



## PROJECT HIGHLIGHTS

**GOAL:** Create a chronic disease prevention unifying tagline and marketing tools for local health departments and community-based organizations to utilize as part of their health promotion program or initiative.

**OVERARCHING CHRONIC DISEASE PREVENTION STRATEGY:** Chronic disease was defined broadly for the message development project, and includes chronic conditions, injuries, violence, and environmental, occupational, and infectious causes of chronic disease. Chronic disease prevention is inclusive of primary, secondary, and tertiary prevention, and involves addressing a broad array of risk factors with consideration of health disparities and social determinants of health.

**MARKETING RESEARCH:** California Department of Public Health chronic disease prevention and health promotion staff and partners provided input through a series of qualitative marketing research activities including: online surveys, focus groups, online discussion boards, and phone interviews.

**TOOLKIT:** The Chronic Disease Prevention Messaging Toolkit (Toolkit) is a communications resource to assist local health departments and community-based organizations with crafting and publishing compelling chronic disease prevention messages. The Toolkit includes communications tips and Success Story templates to make it easier to craft health education messages for brochures, storytelling, social media and other communications forums.



**TAGLINE:** The tagline, *Lifetime of Wellness*, defines our shared commitment to achieve equity in health and wellness for all Californians. Lifetime of Wellness is a vision public health and partners outside public health can embrace and use in their communications campaigns and programs.



## MARKETING RESEARCH

**Participants:** Chronic Disease Control Branch's Communications Workgroup and Evaluation Workgroup; the Chronic Disease Prevention Advisory Group (internal); and CDPH partners.

**Research Objective, Phase 1 (July 2012 — September 2012)**  
Conduct a series of marketing research activities to establish a baseline of current communications campaigns and messages.

- Three major objectives for the study were identified:
1. Are there **gaps** in messaging and are they important?
  2. Are there **overlapping or duplicative** efforts and are they important?
  3. How **effective and dynamic** are current health messaging campaigns?

### Marketing Research Methodology, Phase 1 (July 2012 — October 2012)

- A literature search
- Two quantitative online surveys
- Three focus groups (2 Partner, 1 CDPH Staff)
- Fifteen in-depth, one-on-one interviews
- 50 participants

### Key Recommendations from Phase 1 Marketing Research:

**At the operational level**  
Develop communications campaigns that align benefits to consumer's interests, personal and cultural values.

**Overall**  
Produce an integrated messaging concept that both express chronic disease prevention healthy lifestyles, behaviors, and points of view, and specific disease prevention and control topics for various audiences.

**Marketing Research Objective, Phase 2 (January 2013 — March 2013)**  
Solicit guidance on development of messages and communications resources to:

- Help unify California's public health campaigns
- Provide tools to local health departments and community organizations
- Work with transportation, academia, health care providers, and other public health partners

### Marketing Research Methodology, Phase 2

- Two online discussion forums
- 60 participants

### Recommendations from Phase 2 Marketing Research:

1. Audience matters.
2. Use different messages for different audiences.
3. Make messages clear and attention-getting.
4. Use a respectful and informative tone.
5. Taglines should be short and simple.

## TIP 1. CONSIDER YOUR AUDIENCE BEFORE CRAFTING YOUR MESSAGE

Before undertaking any chronic disease prevention messaging campaign, it is critical to identify the target audience, the spokespersons, and the communication channels that will reach the intended audience.

## MOST POPULAR SOCIAL MEDIA PLATFORMS

Social Networks are Used by Three in Four Adults who are Online



## TIP 2. MESSAGE MATTERS

Engaging community-based organizations and community members is critical to ensure messages are relevant and address the community's needs. Examples of research may include conducting focus groups, participating in small group discussions, and developing on-line surveys for the intended audience.

Develop messages that are culturally relevant, easy-to-understand, and in the audience's native language and with photos and images that reflect the communities you want to reach.

## TIP 4. COMPONENTS OF AN EFFECTIVE KEY MESSAGE

- A statement that describes a shared value.
- An attention-getting fact.
- A statement of the problem.
- A hopeful solution.

## TIP 5. USE KEY MESSAGES CONSISTENTLY

For example the message below can be used in media interviews, Facebook posts, fact sheets, success stories, and other forums:

*People who work as educators or transportation engineers are just as important to improving the health of the public as doctors and nurses.*



Hi Mary, Don't let salt sneak up on you! Check out the Million Hearts® webpage for lower-sodium, heart-healthy recipes for every meal.

Thank you! These recipes look great! I'll try the five-spice turkey and lettuce wraps tonight. 😊



## TIP 6. MESSAGING DO'S AND DON'TS

### Do's

- Do use values-driven, emotionally compelling language.
- Do use one strong and compelling fact to grab attention or illustrate what's at stake.
- Do use effective and credible spokespersons for your campaign.
- Do talk about solutions.
- Do talk about the broad, positive impact a public health solution will have.

### Don'ts

- Don't use acronyms, jargon, or complicated terminology.
- Don't use so many facts that your message gets lost.
- Don't forget to conduct research to identify the spokesperson most credible to your audience.
- Don't focus entirely on problems.
- Don't single out particular groups.



## TIP 7. DEMONSTRATE PUBLIC HEALTH COMMITMENT

Creating a Lifetime of Wellness for all of California's communities is a partnership between public health and partners in other sectors. By serving as a resource for partners and helping them understand the co-benefits public health initiatives can bring to their primary goals, public health professionals can open the door to partnerships with other sectors that are "win-win."



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**Communications Workgroup:** representatives from CDPH programs focused on obesity prevention, cancer control, diabetes prevention and management, heart disease, arthritis, oral health, tobacco control, school health, Health in All Policies, climate change and health, and other chronic disease prevention and health promotion programs.

**CDPH Partners (partial list):** the American Cancer Society, American Heart Association, Arthritis Foundation, California Center for Public Health Advocacy, California Conference of Local Health Officers (CCLHO), the County Health Executives Association of California (CHEAC), CCLHO/CHEAC Chronic Disease Prevention Leadership Project, California Chronic Care Coalition, California Department of Health Care Services, California Health Care Foundation, California Primary Care Association, ChangeLab Solutions, Prevention Institute, Public Health Institute, Sierra Health Foundation, The California Endowment, University of California, Berkeley, San Francisco, and San Diego; and other governmental and non-governmental organizations focusing on chronic disease prevention.