

## Improving the Nation's Health Through Effective Communication

### Capabilities in Health Communication and Training

- **Public Communication:**  
Develop evidence-based health communication programs and social marketing initiatives using strategies and interventions that are effective with target populations
- **Public Health Preparedness:**  
Prepare federal agencies and state health departments for public health crises through exercises, drills, emergency communication planning, and crisis/risk communications
- **Training and Education:**  
Develop specialized health communication training programs and learning tools using interactive electronic technologies and outreach education for the public
- **Research and Evaluation:**  
Assess human health hazards and behavioral change strategies through scientific research, audience analysis, and message testing

### FY08 by the Numbers

- Planned, conducted, and evaluated pandemic flu tabletop exercises for five international airports—Honolulu, Miami, Newark, Dallas, and Anchorage
- Designed, developed, and conducted four pandemic flu regional workshops—Champaign, IL; Peoria, IL; Winston-Salem, NC; and Summit County, OH
- Distributed more than 9,800 Radiological Terrorism Preparedness Toolkits across the U.S. and to 14 foreign countries—more than 25,000 health professionals completed the online course



Effective communication and training is vital to the health and safety of the public. ORAU is helping improve our nation's health by developing innovative, audience-based and multimedia-based approaches to health communication and training for industry professionals and the public. Whether your public health challenge is to control the spread of infectious disease, reduce chronic disease or respond to public health threats, we deliver comprehensive communications assistance that includes research, development, implementation and evaluation of strategies and programs. As a leader in health communication, let ORAU help your agency reach your audience and together, build healthier, more informed lives.



### Customers and Partners

- Centers for Disease Control and Prevention (CDC)
- National Library of Medicine (NLM)
- National Cancer Institute (NCI)
- U.S. Department of Health and Human Services (HHS)
- U.S. Department of Energy (DOE)
- U.S. Environmental Protection Agency (EPA)
- U.S. Nuclear Regulatory Commission (NRC)
- The Center for Risk Communication
- Battelle
- American Institute for Research
- Linguastat
- Environ Corporation

**ORISE**

OAK RIDGE INSTITUTE FOR SCIENCE AND EDUCATION

ORISE is managed by ORAU for the U.S. Department of Energy

# Developing Communication and Training Solutions for Public Health

Americans face a number of health challenges. Numerous chronic diseases, such as cancer, heart disease and diabetes, are reaching epidemic proportions. New infectious disease threats are on the horizon due to terrorism and the emergence of a global society.

Effective health communication and training are essential to preparing the nation to address these challenges. Yet approximately half of American adults do not understand basic health information, and much of the healthcare community is lacking the necessary communication resources and training.

To address these issues, ORAU is developing practical and innovative tools to help its customers educate the public, train healthcare workers, and facilitate health communication at all levels. We develop customized solutions that are evidence-based and use a variety of approaches including Web 2.0 technologies to maximize your reach.

Our complete package of services is focused in the following key areas:

- Public Health Communication and Marketing
- Health Promotion and Outreach
- Public Health Preparedness
- Training and Education
- Research and Evaluation



## 2008 Key Accomplishments

- Conducted on behalf of the CDC a series of workshops geared toward a community's response to an influenza pandemic and how flu might impact their local healthcare system. In 2008, four workshops were conducted with two communities in Illinois and also in North Carolina and Ohio.
- Developed for the CDC, and in conjunction with the U.S. Department of Commerce's International Trade Administration training materials, toolkits, and evaluations for the Asia-Pacific Economic Cooperation (APEC) Pandemic Influenza Train-the-Trainer Workshops in Kaohsiung, Chinese Taipei, and Chiclayo, Peru.
- Designed for the National Cancer Institute an interactive, Web-based application called CancerSPACE (Simulating Practice and Collaborative Education) for the purpose of training clinical staff to screen patients for breast cervical, and colon cancers.
- Developed for the CDC Auto-INFORM, an automated data-mining program used to monitor news articles, blogs and Web content related to health concerns and codes the information at 100 times the speed of humans.
- Conducted on behalf of the CDC individual interviews with pediatricians and family physicians to explore their potential concerns with infant immunizations—an investigation that contributed to the formation of a federal task force on vaccine safety and the current ORAU-assisted work with HHS to develop and test vaccine safety messages.

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