

Global Communication & Marketing

Global Activities Overview

- 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.

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- 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.

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- Methods**
- Support countries in assessing their health communications capacity and in planning projects and systems that are effective in the local context
 - Collaborate with partners to develop communication and marketing strategies for public health interventions
 - Research innovative uses of communication technologies, with a focus on mobile technology capacities, to support global public health interventions
 - Develop best methods for transitioning health messages and health communication and marketing methodologies to global contexts
 - Provide technical assistance in scaling up emergency communication capacity

Sample Projects

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- Health Communication and Marketing Strategies**
- Conduct KAB survey and test messages and materials in support of a rabies prevention and control communication campaign (China)
 - Implement targeted communication of hospital infection control guidelines (Kenya)
 - Develop a communication and marketing strategy for micronutrient food fortification to improve maternal and child health (Central America)

- eHealth**
- Pilot the use of new ICT networks for health communication in rural settings (Kenya)
 - Support use of ICT for training and communication with the public health workforce (HIV/AIDS M&E – China, Laboratory Biosafety – Central America, Hospital Infection Control – Kenya)
 - Collaborate with partners to test mobile communication technology methods to support Directly Observed Therapy of TB patients (Kenya)
 - Pilot use of mobile SMS technology to support blood donor outreach (Kenya)

- Emergency and Risk Communication**
- Assess emergency communication system capacity (multiple countries)
 - Develop and implement exercises to test risk communication plans (Central America)
 - Test US-based emergency risk communication principles for cultural appropriateness (China)
 - Conduct emergency risk communication training and planning workshops (Kenya, Nigeria)
 - Conduct survey of health communication needs of earthquake survivors (China)

Contact Information

Global Communication and Marketing Team Web site
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