



ORAU

Health Communication and Technical Training

Infectious and chronic disease, radiological terrorism, pollution, natural disasters – the threats to public health and safety are varied and complex. Working at the local, national and global levels, ORAU blends communication and technical training skills with public health, epidemiology and environmental health expertise to develop communication programs that inform the public, equip health professionals and change behavior.

What We Do

- Research and Evaluation
- Health Communication and Marketing
- Technology Applications
- Public Health Preparedness
- Health and Safety Training
- Health Promotion and Outreach

ORISE

OAK RIDGE INSTITUTE FOR SCIENCE AND EDUCATION

Managed by ORAU for the U.S. Department of Energy



Research and Evaluation

ORAU provides formative research and in-depth analyses to fully define health and safety challenges and design an effective communication strategy. Research services include:

- Health risk assessments
- Qualitative and quantitative research studies
- Media monitoring
- Message and materials development and testing
- Surveys and in-depth interviews
- Live and online focus groups
- Usability studies
- Program evaluation

Health Communication and Marketing

ORAU provides organizations with a single resource for full-service communication support integrated with public health and workplace safety expertise. We employ proven methods and the latest technologies to reach audiences of any age or cultural, economic or educational background with the right information to make a difference. Our capabilities include:

- Evidence-based communication
- Message development and dissemination
- Writing for print and electronic media
- Communication and marketing planning
- Public and media relations
- Plain language
- Information mapping

Technology Applications

Leveraging Web and multimedia technologies allows for health and safety outreach to vast audiences with on-demand and visually rich materials. Emphasizing instructional value, user-tested experience and technical integrity, ORAU provides:

- Web architecture and content development
- Custom applications
- Simulations and animations
- Virtual environment learning systems
- Instructional game design and development
- Distance learning development
- Section 508 and SCORM compliance



Public Health Preparedness

Because threats from infectious diseases, natural disasters, environmental issues, and biological and radiological terrorism continue to place great demands on our nation's health system, the need to prepare and inform the public has never been greater. We help agencies prepare for public health emergencies by providing:

- Workshops, training and exercises for health care professionals and stakeholders
- Crisis and emergency risk communication
- Community-based preparedness planning and assessment
- Toolkits with preparedness resources

Health and Safety Training

From worker health and safety to consumer and environmental health, we specialize in training and education solutions that address today's public health issues. We work with our customers to:

- Assess knowledge gaps
- Design and develop customized training, including computer/Web-based courses
- Deliver traditional classroom education
- Develop and host Web-based training and tools
- Develop training and qualification programs

Health Promotion and Outreach

ORAU provides educational resources and outreach to audiences that require information on specific medical topics, health disparities and environmental health issues. Leveraging our capabilities in program development, communication, training and technology, we work with government organizations and community groups to:

- Develop culturally competent resources
- Build capacity within their organizations
- Develop health literacy programs
- Reach minority and underserved populations



Portfolio Highlights

Travelers' Health Campaign

We developed an award-winning campaign with the Centers for Disease Control and Prevention Travelers' Health Branch to communicate key information and safety tips to prevent the spread of H1N1 influenza to U.S. and international residents. Through the CDC website, ports-of-entry signage, newspaper and online ads, billboards and radio public service announcement, the campaign reached more than a million people worldwide.

H1N1 and Pandemic Influenza Preparedness

Working with the CDC Community Interventions for Infections Control Unit, we delivered H1N1/pandemic influenza preparedness workshops, exercises and forums to public health officials, community leaders and health professionals across the United States and to more than 30 countries throughout North and South America and Asia.

Radiological Terrorism Response Training

With the CDC Radiation Studies Branch, we educated more than 25,000 health and medical personnel on radiological terrorism response through several products, including:

- Clinician and public health toolkits
- Population monitoring guidance
- Virtual community reception center online tutorial
- Psychological first aid training



Working with ORAU

We have a variety of contract vehicles in place to make it easy to work with us, including GSA schedules and the U.S Department of Energy ORISE Work for Others program. Visit www.oraug.org/contracts for details.

Key Customers

- Agency for Healthcare Research and Quality
- Centers for Disease Control and Prevention
- National Institute for Occupational Safety and Health
- National Library of Medicine
- U.S. Department of Energy
- U.S. Department of Health and Human Services
- U.S. Environmental Protection Agency
- U.S. Nuclear Regulatory Commission

ORAU

For more information:

865-576-3420

health.communication@oraug.org

www.oraug.org/health-communication



© 2011 Oak Ridge Associated Universities. All rights reserved.

Oak Ridge Associated Universities, ORAU and the ORAU logo are trademarks or registered trademarks of Oak Ridge Associated Universities.

ORISE
OAK RIDGE INSTITUTE FOR SCIENCE AND EDUCATION
Managed by ORAU for the U.S. Department of Energy