

CHOICES Community of Practice July Coffee Chat Resource Round-up

This document compiles resources shared during the July 27, 2023 coffee chat: *Communicating for Change: Strategies & Tips for Sharing Public Health Science*. This coffee chat featured **Amanda Yarnell**, Senior Director of the Center for Health Communications at the Harvard T.H. Chan School of Public Health, who shared tip and strategies to effectively communicate public health information to different audiences to advance your prevention work. [Recording](#) | [Presentation Slides](#)

Resources shared during the coffee chat

The following resources are organized into two sections: 1) resources available through Harvard T.H. Chan School of Public Health, and 2) External resources.

Harvard T.H. Chan School of Public Health

Center for Health Communication | Call to Action Newsletter

Sign-up for the Center for Health Communication's Call to Action newsletter to get practical tips for powerful health and science communication, delivered to your inbox each month.

<https://www.hsph.harvard.edu/chc/subscribe/>

Center for Health Communication | Climate Communication: 10 research-backed tips

Check out these evidence-based tips to learn how to be more effective when talking with patients or the public about the health effects of climate change. A tip sheet & video available.

<https://www.hsph.harvard.edu/chc/resources/climate-communication-tips/>

CHOICES | Investing in Prevention Messaging Guide

Provides messaging tips for keeping the focus on prevention and making responsible and equitable investments in policies and programs, particularly those focused on healthy eating and active living.

<https://choicesproject.org/publications/investing-in-prevention-a-messaging-guide/>

CHOICES | Map of State and Local Efforts

Explore where CHOICES has partnered with state and local health departments across the country to evaluate policy and program cost-effectiveness. Read research briefs with their findings via the map.

<https://choicesproject.org/choices-map/>

CHOICES | September Coffee Chat Resource Round Up | [Login or Register to Access](#)

This document compiles resources and information shared during the September 22, 2022 coffee chat, during which our speaker shared tips and resources for communicating accurately and effectively about science- and evidence-based information.

https://choicesproject.org/cop_resource/september-2022-coffee-chat-resource-round-up/

External Resources

Center for Plain Language | Five Steps to Plain Language

A five-step checklist to guide you through the plain language process and help you develop your messages.

<https://centerforplainlanguage.org/learning-training/five-steps-plain-language/>

de Beaumont Foundation | Webinar: Comms Crash Course: Using Social Media for Public Health Communications

This session shares fundamental social media strategies and best practices to address public health communication challenges.

<https://www.youtube.com/watch?v=17GF-MhRiOI&t=1s>

FrameWorks | Framing 101

Learn more about the concept of framing and how you can apply framing principles to effectively communicate.
<https://www.frameworksinstitute.org/tools-and-resources/>

PHRASES | Motivating the Public to Support Public Health: A Toolkit for Communicating with Non-Experts

Toolkit includes research-based language, guidance, and best practices for communicating about public health
https://www.phrases.org/wp-content/uploads/2020/07/Public-Health-Communications-Toolkit-Final_.pdf

Public Health Communications Collaborative | Misinformation Alerts

Shares list of currently circulating misinformation through a combination of automated media monitoring and manual review by public health data analysts.

<https://publichealthcollaborative.org/misinformation-alerts/>

Public Health Communications Collaborative | Messaging Resources

Messaging resources designed to help public health leaders deliver fact-based, effective, and timely COVID-19 communications in your communities.

<https://publichealthcollaborative.org/resources/>

ABOUT THE CHOICES COMMUNITY OF PRACTICE

The CHOICES Community of Practice is an initiative of the CHOICES Project at the Harvard T.H. Chan School of Public Health. The CHOICES Community of Practice includes people whose work focuses on advancing obesity prevention, healthy eating, and active living and want to learn more about how cost-effectiveness analysis can advance their efforts and address health equity. **[Sign up](#) to access tools and resources, connect with members, and more!**

Learn more about CHOICES: <https://choicesproject.org>

- ⇒ Learn more about the Prevention Research Center on Nutrition and Physical Activity at the Harvard T.H. Chan School of Public Health <https://www.hsph.harvard.edu/prc>
- ⇒ Visit the CHOICES Community of Practice: <https://choicesproject.org/comm-of-practice>