagline were created with input from California Department of Public Health (CDPH) chronic disease prevention and health promotion staff and partners through a series of qualitative marketing research activities including: online surveys, focus groups, online discussion boards, and phone interviews.

## PROJECT HIGHLIGHTS

**Project Goal:** Create a chronic disease prevention unifying tagline and marketing tools for local health departments and community-based organizations to utilize as part of their health promotion program or initiative.

**Overarching Chronic Disease Prevention Strategy:** Chronic disease is defined broadly for the message development project, and includes chronic conditions, injuries, violence, and environmental, occupational, and infectious causes of chronic disease. Chronic disease prevention is inclusive of primary, secondary, and tertiary prevention, and involves addressing a broad array of risk factors with consideration of health disparities and social determinants of health.

**Tagline:** The tagline, *Lifetime of Wellness*, defines our shared commitment to achieve equity in health and wellness for all Californians. *Lifetime of Wellness* is a vision public health and partners outside public health can embrace and use in their communications campaigns and programs.

**Toolkit:** The toolkit includes communications information and templates to make it easier to craft health education messages for brochures, storytelling, social media and other communications forums.

### Toolkit Documents and Templates:

1. **Create Your Message, Talking About Chronic Disease Prevention Tipsheet - PAGE 1-4**
2. **Develop Your Story Worksheets - PAGE 5-10**
  - a. **Storytelling Worksheet: Innovative Partnership - PAGE 5-6**
  - b. **Storytelling Worksheet: Community Engagement - PAGE 7-8**
  - c. **Storytelling Worksheet: Your Story - PAGE 9-10**
3. **Share Your Story: How to Customize Your Story - PAGE 11**
4. **Our Story: Creating a Lifetime of Wellness storytelling template/user form - PAGE 12-13**
5. **Use the Tagline Lifetime of Wellness Tipsheet - PAGE 14-15**
6. **Share Your Message Social Media Tipsheet - PAGE 16-18**

## ▶ HOW TO USE THE CHRONIC DISEASE PREVENTION MESSAGING TOOLKIT

**STEP 1: REVIEW** *Create Your Message, Talking About Chronic Disease Prevention Tipsheet* which includes helpful tips on how to create compelling health messages.

**STEP 2: IDENTIFY** the most effective and relevant methods of delivering your chronic disease prevention message. There are many types of communications forums, including social media, storytelling, on-line newsletters, website articles, educational materials, and others. Please see the following resource documents that can help you select specific communications forums to deliver the message.

- *Develop Your Story Worksheet*
- *Share Your Message: Social Media Tipsheet*
- *Use the Tagline Lifetime of Wellness Tipsheet*

**STEP 3: DEVELOP** your story. Storytelling is a great way to share program successes in community engagement, partnership collaboration, program development and more. The following “how to” documents and storytelling worksheets will help you craft your story.

- *Share Your Story: How to Customize Your Story*
- *Storytelling Worksheet: Partnership*
- *Storytelling Worksheet: Community Engagement*
- *Storytelling Worksheet: Your Story*

**STEP 4: PUBLISH** your story. Use the storytelling template to publish your story.

- *Our Story: Creating a Lifetime of Wellness Storytelling template*

**STEP 5: SHARE** your story with state and community partners. Send it to CDPH Chronic Disease Control Branch at [cpcb@cdph.ca.gov](mailto:cpcb@cdph.ca.gov)

## ▶ RESOURCES

[California Wellness Plan 2014](#)

[View California Wellness Plan](#)

[The Burden of Chronic Disease and Injury, California, 2013 Report](#)

[View Report](#)

[Robert Wood Johnson Foundation's A New Way to Talk About The Social Determinants of Health](#)

[CDC's Guide to Writing for Social Media](#)

[The Health Communicator's Social Media Toolkit](#)

**CDPH Chronic Disease Control Branch** [cpcb@cdph.ca.gov](mailto:cpcb@cdph.ca.gov)

FUNDING This material was produced by the California Department of Public Health's Coordinated Chronic Disease Prevention Program with funding from the Centers for Disease Control and Prevention from the FFY 2011 Prevention and Public Health Fund (Affordable Care Act).

# CREATE YOUR MESSAGE



## TIPSHEET: Talking About Chronic Disease Prevention

### ▶ CREATING A LIFETIME OF WELLNESS FOR ALL CALIFORNIA COMMUNITIES

The California Department of Public Health has developed new tools that can be used for any chronic disease prevention messaging campaign to promote a *Lifetime of Wellness* for all Californians.

The *Lifetime of Wellness* tagline defines our collective public health commitment to California communities. The new tagline and tools will support your efforts to empower Californians with the knowledge to prevent chronic disease. *Lifetime of Wellness* is a vision that public health and partners outside the public health field can embrace. Join us and use *Lifetime of Wellness* tagline to connect your communications with California's chronic disease prevention efforts.

#### An Effective Chronic Disease Prevention Messaging Campaign will:

- ▶ Empower audiences with the knowledge that they can improve their own health and the health of their communities.
- ▶ Engage partners outside the public health field in health-oriented solutions.
- ▶ Promote inclusive dialogue with California's diverse communities.

### ▶ TIP 1. CONSIDER YOUR AUDIENCE BEFORE CRAFTING YOUR MESSAGE

Before undertaking any chronic disease prevention messaging campaign, it is critical to identify the target audience, the spokespersons, and the communication channels that will reach the intended audience.

- ▶ Women tend to be motivated more by the social consequences of health decisions than the physical consequences.
- ▶ Hispanics, especially women, are more motivated by the health impact a decision will have for their families than for themselves.
- ▶ Older adults are more motivated by the consequences of health decisions (negative impact on health) than the benefits (improvement in health outcomes).

Source: Keller and Lehman: Designing Effective Health Communications: A Meta-Analysis, p 117-118, [2008]

## TIP 2. MESSAGE MATTERS

The most effective messages will come from the communities they are intended to reach. Engaging community-based organizations and community members is critical to ensure messages are relevant and address the community's needs. Examples of research may include conducting focus groups, participating in small group discussions, and developing on-line surveys for the intended audience.

Literal translations of messages created in English may not have the same impact in another language, and worse, may send the wrong message to a community. It is not enough to translate messages word for word. Instead, develop messages that are culturally relevant, easy-to-understand, and in the audience's native language.

Similarly, photos and images send a strong message. Ensure selected graphics reflect the communities you want to reach.

## TIP 3. FRAMING WELLNESS

Building an effective chronic disease prevention message starts with the right "frame." A "frame" is a set of impressions each person brings to an issue based on their past experiences, values, and judgments.

While values around health and health care can vary based on background, political affiliation, and other factors, research shows the vast majority of audiences share values of **opportunity** and **responsibility**.

**By building messages around the concepts of opportunity and responsibility, people will be engaged. People regard health as a set of personal choices, and the concepts of equal opportunity for all and responsibility for health and wellness are strong American values. Everyone deserves an equal opportunity to live well.**



“Approach the intended audience with respect and a sincere attitude.”  
- Faith-based initiative manager

## ► TIP 4. COMPONENTS OF AN EFFECTIVE KEY MESSAGE

- A statement that describes a shared value
- An attention-getting fact
- A statement of the problem
- A hopeful solution

## ► TIP 5. USE KEY MESSAGES CONSISTENTLY

The following key messages were developed with statewide partners using research methods. These messages were identified specifically for chronic disease prevention, and can be used in your communications campaigns.

1. Investing in chronic disease prevention creates a lifetime of wellness by improving the health of the public, and saving in resources and costs.
2. People who work as educators or transportation engineers are just as important to improving the health of the public as doctors and nurses.
3. Public and private agencies across issues and sectors benefit from health investment. Everyone has an opportunity to help Californians create a lifetime of wellness – and a responsibility to do so.

## USING THE KEY MESSAGES: EXAMPLES

1. Right now, the United States is spending money on sick care not health care. 75% of our nation's health care resources are spent on treating diseases that are largely preventable like lung cancer, diabetes, and heart disease <sup>(1)</sup>. If we could flip that ratio around, we would save billions of dollars each year. **Investing in chronic disease prevention creates a lifetime of wellness by improving the health of the public, and saving in resources and costs.**
2. **People who work as educators or transportation engineers are just as important to improving the health of the public as doctors and nurses.** Our children spend 900 hours a year in school <sup>(2)</sup>, but on average less than an hour a year with a doctor <sup>(3)</sup>. So where is the biggest opportunity to improve their health? Making sure our kids spend at least 60 minutes <sup>(4)</sup> a day being active will help them create a *lifetime of wellness*.
3. We are always wishing our city had more money to build more parks where kids can be active or rebuild our sidewalks so our grandparents can walk to the store safely. But we come up short because we spend billions of dollars each year to treat diseases that are preventable. **Public and private agencies across issues and sectors benefit from health investment. Everyone has an opportunity to help Californians create a lifetime of wellness – and a responsibility to do so.**



1. [Centers for Disease Control](#)
2. [California Department of Education](#)
3. [Centers for Disease Control](#)
4. [Centers for Disease Control](#)

“We need authentic messengers... to communicate the importance of chronic disease.”  
– Health equity organization director

## ▶ TIP 6. MESSAGING DO'S AND DON'TS

### DO

- ▶ Do use values-driven, emotionally compelling language
- ▶ Do use one strong and compelling fact to grab attention or illustrate what's at stake
- ▶ Do use effective and credible spokespersons for your campaign
- ▶ Do talk about solutions
- ▶ Do talk about the broad, positive impact a public health solution will have

### DON'T

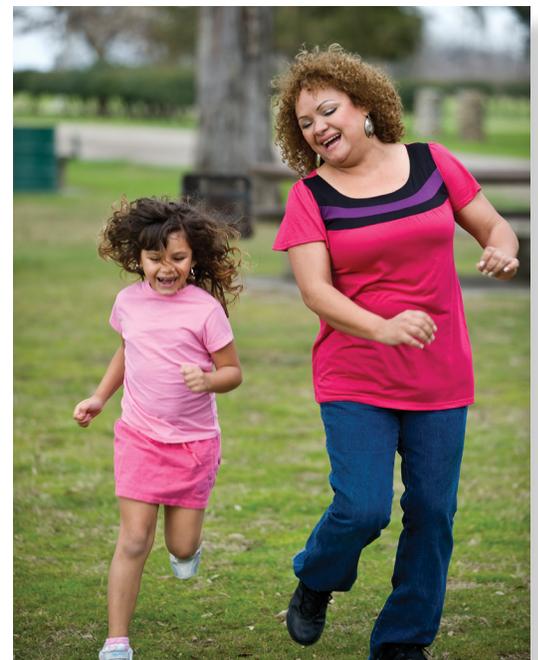
- ▶ Don't use acronyms, jargon, or complicated terminology
- ▶ Don't use so many facts that your message gets lost
- ▶ Don't forget to conduct research to identify the spokespersons most credible to your audience
- ▶ Don't focus entirely on problems
- ▶ Don't single out particular groups

## ▶ TIP 7. DEMONSTRATE PUBLIC HEALTH COMMITMENT

Creating a *Lifetime of Wellness* for all of California's communities is a partnership between public health and partners in other sectors. By serving as a resource for partners and helping them understand the co-benefits public health initiatives can bring to their primary goals, public health professionals can open the door to partnerships with other sectors that are “win-win.”

**Share these resources with partners in other sectors to demonstrate public health's commitment to a broad chronic disease prevention agenda:**

- ▶ [CDPH The Burden of Chronic Disease and Injury, 2013](#)
- ▶ [CDPH California Wellness Plan 2014](#)
- ▶ [CDPH Chronic Disease Prevention Training and Technical Assistance Resource List](#)
- ▶ [CDPH Data Resource - “Data” provides access to public health data and information, such as queries, resources, statistics, surveys, informatics, GIS, and health indicators.](#)
- ▶ [CA Local Health Departments Website listings](#)
- ▶ [Public Health Institute “Health in All Policies: A Guide for State and Local Government](#)



[CDPH Chronic Disease Control Branch cdc@cdph.ca.gov](#)

FUNDING This material was produced by the California Department of Public Health's Coordinated Chronic Disease Prevention Program with funding from the Centers for Disease Control and Prevention from the FFY 2011 Prevention and Public Health Fund (Affordable Care Act).

# DEVELOP YOUR STORY



## STORYTELLING WORKSHEET: Innovative Partnership

### ▶ DEMONSTRATING OUR SHARED PUBLIC HEALTH COMMITMENT

Use this worksheet to tell the story of how your organization successfully works with organizations outside public health to address chronic disease prevention.

Example: State health department partners with state transportation agency and a health insurance foundation to promote bicycle safety and an active transportation campaign.

Who is/are your partner(s) outside public health? Describe how your partnership(s) formed.

Is the partnership formal or informal?

What was/were the shared goal(s) you set out to achieve together?

What was the outcome?

What resources did your public health organization bring to the table?  
*Note the specific data, experts, or strategies.*

What were the ingredients that made your partnership successful?  
*Staff who share common goals? Brainstorming around a shared problem?*

What do(es) your partner organization(s) say about working with you?  
*Quote.*

What steps can you take to continue this partnership?

What did you learn from working with this partner?

What advice do you have for other public health organizations working on a similar goal?

# DEVELOP YOUR STORY



## STORYTELLING WORKSHEET: Community Engagement

### ▶ DEMONSTRATING OUR PUBLIC HEALTH COMMITMENT

Use this worksheet to tell the story of how your organization successfully works with community-based organizations to achieve shared goals.

What community-based organization (CBO) did you identify as a key partner in achieving your chronic disease prevention goals? What factors did you consider to identify this CBO?

What are your shared chronic disease prevention goals?

Describe the community and/or population with which you and the CBO are collaborating?

What steps have you and the CBO taken to engage individuals and leaders from the community?

What was/were the project activities that you set out to achieve together?

What was the outcome?

What were the challenges you expected? What didn't you expect? What did you learn?

What steps can you take to continue this collaboration? What resources did your public health organization bring to the community?  
*Note the specific data, experts, or strategies.*

What were the ingredients that made your community partnership successful?  
*Staff who share common goals? Brainstorming around a shared problem?*

What do your community partners say about working with you?  
*Quote.*

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# DEVELOP YOUR STORY



## STORYTELLING WORKSHEET: Your Story

### ▶ DEMONSTRATING OUR PUBLIC HEALTH COMMITMENT

Use this worksheet to tell your story of how your organization successfully works to address chronic disease prevention.

Briefly describe a success story that is unique to your organization. Who is/are your partner(s) outside public health? Describe how your partnership(s) formed.

What was/were the goal(s) you set out to achieve?

What was the outcome?

What resources did your organization use? Include partnerships. Note the specific data, experts, or strategies.

What were the ingredients that made your project successful?  
*Staff who share common goals? Brainstorming around a shared problem?*

What do(es) your partner organization(s) or community representative say about working with you?  
*Quote.*

What steps can you take to continue this project?

What did you learn from working on this project?

What advice do you have for other public health organizations working on a similar goal?

# SHARE YOUR STORY



## HOW TO CUSTOMIZE YOUR STORY

### EASY STORYTELLING TEMPLATE

After completing your “Storytelling Worksheet,” you have everything you need to tell your story. Simply fill in the boxes in the pre-designed *Our Story, Creating a Lifetime of Wellness* form. See page 12.

1. Click in each box to complete the template.
2. Choose “Save” to save your form to PDF.
3. Share it with the California Department of Public Health story bank by emailing the completed form to [cdbc@cdph.ca.gov](mailto:cdbc@cdph.ca.gov).

### GO A STEP FURTHER TO CUSTOMIZE YOUR TEMPLATE

With Adobe Acrobat Pro tools, you can customize the template for your organization and your story.

1. Click “Create” at the top of the Adobe drop-down menu.
2. Choose “From Existing Document”
3. Choose “Current Document”
4. Now the document is opened in edit mode. You can customize the size of each text box, the font, colors, and photos by “double clicking” each box.
5. Choose “Save” to save your form to PDF.
6. Share it with the California Department of Public Health story bank by emailing the completed form to [cdbc@cdph.ca.gov](mailto:cdbc@cdph.ca.gov).



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# OUR STORY

Add a photo here.

## CREATING A LIFETIME OF WELLNESS

### SUCCESS STORY

Summarize WHAT happened and WHO was responsible.

#### Summary

Tell the "BEFORE and AFTER" story in 3-4 short sentences.

#### Challenge

Describe the CHALLENGE you faced.

Logo

Logo

*Quote*

## Solution

Describe WHEN, HOW, and WHY your solution came together.  
Draw on your "lessons learned."

## Results

Describe the OUTCOMES of your effort in concrete terms.

## Sustaining Success

Describe you will CONTINUE and/or build on the partnerships you have formed.

## To Learn More, Contact:

**Share Your Story, Email to [cdcb@cdph.ca.gov](mailto:cdcb@cdph.ca.gov)**

CDPH Chronic Disease Control Branch [cdcb@cdph.ca.gov](mailto:cdcb@cdph.ca.gov)

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# USE THE TAGLINE



## LIFETIME OF WELLNESS

### USE THE UNIFYING TAGLINE

The California Department of Public Health has developed a tagline that can be used in any chronic disease prevention messaging campaign: a *Lifetime of Wellness* for all Californians.

The *Lifetime of Wellness* tagline defines our collective public health commitment to California communities. The new tagline will support your efforts to empower Californians to prevent and manage chronic disease. *Lifetime of Wellness* is a vision public health and partners outside of public health can embrace.

Join us and use the “Lifetime of Wellness” tagline to connect your communications with California’s chronic disease prevention efforts.

### STAND OUT

Using the tagline at the top of the page frames your communication under the *Lifetime of Wellness* message. If you are adding the tagline to an existing communication, create a hierarchy of messages visually by using large type and/or contrasting color.

**For consistency, choose this typeface for the tagline:**

*Freestyle Script*

When printing in color use these CMYK colors:

Blue: c100 m44 y0 ko

Green: c49 mo y100 k39

Orange: c0 m69 y100 k4

When printing on a dark document, use white type, and when printing on a light document, use black type.



# *Lifetime of Wellness*

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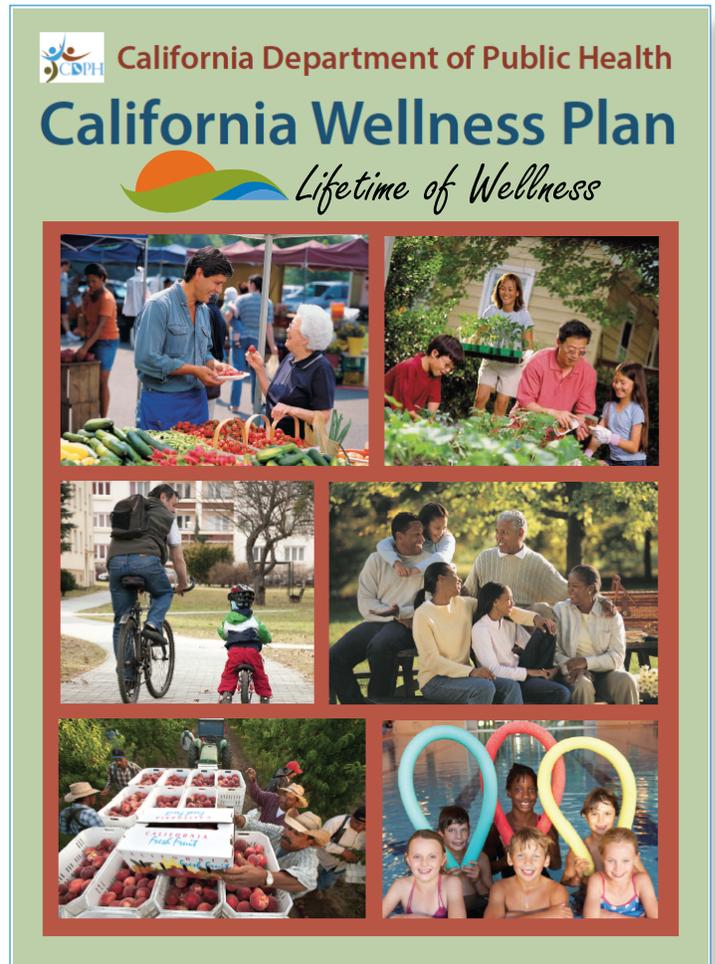
## CONNECT

If state, county, and non-profit partners all use the tagline in their communications, we will be successful in connecting chronic disease prevention campaigns across California.

## CREATE

Look for opportunities to use the tagline in:

- > Flyers
- > Brochures
- > Websites
- > Social Media
- > Publications
- > Newsletters and e-newsletters
- > Letterhead
- > Banners
- > Email signature lines




**CAPublicHealth** @CAPublicHealth 36m  
 Visit [cdph.ca.gov](http://cdph.ca.gov) for to learn more about creating a #LifetimeofWellness




**California Department of Public Health**  
 March 27

The California Department of Public Health has developed new tools to connect California's chronic disease prevention messaging campaigns: *Lifetime of Wellness.*

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3 people like this.



**CONTRA COSTA HEALTH SERVICES**  
 Home Topics Services Health Coverage Affordable Care Act  
 Search CCHS [Search]  
 Welcome to Contra Costa Public Health  
 Flu Vaccination  
**Protect Yourself Against the Flu**  
 Flu season is here. It's still not too late to get your flu vaccine. [Find out where you can get vaccinated.](#)  
 Latest News  
 Press Release: [Contra Costa County Tuberculosis Rate Remained Level in 2013](#) - Mar 25, 2014  
 Press Release: [New Data Show Tobacco, Alcohol and Sugary Drinks Still Being Promoted to Youth](#) - Mar 5, 2014  
 Press Release: [Timely Flu Vaccination Can Spare You Holiday Headache](#) - Nov 13, 2013  
 Press Release: [New Study Finds Spike in Sugary Drink Consumption Among California Adolescents](#) - Oct 17, 2013  
 • Local Data  
 • Obesity  
 Physicians who need to report a suspected public health emergency should contact the Public Health division immediately at 925-315-6740, or after hours, call the sheriff's dispatch at 925-646-2441 and ask for the Health Officer On Call.  
 Lifetime of Wellness  
 About CCHS Newsroom Health Services Divisions Public Health Policies & More Privacy Emergency Information 211 Contra Costa

CDPH Chronic Disease Control Branch [cdbc@cdph.ca.gov](mailto:cdbc@cdph.ca.gov)

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# SHARE YOUR MESSAGE



## TIPSHEET: Social Media

▶ **Social Media is a Powerful Dissemination Tool for Prevention Messages**

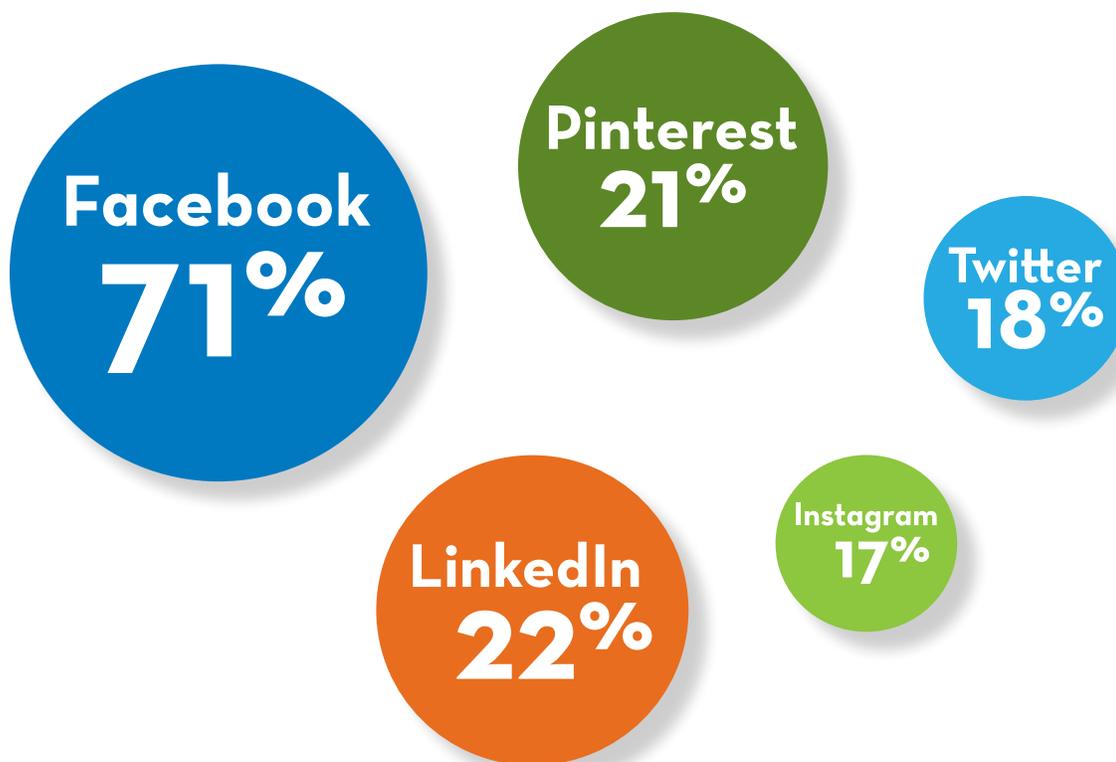
▶ **Social Networks are Used by Three in Four Adults who are Online**

This tipsheet will provide a quick overview of some of the most popular social media platforms and examples of effective messages. [The Health Communicator's Social Media Toolkit](#) from the Centers for Disease Control provides more detailed information for creating an effective, health-oriented social media campaign.

▶ **Most Popular Social Media Platforms**

**Knowing who uses social media and how they connect online will enhance the credibility and effectiveness of your messages.**

Percent of U.S. online adults who used each site in 2013 - [Pew Research Internet Project](#)





## FACEBOOK

Facebook remains the most popular online community and has a broad demographic reach. Importantly, Facebook users show a high level of engagement, with the majority checking into their profiles at least once a day.

### Make the most of your Facebook Page

- **Engage your audience.** Shareable graphics, videos, quizzes, and games are all ways to have your page “come alive” for users.
- **Create comment posting policies.** Facebook’s platform promotes a back-and-forth dialogue. Plan to monitor and guide the conversation.
- **Use analytics to improve your reach.** Use the Page Insights feature of Facebook to see which of your posts perform the best.



[facebook.com/GoRedPorTuCorazon](https://facebook.com/GoRedPorTuCorazon)



[Arthritis Foundation](https://www.ArthritisFoundation.org)

Facebook has over 750 million users, and 50% of active users log onto the site everyday.

[Centers for Disease Control and Prevention](https://www.cdc.gov)



## INSTAGRAM

Use of Instagram is fast growing among young adults (ages 18-29) and African Americans. Instagram users also demonstrate a high level of engagement with the site, with 57% visiting at least daily.



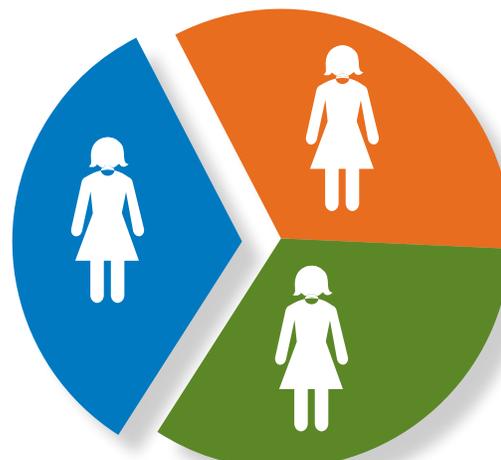
## LINKEDIN

LinkedIn is especially popular among educated online users, making this platform a great way to connect with professionals and organizations who can be allies in your chronic disease prevention messaging campaigns.



## PINTEREST

One in three women online uses Pinterest. This site has potential to connect to an important demographic in chronic disease prevention. Behind Pinterest photo pinboards are information and resources users can organize according to their interests. Compelling photos, graphics, and quotes can draw attention to statistics, recipes, or web resources.





## TWITTER

Twitter’s stream of 140-character messages, called “tweets,” makes this platform perfect for sharing quick messages and pointing users to new web pages and resources. Twitter is fast growing, especially among young adults (18-29) and African Americans.

### Develop a Twitter “Follow”ing

- **Promote your Twitter profile.** Develop an engaging profile name, biography and image for your account. Link to your profile on your website, Facebook, and other social media sites.
- **Characters count.** Use these websites to make weblinks shorter <http://tinyurl.com>, or <http://is.gd>.
- **Connect to the conversation using hashtags.** The hashtag (# or pound sign) turns any word or group of words that directly follow it into a searchable link. Gain followers by connecting your message to trending conversations.
- **Re-tweet.** Develop a strategy for retweeting posts from partners and followers.



[California Department of Education](#)



[American Cancer Society](#)

9,100 Tweets Happen Every Second

## SOCIAL MEDIA RESOURCES

[Statistic Brain](#)

- [CDC List of Health Observances by Month](#)
- [U.S. Department of Health and Human Services National Health Observances \(Includes toolkits\)](#)
- [CDC Social Media](#)
- [CDPH on Facebook](#)
- [CDPH on Twitter](#)
- [California Department of Education Coordinated School Health](#)

The following organizations share prevention messages via social media:

- [American Cancer Society](#)
- [American Diabetes Association](#)
- [American Heart Association](#)
- [American Lung Association](#)
- [Arthritis Foundation](#)

[CDPH Chronic Disease Control Branch cdc@cdph.ca.gov](#)

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