

CHOICES Community of Practice

May Coffee Chat Resource Round-up

This document compiles resources shared during the May 23, 2024 coffee chat: *Enhancing Health Communications to Empower Your Outreach*. This coffee chat included a discussion of practical tips and guidance for enhancing public health communications plans, messaging, and outreach tactics. [Recording](#) | [Presentation Slides](#)

Guest Speaker:

- **Andrea Grenadier** | Senior Marketing & Communications Specialist, National Association of County and City Health Officials

If you have any questions or are interested in learning more, feel free to contact Andrea at AGrenadier@naccho.org.

Resources shared

Resources discussed during the coffee chat

Social Media Toolkit A Primer for Local Health Department PIOs and Communications Professionals 2.0

From establishing your health department's social media presence to finding out which platforms work best in communicating with your audiences, NACCHO's Social Media Toolkit: A Primer for Local Health Department PIOs and Communications Professionals will help local health departments get started and grow their social media programs, one tweet at a time. For beginners as well as experienced practitioners, this toolkit features a description of platforms; how to develop a social media policy; how to integrate social media with your emergency communications plans; social media strategy; and emerging trends. Updated in July 2021 to include a chapter on crisis communications and the COVID-19 pandemic.

<https://www.naccho.org/uploads/downloadable-resources/Communications/NACCHO-Social-Media-Toolkit-2021.pdf>

Communications Toolkit A Primer for Local Health Department PIOs and Communications Professionals

This resource for both beginners and experienced professionals focuses on communications planning and strategy, building a brand, establishing community partnerships, developing messages and talking points, and establishing partnerships and coalitions. Also included is information about marketing, media outreach, and community engagement.

<https://www.naccho.org/uploads/downloadable-resources/Communications-Toolkit-for-PIOs-2021.pdf>

Public Health Communications Collaborative

Excellent repository of messaging and talking points on current health issues. The PHCC was originally established to focus on resources to support communications during COVID19, and will continue as a learning and information hub for professionals who communicate about public health. The PHCC features relevant, timely, and practical communications tools and learning opportunities to advance a public health system where everyone has the tools they need to make informed decisions about their health.

<https://publichealthcollaborative.org>

NACCHO's Promoting Physical Activity with the Move Your Way® Campaign: Lessons Learned from Local Health Departments Issue Brief

The Move Your Way® campaign is the communications campaign connected to the Physical Activity Guidelines for Americans, and aims to increase awareness and knowledge of the Guidelines, increase physical activity self-efficacy, and ultimately change behavior – all while shifting the narrative surrounding physical activity.

https://www.naccho.org/uploads/downloadable-resources/Promoting-Physical-Activity-Story-Compendium_Updated-4.4.22_v2.pdf

Investing in Prevention: A Messaging Guide (CHOICES)

The purpose of this messaging guide is to help you communicate about 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 National Action Kit 2.0

Guide planning & prioritization to invest responsibly in policies & programs to improve child health using the CHOICES National Action Kit 2.0, a tool for exploring and comparing effective strategies to improve child health.

<https://choicesproject.org/actionkit2023>

Other resources

Public Health Communications Webinar Series

- Communications Principles to Address Vaccine Hesitancy and Resistance
<https://www.naccho.org/uploads/downloadable-resources/1-Vaccine-Hesitancy-Webinar-Slides.pdf>
- Branding on a Budget
<https://www.naccho.org/uploads/downloadable-resources/2-Branding-on-a-Budget-Webinar-Slides.pdf>

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- Engaging and Communicating with Hard-to-Reach Populations
<https://www.naccho.org/uploads/downloadable-resources/3-Engaging-Hard-to-Reach-Populations-Webinar-Slides.pdf>
- Managing Media Relations
<https://www.naccho.org/uploads/downloadable-resources/4-Effective-Media-Relations-Webinar-Slides.pdf>
- Social Media Monitoring in Public Health Emergencies
<https://www.naccho.org/uploads/downloadable-resources/5-Social-Media-Monitoring-in-an-Emergency-Webinar-Slides.pdf>

NACCHO's Model Practices Database (requires free login to your [myNACCHO account](#))

NACCHO recognizes the best local public health practices in the country through its annual Model Practices Awards program. By submitting a practice, LHDs contribute to the overall improvement of public health through effective evidence-based practice methods. Model Practices are awarded to local health departments across the country for implementing programs that demonstrate exemplary and replicable outcomes in response to an identified public health need.

<https://www.naccho.org/membership/awards/model-practices>

The Communication Center

Coaches and consultants deliver highly interactive, custom-designed sessions to help people become more compelling communicators. As the communication training landscape has evolved, The Communication Center has expanded beyond media and presentation training to offer courses in virtual communication, mastering confident communication, and strategic communication.

<https://www.thecommunicationcenter.com>

Academy of Nutrition and Dietetics

Their website eatright.org offers evidence-based information on nutrition, healthy eating, and personalized dietary advice. You can find registered dietitians, articles, and resources tailored to specific dietary needs.

<https://www.eatright.org>

Centers for Disease Control and Prevention (CDC)

The CDC provides guidelines and resources for physical activity, including recommendations for different age groups and fitness levels. Their website (cdc.gov/physicalactivity) offers tools, research, and strategies for staying active. For information on Strategies for Increasing Physical Activity, go to <https://www.cdc.gov/physical-activity/php/public-health-strategy/index.html>

Nutrition.gov

This U.S. government website offers a wealth of information on nutrition, including dietary guidelines, food labels, and tips for healthy eating. It's a comprehensive resource for individuals seeking reliable nutrition information.

<https://www.nutrition.gov>

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>