

# OUR STORY



## CREATING A LIFETIME OF WELLNESS

### Success Story

Summarize **WHAT** happened and **WHO** was responsible.

The California Department of Public Health's (CDPH) Coordinated Chronic Disease Prevention Program (CCDPP) developed a Chronic Disease Prevention Messaging Toolkit (Messaging Toolkit) and *Lifetime of Wellness* tagline.

The [Messaging Toolkit](#) and *Lifetime of Wellness* unifying tagline is intended to assist local health departments and community-based organizations with crafting and publishing compelling chronic disease prevention messages for use in program development, policy, and marketing activities.

### Summary

Tell the “**BEFORE** and **AFTER**” story in 3-4 short sentences.

In 2011, CDPH CCDPP received a three-year planning grant from Centers for Disease Control and Prevention (CDC) to develop a robust public health department infrastructure for coordination of programs that address chronic disease and its risk factors; create and/or participate in statewide coalition(s) that address chronic disease prevention broadly; develop a statewide burden of chronic disease baseline data report; develop a statewide chronic disease prevention plan known in California as the California Wellness Plan, 2014 (CWP); **and develop chronic disease prevention health messages and a communications toolkit.**

The Messaging Toolkit and *Lifetime of Wellness* tagline were developed to assist local health departments and community-based organizations to craft messages and success stories that support their program and the implementation of the CWP.

CWP is the result of a statewide process led by CDPH to develop a roadmap with partners to create communities in which people can be healthy, improve the quality of clinical and community care, increase access to usable health information, assure continued public health capacity to achieve health equity, and empower communities to create healthier environments.

See [CWP](#).

### Challenge

Describe the **CHALLENGE** you faced.

The original goal was to create a “one size fits all” messaging toolkit and accompanying tagline for CDPH chronic disease prevention and health promotion programs and partner organizations to use. After conducting research with stakeholders, it was determined that multiple toolkits are needed and should be adapted to fit various sectors such as: health care systems; academia; transportation; policymakers; community leaders; and others. Due to time limitations priority was given to local health departments and community-based organizations.

## Solution

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

In 2012 (Phase 1), CDCB hired a marketing research agency to conduct a series of qualitative and quantitative research activities (online surveys, focus groups, telephone interviews) to establish a baseline for developing chronic disease prevention messages. In 2014 (Phase 2), additional research was conducted, including two online discussion forums with active online conversations. For both Phase 1 and 2 input was solicited from members of the CCDPP Communications Workgroup and Evaluation Workgroup; the Coordinated Chronic Disease Prevention Advisory Group (internal); and with CDPH partners through a series of qualitative marketing research activities. In March 2014, the key recommendations from Phase 1 and Phase 2 were summarized and informed the criteria for development of the Messaging Toolkit and *Lifetime of Wellness* tagline.

*Partner organizations who provided input include: the American Cancer Society, American Heart Association, Arthritis Foundation, California Center for Public Health Advocacy, California Conference of Local Health Officers (CCLHO), the County Health Executives Association of California (CHEAC), CCLHO/CHEAC Chronic Disease Prevention Leadership Project, California Chronic Care Coalition, California Department of Health Care Services, California Health Care Foundation, California Primary Care Association, ChangeLab Solutions, Prevention Institute, Public Health Institute, Sierra Health Foundation, The California Endowment, University of California, Berkeley, San Francisco, and San Diego; and other governmental and non-governmental organizations focusing on chronic disease prevention.*

## Results

Describe the OUTCOMES of your effort in concrete terms.

**Outcome:** Development the Messaging Toolkit and *Lifetime of Wellness* tagline.

**Messaging 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.

**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.

## Sustaining success

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

CDPH chronic disease and health promotion staff and statewide partners were involved in the development of CWP, the Messaging Toolkit and the *Lifetime of Wellness* tagline. CDPH will continue to provide a venue to coordinate projects and align public health chronic disease prevention and health promotion efforts to ensure the best possible population health outcome for all Californians.

CDPH will continue to provide communications resources, technical assistance and trainings to staff and partners.

## To learn more, contact:

Your Name

Organization

City / County / Region

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

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