

# HEALTH COMMUNICATION SCIENCE OFFICE

National Center on Birth Defects  
and Developmental Disabilities



THE CENTERS FOR DISEASE CONTROL AND PREVENTION



- Agenda
  - Introduction of AUCD-NCBDDD Cooperative Agreement
  - Introduction of panelists
  - Overview of topic
  - What is health marketing?
  - Marketing mix
  - Strategic Process
  - Plan, Develop, *Implement*, Assess
  - Q&A
  - Resources



- Introductions

- Moderator:

- Tracy Mann, AUCD Fellow, National Center on Birth Defects and Developmental Disabilities

- Panelists:

- Martha Alexander, M.A., M.P.H., CCC-SLP, Deputy Associate Director for Communication Science, National Center on Birth Defects and Developmental Disabilities
    - Kate Galatas, M.P.H., Associate Director for Communication Science, National Center on Health Marketing
    - Meg Traci, Ph.D., Project Director, The Montana Disability and Health Program: Living Well Under the Big Sky



- What is Health Marketing?
  - Defined as “creating communication and delivering health information and interventions using customer-centered and science based strategies to protect and promote the health of diverse populations” (CDC health marketing basics, [cdc.gov](http://cdc.gov)).
  - Informed by health communication, social marketing, and other related disciplines



- 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





- What Influences Health?



**Public Health**  
Prevent. Promote. Protect.



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- What Influences Health?
  - Family at the center surrounded by
    - Newspapers
    - Television
    - Businesses and business people
    - Magazines
    - Doctors
  - Public health
  - Technology (computers, cell phones, ipods, internet)
  - Religion
  - Politics
  - Friends
  - Our environment & where we live (neighborhoods)
  - Billboards



- The Marketing Mix - Building Blocks of Marketing
  - The 4 P's
    - Product
    - Price
    - Place
    - Promotion





- **The Four Ps: Product**
  - What we are offering people
    - Product/Behavior
      - Preconception care
      - Folic Acid Supplementation
      - Fetal Alcohol Syndrome Guidelines
      - Immunizations
    - Service
      - Information resource/hotline



- **The Four Ps: Product**
  - Product must be
    - Solution to a problem
      - Clear benefits (to consumer)
      - Unique offering
      - Competitive
    - Real
      - Defined in terms of the user's beliefs, practices, and values



- **The Four Ps: Price**
  - The cost of adopting the product
    - Money
    - Time
  - Pleasure
  - Convenience
  - Embarrassment
  - Others?



- **The Four Ps: Place**
  - Place OR Channels
    - Where tangible products are purchased
    - Where people are in right frame of mind to attend to message
    - Where service is provided
    - Where people will act
    - Where people will go for information



- **The Four Ps: Promotion**
  - Promotion – what most people associate with (social) marketing
    - Increase awareness/knowledge through PR, paid advertising, grassroots marketing, etc.
    - Drive traffic to 800-numbers, web sites, etc.
    - Strengthen brand recognition, loyalty



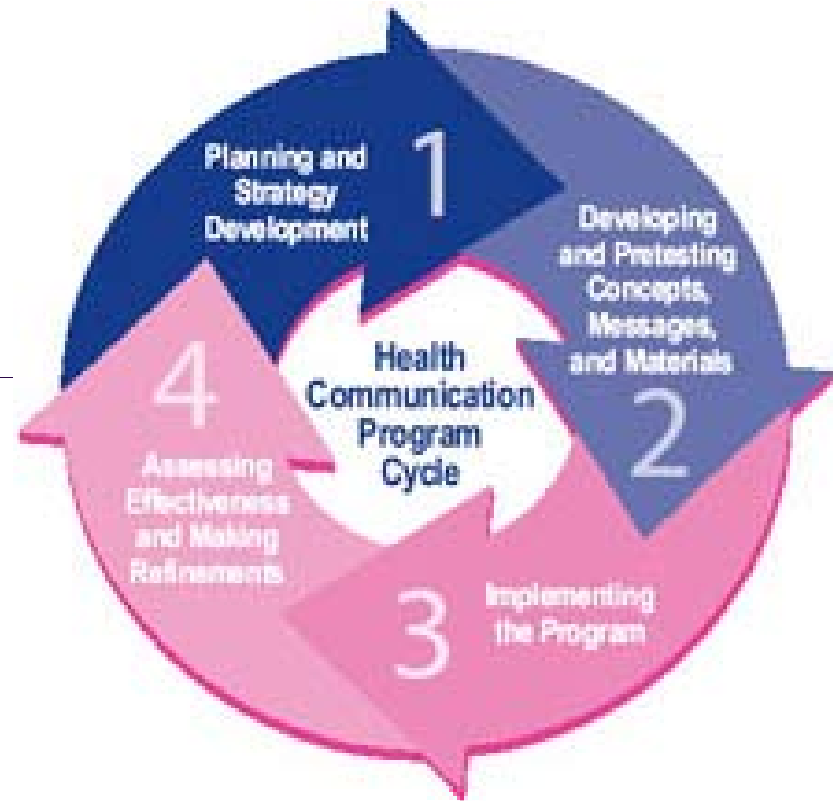


- Health Communication Strategic Process

- “Pink Book” Stages model

- Plan
- Develop
- Implement
- Assess/Evaluate

<http://www.cancer.gov/pinkbook>



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- Health Communication Strategic Process
  - “Pink Book” Stages model
    - Plan
    - Develop
    - Implement
    - Assess/Evaluate
- Image of a circle of arrows going clockwise
  - The top arrow is step 1: planning and strategy development; this arrow moves into step 2: developing and pretesting concepts, messages and materials; this arrow moves into step 3: implementing the program; this arrow moves into step 4: assessing effectiveness and making refinements; this arrow moves into step 1 and repeats the cycle.

<http://www.cancer.gov/pinkbook>



- **Strategic Process – Plan**
  - What is goal? Who is audience?
  - What research is available about topic and intended audience?
  - How have similar topics been addressed with this audience?
  - What is the best way to reach audience?

*Use research to draft communication plan to inform strategies for implementation and evaluation*



- Strategic Process – Plan
  - Methods
    - Literature review
    - Media audit/environmental scan
    - Surveys
    - Interviews
    - Focus groups
  - Develop audience profiles



- Strategic Process – Develop
  - Develop approach/strategy
    - Draft messages
    - Pre-test messages
    - Draft materials
    - Pre-test materials
    - Incorporate feedback into revised audience profiles and documents





# How do these steps apply to a project – Health observances example



- Health Observances
  - Days, weeks, or months devoted to promoting particular health concerns.
  - Health professionals, teachers, community groups, and others use these special times to sponsor health promotion events, stimulate awareness of health risks, or focus on disease prevention.
  - Provide opportunity to partner and educate



## **NCBDDD plans activities during these months**

January: Birth Defects Prevention Month

April: Autism Awareness Month

May: Better Hearing and Speech Month

September: Sickle Cell Awareness Month

October: Disability Employment Awareness Month



## And during these times of the year

Holiday Season: pregnancy and alcohol awareness, family history

Mother's Day: before, during, after pregnancy topics, child development

Back to School: positive parenting tips

*For a complete list of health observances, visit <http://www.healthfinder.gov/nho/>*



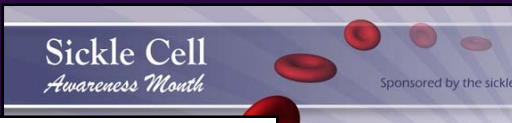


# HEALTH COMMUNICATIONS SCIENCE OFFICE

National Center on Birth Defects and Developmental Disabilities

**Sickle Cell Awareness Month**

Sponsored by the sickle cell community



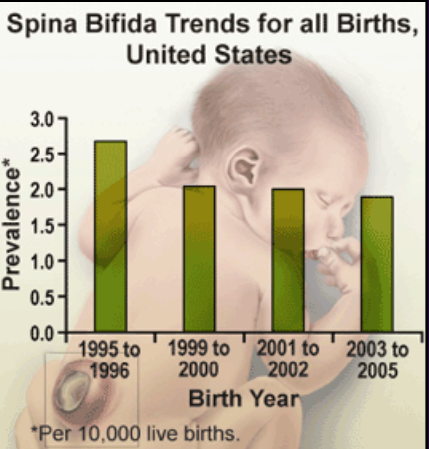
Centers for Disease Control and Prevention  
Your Online Source for Credible Health Information

**Your Preschooler**  
Learn Some Positive Parenting Tips **GO >>**

- Parenthood
- Your Preschooler
- Pre-teen Vaccines
- College Health
- Teen Dating

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News & Events



**MMWR**  
Morbidity and Mortality Weekly Report  
www.cdc.gov/mmwr

Weekly January 11, 2008 / Vol. 57 / No. 1

**National Birth Defects Prevention Month and Folic Acid Awareness Week**

January is National Birth Defects Prevention Month. Birth defects affect approximately one in 33 newborns and are a leading cause of infant mortality in the United States (1). The cost of lifetime care for infants born in a single year with one or more of 17 severe birth defects was estimated at \$6 billion in the most recent study (2). This year, National Birth Defects Prevention Month focuses on preventing infections during pregnancy. Health-care professionals should encourage women who are pregnant or who might become pregnant to adopt behaviors that can prevent infections that might cause birth defects. For example, women can reduce their risk for cytomegalovirus infection by washing their hands often, especially after changing diapers, and by not sharing food, drinks, or eating utensils with young children. Additional information about preventing infections during pregnancy is available at [http://www.cdc.gov/nbidd/pregnancy\\_gatewayinfection.htm](http://www.cdc.gov/nbidd/pregnancy_gatewayinfection.htm).

January 7-13 is National Folic Acid Awareness Week. Health-care professionals should encourage every woman who might become pregnant to consume 400 µg of synthetic folic acid every day in a vitamin supplement or in foods enriched with folic acid. Following this regimen before and during early pregnancy can prevent serious birth defects of the spine and brain (3). Additional information about CDC's birth defects prevention activities is available at <http://www.cdc.gov/nbidd>.

**INSIDE**

- Recommendations for Immunization Schedules for Persons Aged 0-18 Years - United States, 2008
- Use of Supplements Containing Folic Acid Among Women of Childbearing Age - United States, 2007
- Trends in Wheat-Floor Fortification with Folic Acid and Iron - Worldwide, 2004 and 2007
- Prevalence of Neural Tube Defects and Folic Acid Knowledge and Consumption - Puerto Rico, 1994-2005
- Health-e-Cards

**References**

- CDC. Electronic code of birth defects and congenital play - United States, 1992-2007. *MMWR* 1995;44:04-9.
- CDC. Recommendation for the use of folic acid to reduce the number of cases of spina bifida and other neural tube defects. *MMWR* 1992;41:05a, 1E-14c.

**People with Disabilities Can Lead Long, Healthy Lives.**



**All You Want to Know About Working with Deaf and Hard of Hearing People but were Afraid to Ask**

**Better Hearing and Speech Month Special Presentation**  
Monday, May 19th  
10:00am - 12:00pm

Centers for Disease Control and Prevention  
Rayhol Campus  
1600 Clifton Road  
Thomas Hasting Global Communications Center  
Building 17 • Auditorium A  
Atlanta, Georgia 30333

Thomas A. Galey, B.S., M.S.  
Executive Director, Georgia Council for the Hearing Impaired (GACHE)

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION

**Health-e-Cards**

- Thinking about getting pregnant? Know someone who is thinking about getting pregnant? Send her this Health-e-Card from CDC
- Know someone who is pregnant? Know someone who is pregnant? Send her this Health-e-Card from CDC
- Know someone who just had a baby? Know someone who just had a baby? Send her this Health-e-Card from CDC

**msnbc** featuring Today Show - Nightly News - Dateline - Meet the Press

**BREAKING NEWS: Sheriff says missing pregnant Marine is dead**

**Health / Women's health**

**Young women not getting enough folic acid**  
B vitamin needed to prevent birth defects, federal health officials say

**REUTERS**  
updated 9:39 a.m. ET, Fri., Jan. 11, 2008

WASHINGTON - More U.S. women are taking daily supplements of folic acid, a B vitamin crucial to prevent some major birth defects, but the number remains too low, federal health officials said on Thursday.

Forty percent of women ages 18 to 45 said in a survey last year that they took the supplements each day, the U.S. Centers for

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**REUTERS** When snow falls in Baghdad ...  
Drink this, not that! Easy ways to cut calories  
Giuliani campaign staffers forego paychecks  
He's in a pile of trouble  
Powerful thunderstorms slam Miss. and Ala.  
Most viewed on MSNBC.com

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**THE CENTERS FOR DISEASE CONTROL AND PREVENTION**



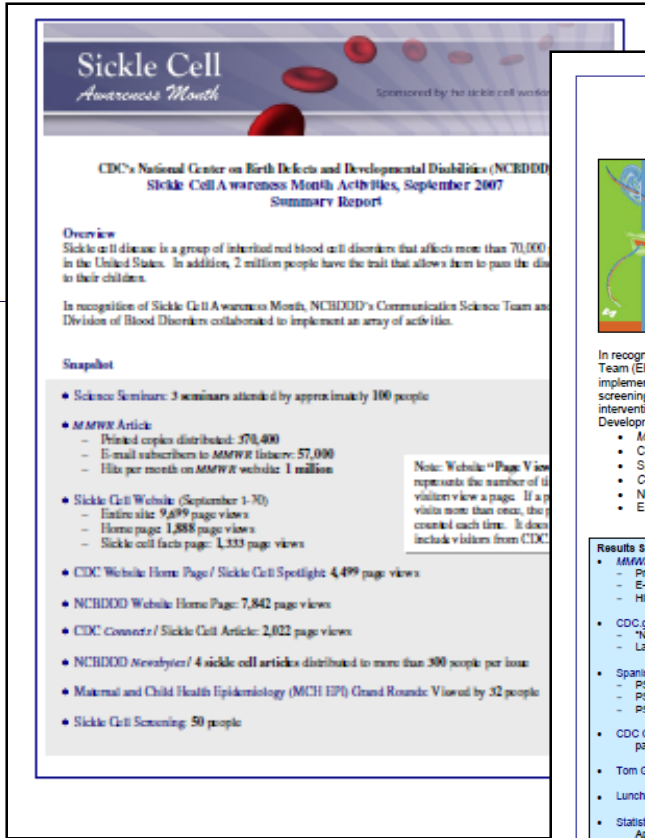


## Examples of NCBDDD materials

- MMWR report
- Web banner
- E-cards
- Websites
- Posters
- Events
- News article (media relations)
- Images with statistics (from website)



# Evaluate Your Activities



**Sickle Cell Awareness Month**  
Sponsored by the sickle cell society

**CDC's National Center on Birth Defects and Developmental Disabilities (NCBDDD) Sickle Cell Awareness Month Activities, September 2007 Summary Report**

**Overview**  
Sickle cell disease is a group of inherited red blood cell disorders that affects more than 70,000 in the United States. In addition, 2 million people have the trait that allows them to pass the disease to their children.


In recognition of Sickle Cell Awareness Month, NCBDDD's Communication Science Team and Division of Blood Disorders collaborated to implement an array of activities.

**Snapshots**

- Science Seminars: 3 seminars attended by approximately 100 people
- MMWR Article:
  - Printed copies distributed: 370,400
  - E-mail subscribers to MMWR listserv: 57,000
  - Hits per month on MMWR website: 1 million
- Sickle Cell Website (September 1-30):
  - Landing site: 9,699 page views
  - Home page: 1,888 page views
  - Sickle cell facts page: 1,333 page views
- CDC Website Home Page / Sickle Cell Spotlight: 4,499 page views
- NCBDDD Website Home Page: 7,842 page views
- CDC Connects / Sickle Cell Article: 2,022 page views
- NCBDDD Newsbytes / 4 sickle cell articles distributed to more than 300 people per issue
- Maternal and Child Health Epidemiology (MCH EP) Grand Rounds: Viewed by 32 people
- Sickle Cell Screening: 50 people

Note: Website "Page Views" represents the number of times that visitors view a page. If a person visits more than once, the person is counted each time. It does not include visitors from CDC.

**CDC's National Center on Birth Defects and Developmental Disabilities Better Hearing and Speech Month Activities (May 2008) Summary Report**



Each year in the United States, as many as 12,000 babies are born with a hearing loss. The cause of hearing loss for many babies is not known, and hearing loss can go unnoticed for years. Fortunately, almost all states, communities, and hospitals now offer hearing screening for all babies. The hearing screening is easy and painless, and can identify whether more testing is needed. In fact, babies often are asleep while being screened. It takes very little time—usually only a few minutes.

CDC recommends that all infants be screened for hearing loss before 1 month of age, best if they are screened before leaving the hospital. If a baby does not pass this hearing screening, it's very important for parents to make an appointment for a full hearing test and any needed medical tests before the baby is 3 months of age. The goal for every newborn child with hearing loss is to receive medical, audiologic, educational, and social services no later than 6 months of age.

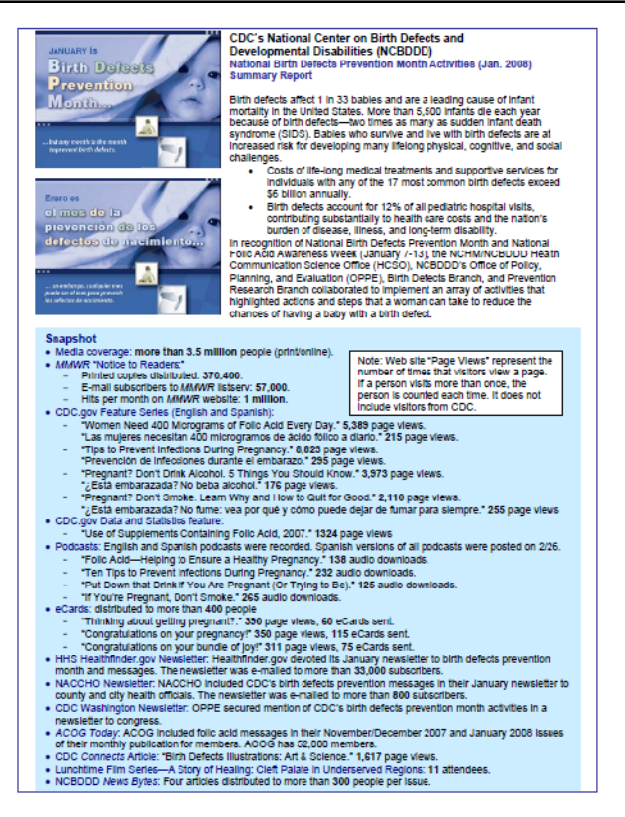
In recognition of Better Hearing and Speech Month, NCBDDD's Early Hearing Detection and Intervention Team (EHDIT), Developmental Disabilities Branch, and Health Communication Science Office collaborated to implement an array of activities that highlight hearing loss issues and to increase awareness of newborn screening for hearing loss, encourage parents to follow up if a loss is identified, and promote the available intervention services. NCBDDD also coordinated activities with CDC's Office of Workforce and Career Development. Major activities included:

- MMWR "Notice to Readers"
  - CDC.gov Features
  - Spanish-language Public Service Announcements
  - CDC Connects article and "In Snapshot" articles
  - NCBDDD Film Series: "Hear and Now"
  - Earplugs and Bookmarks for NCBDDD employees

**Results Snapshot**

- MMWR "Notice to Readers":
  - Printed copies distributed: 370,400.
  - E-mail subscribers to MMWR listserv: 57,000.
  - Hits per month on MMWR website: 1 million.
- CDC.gov Features in English and Spanish (May 12 - 31):
  - "Newborn Hearing Screening Important for Development." 1342 page views.
  - La evaluación de la audición en los recién nacidos es importante para su desarrollo. 254 page views.
- Spanish-language Public Service Announcements (May 27 - June 10):
  - PSA Web page (<http://www.cdc.gov/ncbddd/ehdi/psa/psa.htm>): 85 page views.
  - PSA "More Information" page ([http://www.cdc.gov/ncbddd/ehdi/psa/psa\\_information.htm](http://www.cdc.gov/ncbddd/ehdi/psa/psa_information.htm)): 26 page views.
  - PSAs: 27 downloads.
- CDC Connects Article: 1133 page views. Two CDC Connects "In a Snapshot" articles on the EHDIT Team: page views N/A.
- Tom Galey Presentation: More than 50 attendees.
- Lunchtime Film Series—"Hear and Now": 14 attendees.
- Statistics for EHDIT Web site: [www.cdc.gov/ncbddd/ehdi](http://www.cdc.gov/ncbddd/ehdi):
  - April and May 2007: 2,504 page views.
  - April and May 2008: 3,092 page views.

Note: Web site "Page Views" represent the number of times that visitors view a page. If a person visits more than once, the person is counted each time. It does not include visitors from CDC (except CDC Connects articles).



**JANUARY is Birth Defects Prevention Month**

**CDC's National Center on Birth Defects and Developmental Disabilities (NCBDDD) National Birth Defects Prevention Month Activities (Jan. 2008) Summary Report**

Birth defects affect 1 in 33 babies and are a leading cause of infant mortality in the United States. More than 5,000 infants die each year because of birth defects—two times as many as sudden infant death syndrome (SIDS). Babies who survive and live with birth defects are at increased risk for developing many lifelong physical, cognitive, and social challenges.

- Costs of life-long medical treatments and supportive services for individuals with any of the 17 most common birth defects exceed \$6 billion annually.
- Birth defects account for 12% of all pediatric hospital visits, contributing substantially to health care costs and the nation's burden of disease, illness, and long-term disability.

In recognition of National Birth Defects Prevention Month and National Public Awareness Week (January 1-15), the NCBDDD's Health Communication Science Office (HCSO), NCBDDD's Office of Policy, Planning, and Evaluation (OPPE), Birth Defects Branch, and Prevention Research Branch collaborated to implement an array of activities that highlighted actions and steps that a woman can take to reduce the chances of having a baby with a birth defect.

**Snapshots**

- Media coverage: more than 3.5 million people (print/online).
- MMWR "Notice to Readers":
  - Printed copies distributed: 370,400.
  - E-mail subscribers to MMWR listserv: 57,000.
  - Hits per month on MMWR website: 1 million.
- CDC.gov Feature Series (English and Spanish):
  - "Women Need 400 Micrograms of Folic Acid Every Day." 5,389 page views.
  - "Las mujeres necesitan 400 microgramos de ácido fólico a diario." 215 page views.
  - "Tips to Prevent Infections During Pregnancy." 1,883 page views.
  - "Prevención de Infecciones durante el embarazo." 295 page views.
  - "Pregnant? Don't Drink Alcohol. 5 Things You Should Know." 3,573 page views.
  - "¿Esta embarazada? No beba alcohol." 176 page views.
  - "Pregnant? Don't Smoke. Learn Why and How to Quit for Good." 2,110 page views.
  - "¿Esta embarazada? No fume: vea por qué y cómo puede dejar de fumar para siempre." 255 page views.
- CDC.gov Data and Statistics feature:
  - "Use of Supplements Containing Folic Acid, 2007." 1324 page views
- Podcasts: English and Spanish podcasts were recorded. Spanish versions of all podcasts were posted on 2/6.
  - "Folic Acid—Helping to Ensure a Healthy Pregnancy." 138 audio downloads.
  - "Ten Tips to Prevent Infections During Pregnancy." 232 audio downloads.
  - "Put Down that Drink if You Are Pregnant (Or Trying to Be)." 125 audio downloads.
  - "If You're Pregnant, Don't Smoke." 265 audio downloads.
- eCards: distributed to more than 400 people
  - "Thinking about getting pregnant?": 350 page views, 60 eCards sent.
  - "Congratulations on your pregnancy!" 350 page views, 115 eCards sent.
  - "Congratulations on your bundle of joy!" 311 page views, 75 eCards sent.
- HHS Healthfinder.gov Newsletter: healthfinder.gov devoted its January newsletter to birth defects prevention month and messages. The newsletter was e-mailed to more than 33,000 subscribers.
- NACCHO Newsletter: NACCHO included CDC's birth defects prevention messages in their January newsletter to county and city health officials. The newsletter was e-mailed to more than 800 subscribers.
- CDC Washington Newsletter: OPPE secured mention of CDC's birth defects prevention month activities in a newsletter to congress.
- ACOG Today: ACOG included folic acid messages in their November/December 2007 and January 2008 issues of their monthly publication for members. ACOG has 62,000 members.
- CDC Connects Article: "Birth Defects Illustrations: Art & Science." 1,617 page views.
- Lunchtime Film Series—A Story of Healing: Cliff Paine in Underserved Regions: 11 attendees.
- NCBDDD News Bytes: Four articles distributed to more than 300 people per issue.

Note: Web site "Page Views" represent the number of times that visitors view a page. If a person visits more than once, the person is counted each time. It does not include visitors from CDC.

Text description of images on next slide.



## Evaluate Your Activities

- Images of reports used to report on the outcomes of Sickle Cell, Birth Defects Prevention, and Better Hearing and Speech activities.



- Resources
  - Website for slides and resource list
    - [www.aucd.org](http://www.aucd.org)
  - Contact
    - Tracy Mann,  
404-498-0605,  
[tmann@cdc.gov](mailto:tmann@cdc.gov)



- Webinar Part Two
  - Strategic Process continued
    - Implementation
    - Evaluation & refining
  - Panel to include presentation by Meg Traci, Project Director, The Montana Disability and Health Program: Living Well Under the Big Sky





# Questions?

