

Global Communication & Marketing

Central America (Guatemala) Global Communication and Marketing

Objectives

- Test the feasibility and effectiveness of rapid communication dissemination channels in Central America
- Prior to a health emergency, build the practice of using information and communication technology (ICT) for rapid learning and message dissemination among health staff.
- Reduce response and travel times during health emergencies by enabling health workers from federal to local health settings to rapidly access critical information.

Background

- During public health emergencies, rapid response times and mass information dissemination in real time are critical.
- Key health personnel must be able to stay at their host worksites without wasting valuable time traveling to receive new health information.

Activities

- Conducted information and communication capacity needs assessment in Guatemala which indicated a need for a regional communication network that is accessible to health staff and affected populations during health emergencies.
 - Tested the feasibility of using current ICT infrastructure to disseminate health information and planned the development of an e-learning course to be distributed to public health workers through multiple ICT formats and networks. For this pilot ICT project the team
 - Conducted a training needs assessment to identify subject matter and target audience priorities.
 - Developed an e-learning course and supplemental health communication materials.
 - Conducted formative pilot evaluation with subject matter experts and representative target audience.
 - Supported pandemic influenza emergency communication planning activities in collaboration with PAHO.
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- Next Steps**
- For pilot ICT project:
 - Implement a marketing and information dissemination plan.
 - Conduct Kirkpatrick’s Levels 1-4 (formative and summative) evaluations and Return on Investment evaluation with broader audience.
 - Support countries in the region with testing of emergency communications capacity through in collaboration with PAHO, including development and implementation of simulation exercises.
 - Support regional public health communication network development.

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- Partners**
- Guatemala CDC Regional Office
 - Guatemala Ministry of Health
 - California Distance Learning Health Network
 - Pan American Health Organization

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- Evaluation Methods**
- Donald Kirkpatrick’s (1994) Four Levels of Evaluation
 - Return on Investment evaluation

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- Expected Outcomes**
- Lessons from the pilot ICT project will inform the expansion of the regional communications network to other audiences.
 - The foundation for a regional health training and communications “network” will boost rapid response communication during health emergencies.

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- Cited References**
- Kirkpatrick’s (1994) Four Levels of Evaluation
<http://coe.sdsu.edu/eet/articles/k4levels/index.htm>

Contact Us

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