

Health Marketing  
Coordinating Center for Health Information and Services

**Global Communication & Marketing**

**Activities Around the World**

Melinda Frost, MA, MPH  
Catherine Shoemaker, MEd  
Nadine Sunderland, MEd

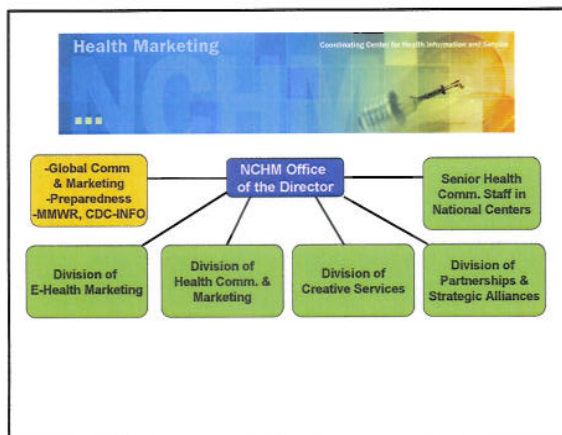


DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICES



**Presentation Overview**

- Introduction to Global Health Marketing
- Global Disease Detection Project Updates
- China Activities
- Kenya Activities
- Central America Activities
- Global Emergency Communication Team
- Pandemic Influenza Activities
- GCM Strategic Planning Process
- Questions



Health Marketing  
Coordinating Center for Health Information and Services

**Global Communication & Marketing**

**Vision:**

A world where all people actively use accessible, accurate, relevant, and timely health information and interventions to protect and promote their health and the health of their families and communities.



DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICES



Health Marketing  
Coordinating Center for Health Information and Services

**Global Communication & Marketing**

**Mission:**

Protect and promote global public health by collaborating with international partners to integrate customer-centered, science-based health marketing strategies into health communication and education programs.

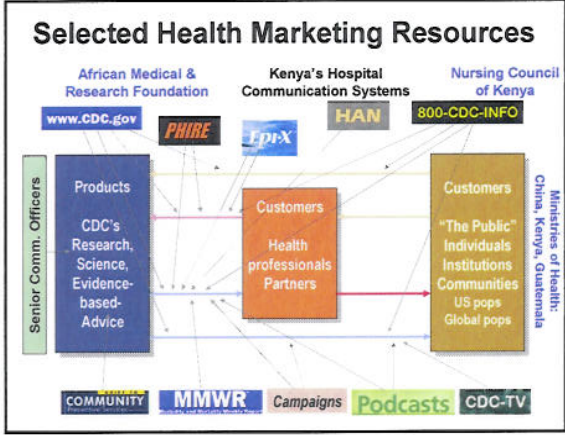
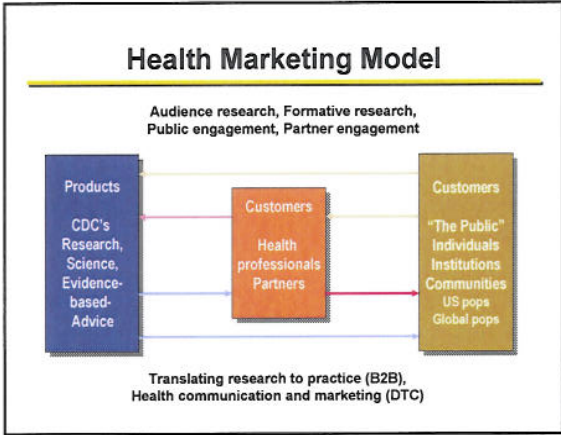


DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICES



**What is Health Marketing?**

- "Creating, communicating, and delivering health information and interventions using customer centered and science-based strategies to protect and promote the health of diverse populations."
- **Global health marketing** must include wider diverse, local healthcare systems and population needs, as well as constraints (IT capacity, human & financial resources, language, literacy and educational barriers).



**Health Marketing**  
Coordinating Center for Health Information and Service

**Global Communication & Marketing**

## Global Disease Detection Project Overview

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICE

## Global Disease Detection Projects Progress

**China, Kenya and Central America**

- All began with country assessments of communication and training capacity
- Survey of Information & Communication Technology (ICT) systems
- Project implementation and evaluation

10

**Health Marketing**  
Coordinating Center for Health Information and Service

**Global Communication & Marketing**

## GCM in China

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICE

## Global Communications China Staff

Li RiChun, MPH, Project Coordinator

## Partners

---

- China Ministry of Health
  - Office of Health Emergency
- China CDC
  - Office of Disease Control and Emergency Response
  - National Institute of Health Education
- Global Fund China AIDS Program

## GCM China 中国试点项目

---

- Enhance **Emergency and Risk Communication** Capacity for National and Provincial Public Health Workforce - Ministry of Health, Office of Health Emergency
- **Pilot test national ICT networks** (satellite, net-conferencing, Instructor-led to 7 central provinces)
- Establishing “**Knowledge Sharing**” Center through Emerging Infections Program counterparts in China CDC, Office of Emergency

## Emergency and Risk Communication (ERC)

---

- Conducted a series of ERC Training sessions
- Tested US-based ERC principles for applicability in China
- Assisted in the development of an *ERC Guide* to be used nationwide

## Emergency and Risk Communication (ERC)

---

ERC Principles Training and Testing Methods (January 2007)

- (1) Is training on the risk communication principles in the guidelines effective?
- (2) Are the risk communication principles in the guidelines effective for Chinese public audiences?

## Emergency and Risk Communication (ERC)

---

- Did the training enable local health officials to write messages that included the risk communication principles?
- Message development and risk communication training
- 19 Sanming City and Zhangzhou City officials
  - Hospital administrators
  - Local Health Emergency Response Office (HERO) officials
  - Local China CDC officials

## Emergency and Risk Communication (ERC)

---

- The health officials participated in a *hypothetical case study* involving a 3 stage scenario involving an outbreak of H5N1.
- After each stage they wrote messages they thought would best meet public need for information based on the scenario.
- Following the case study and pre-training message writing, health officials participated in training on selected risk communication principles where they received draft one of *Guidelines on Risk Communication Principles*.
- Each group had the opportunity to rewrite their messages to reflect risk communication principles.



### **Outcomes: Post-Training Messages Included More Messages Designed to**

---

- Increase feelings of control.
  - Prevention steps that the public and communities should take to prevent the spread of the disease
  - Steps the health authorities were taking to prevent the spread of the disease

### **Outcomes Post-Training Messages Included More Messages Designed to**

---

- Increased trust in health authority.
  - Demonstrating concern for public's worries about the outbreak
  - Acknowledging the need for partnership with the public to protect people's health.

### **Would Chinese audiences be more satisfied with messages that included more risk communication principles?**

---

- Message Testing January 24-26, 2007
- Hypothetical scenario: Human-to-human transmission of avian influenza message development based on risk communication principles
- Testing messages with Sanming City and Zhanghou residents

### **Were Risk Communication Principles Effective with Chinese Audiences?**

---

- All 6 groups of citizens who participated in message testing were more satisfied by messages that included more risk communication principles.
- Only 3 votes out of 174 cast by participants chose messages with fewer risk communication principals

### **Proposed Next Steps**

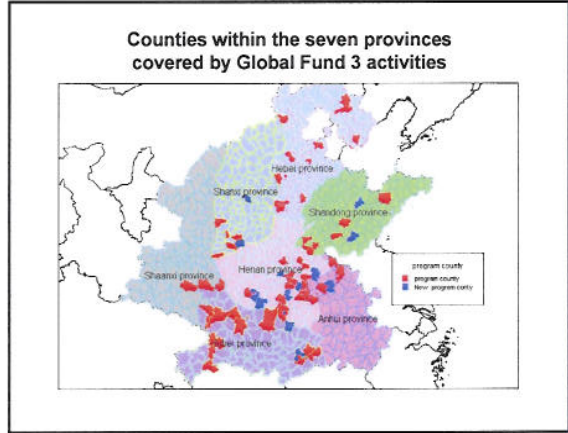
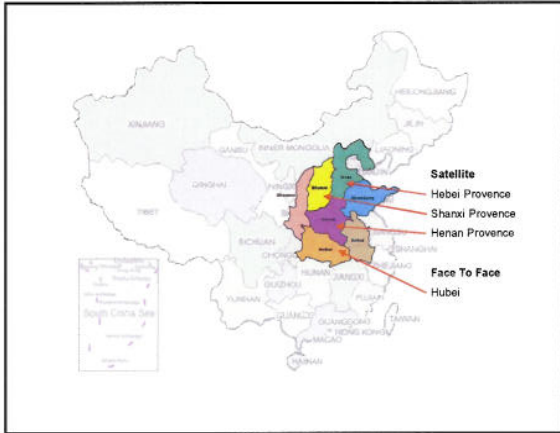
---

- Finish comprehensive final version of guidelines then create a set of checklists, pocket guides, and summary documents for fast reading to guide action for local health authorities
- Increase types of audiences for message testing  
Increase training to focus on more elements in the guidelines

### **Pilot ICT Test**

---

- Worked with China CDC and CDC-GAP office to identify potential activity to test ICT system
  - Training in monitoring and evaluation of HIV/AIDS interventions in China provinces
- Developed plan to use training of public health workers to test multiple communication channels



### Face-to-Face

---

- Xiangfan City, Hubei Province
- 80 Participants

### Netconferencing

---

- Across 7 Provinces
- 200-300 Participants

### Satellite Training

---

- Sites at three provincial military hospitals
- 175 participants total

### Results of Evaluation

---

- 613 questionnaires were collected (621~)
- Of those who were trained in the distance-based methods,
  - majority preferred or liked the distance method as well as face-to-face
  - > 75% either preferred future training by distance or would be as happy with distance training

### Transportation time for each training mode (%)

Training group	< 2 hrs	2-4 hrs	4-6 hrs	6-12 hrs	12 hrs +	total
Face-to-face	21 (34.4%)	25 (42.6)	7 (11.5)	5 (8.2)	2 (3.3)	61 (100.0)
Net conferencing	288 (86.7)	9 (2.7)	13 (3.9)	22 (6.6)	0	332 (100.0)
Satellite	59 (33.1)	77 (43.3)	26 (14.6)	16 (9.0)	0	178 (100.0)
Total	368 (64.4)	112 (19.6)	46 (8.1)	43 (7.5)	2 (0.4)	571 (100.0)

### Knowledge Center Development Project Plan

1. Identify preparedness topics for training of healthcare workforce and communication to public
2. Design a strategy to utilize ICT networks for delivery of information
3. Design strategy to adapt emergency and risk communication principles for health communication

### Knowledge Center Development Project Plan

4. Conduct pilot tests of dual communications approach – ICT to healthcare workers and risk communication to
5. Evaluate strategies for replication during emergencies and non-emergencies


### Knowledge Center Development Project Plan

- website usability
- message development and testing
- utilization of eHealth channels such as text messaging
- collaboration with the US CDC programs in China – communication and training capacity




**Global Communication & Marketing**

## GCM in Kenya



DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICES



### The NCHM Kenya Team



Bill Okaka, Project Coordinator  
CDC- Kenya

Cathy Shoemaker, Project Lead  
CDC- Atlanta (NC)

Nikki Parrott, Communications Materials, CDC-Atlanta



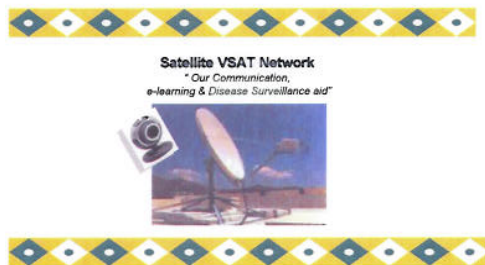
## Partners

- CDC-Kenya
  - Global Disease Detection Division
  - International Emerging Infections Program
- Kenya Ministry of Health
  - Division of Health Promotion
  - Division of Communicable Disease Control
- African Medical and Research Foundation (AMREF)
- Kenya Medical Training College
- Nursing Council of Kenya

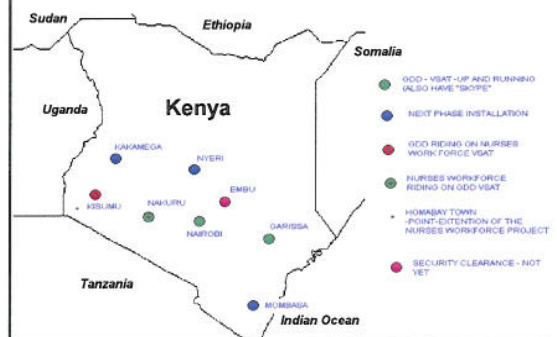
## Two Projects



## Two Projects



## VSAT Network Status



## Infection Control Project



## Increasing Infection Control Capacity in Kenya Provincial Hospitals

- GCM's focus in this project
- applying Information and Communications Technology (ICT) and Information Dissemination
    - E-Learning course
    - Communication materials for staff, patients, family, public



## ICT Access


- Identify computer at each PGH for use by staff
- Agreements with KMTC and AMREF to make their e-learning centers available to our target audience
- PMO office thru VSAT project




**Health Marketing**  
Overarching Center for Health Information Services

**Global Communication & Marketing**

**Evaluation Strategy**



DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICES



## Evaluation Goals

Technical assistance provided by  
Health and Safety Communication Group  
Oak Ridge Institute for Science and Education (ORISE)

- To ascertain the value and effectiveness of the training and communication activities
- To ascertain differences in the effectiveness and cost efficiency of training delivery modes
- To determine preferences for receiving rapid training during a public health emergency

## Kirkpatrick's Evaluation Model

1. Learner satisfaction
2. Learner achievement of training objectives
3. Learner ability to apply the training in the workplace
4. Training impact on the learners' organization
5. Training cost savings and potential return on investment (ROI)

## Evaluation Timeline




- FY 07 -- communication and training project implementation in each country
- FY 08 -- evaluation data collection, analysis, and reporting




Health Marketing  
Coordinating Center for Health Information Services

**Global Communication & Marketing**

**GCM in Central America**



DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICES



**Partners**

- CDC-Central America (Guatemala City)
  - Global Disease Detection Program
  - AI Surveillance Project
- Guatemala Ministry of Health
- PAHO
- Guatemala National Reference Laboratory
- Farceutical & Quimicos Professional Association

**Guatemala GDD Project Description**

- Initial assessment conducted in June 2005
- Plan to test training and communication networks with pilot course
- Incorporate health education materials
- Training topic developed: Laboratory biosafety
- Training specific needs assessment conducted in August 2006

**GDD Global Communications Guatemala Staff**



**Beatriz Lopez**  
Microbiologist




**Cynthia Castillo**  
Graphics and Training Development

**Training Development**

- First Laboratory Biosafety Course
  - Handwashing
  - Controlling spills
  - Sterilization
  - Personal protective equipment
- CD-Rom and internet self-study
- Posters, job aids, checklists

**Laboratory Biosafety Training**

Computer and Web-Based



### Planned Initial Evaluation

- Subject matter expert evaluation
- Usability – observation
- Learner satisfaction (level 1)
- Learner achievement (level 2)
  - Pre and post
  - Checklists

### Next Steps for GDD Guatemala

- Incorporate broader communication activities
  - Laboratory network
  - Testing risk communication plans
- Secure dissemination network for training
- Level 3 and 4 evaluations

**Health Marketing**  
Coordinating Center for Health Communications Services

**Global Communication & Marketing**

**GCM Establishing the  
Emergency Communication  
System  
Global Team**

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH COMMUNICATIONS SERVICES

CDC

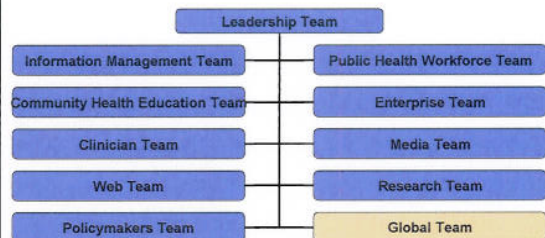
### What is the Emergency Communication System (ECS)?

- The U.S. CDC Emergency Communication System (ECS) disseminates emergency information through a variety of communication channels to intended audiences.
- ECS increases CDC-wide communication efficiency by enabling each of its centers to have surge capacity during an emergency.
- ECS is an emergency response unit of 11 teams, one of which is the Global ECS.

The ECS is the communication arm of the CDC Director's Emergency Operations Center (DEOC).



### ECS/JIC Teams



### Global ECS Activities

- Works with international partners to share key messages during an international public health response
- Provides expert consultation and guidance on public health messaging that is developed for the international community
- Provides feedback to CDC on international stakeholder interests
- Coordinates int'l deployments of communicators/educators
  - Panama, Kenya

### Emergency Distribution Channels (Global - Proposed)

- HHS Office of Global Affairs and ASPA
- State Department
- WHO regional and headquarters public affairs staff
- Ministry of health public affairs / communication staff
- Global Health Security Initiative (pandemic influenza)
- Health attachés around the world
- Embassies around the world

### Global Activation of DEOC and ECS



The World Health Organization (WHO), www.who.int

CDC's health communication messages were distributed during the tsunami relief efforts and the Marburg outbreak

### Next Steps for Global ECS

- Refine working relationships
  - within DEOC and JIC/ECS
  - with HHS and other US Government agencies
  - with WHO (headquarters, regional, country)
- Finalize guidelines and processes during activation
- Train potential health communication/education employees
- Revise deployment toolkit
- Hire Global ECS Team Lead



### GCM's Pandemic Influenza Communications Activities



DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICES



### WHO Outbreak Communications

- Outbreak Communications Regional "Train the Trainer" Workshops
- Global Pandemic Communications Meeting
- Outbreak Communications Journalist Workshops
- Tabletop Exercises
- Outbreak Communications Public Information Sharing System
- Outbreak Communications Guidelines: Part 2



## 2<sup>nd</sup> Global Pandemic Influenza Communications Meeting

- Cairo, Egypt, February 13-15, 2007\*
- 115 participants from member states, UN agencies, academia and partner organizations
- **Outcomes:** collaborative workplans on social mobilization, messaging/nomenclature and agreement to establish the **Outbreak Communications Public Information Sharing System**



## US CDC Pan Flu Communications Technical Assistance

- Develop a Global ECS Team
- Provide training to regional communicators on communication and social marketing theories
- Identify and pilot test global ICT to provide rapid information to frontline responders

## US CDC Pan Flu Communications Technical Assistance

- Support the development of regional communicator's networks through trainings, virtual meetings and exercises
- Assist priority nations in the development of local alert networks through the use of ICT and social networks

## US CDC Pan Flu Communications Technical Assistance

### Answer

- Replication of regional communications planning sessions – World Bank, WHO collaboration



## Health Marketing Coordinating Center for Health Information Services Global Communication & Marketing

## GCM – The Way Forward Strategic Planning

“Planning is priceless, yet plans are useless”  
- Jim Collins’ *Good to Great*



DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICE



## Strategic Planning-Basic Method Goals, Objective and Action Plans

- Participatory SWOT Analysis, Carving out Mission and Vision Statements and compass for action (an annual exercise).
- Addressing Mandate Questions and Short/Long Term Priorities.
- Thinking strategically/maximizing impact while filling immediate needs (pandemic influenza prep etc.)
- Fitting within the vision of the NCHM while capitalizing on strengths through partnerships internationally and with CDC

**Mission and Vision:**  
Finding Hedgehog Concept  
(Jim Collins' *Good to Great*)



Three circles of the Hedgehog Concept

**Global Communication & Marketing  
Hedgehog Concept**

- Collaborating with international partners to improve healthcare systems through ICT, workforce development, emergency and risk communication, eHealth platforms and behavioral change communication.

Health Marketing  
Coordinating Center for Health Information and Services  
**Global Communication & Marketing**

**Questions?**



DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICES



Health Marketing  
Coordinating Center for Health Information and Services  
**Global Communication & Marketing**



**Melinda Frost, Team Lead**  
(404) 498-0956  
[mfrost@cdc.gov](mailto:mfrost@cdc.gov)

**Catherine Shoemaker**  
(404) 408-4510  
[cshoemaker@cdc.gov](mailto:cshoemaker@cdc.gov)

**Nadine Sunderland**  
(404) 498-6629  
[nsunderland@cdc.gov](mailto:nsunderland@cdc.gov)

**Nikki Parrott**  
(404) 498-0919  
[nparrott@cdc.gov](mailto:nparrott@cdc.gov)

**Angela Stene**  
(404) 498-6696  
[astene@cdc.gov](mailto:astene@cdc.gov)

Email our team at [globalcomm@cdc.gov](mailto:globalcomm@cdc.gov)



DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICES

