

Communication Toolkit

Public Health Week 2017

The Oregon Health Authority's Public Health Division, the Oregon Public Health Association, and the Coalition of Local Health Officials created this communication toolkit to support outreach, events and media communications during Public Health Week.

The toolkit contains tips for media promotions and social media communications, talking points on the role of public health and public health modernization, and additional resources.

Raise awareness about your organization and public health with local media and on social media.

Tips for Promoting Your Event to Media

The same best practices apply whether you're pitching print, TV, radio or online media:

- Send a pitch email with a news release or media advisory at least a week before your event. Many journalists are on tight deadlines and may have to file a story about your event the same day it takes place — giving plenty of advance notice gives reporters time to gather information and arrange interviews before the event and helps them meet their quick deadlines.
- After you send your pitch, follow up with a phone call. For print journalists, call during the middle of the day, between 10 a.m. and 3 p.m., to avoid calling when they're on deadline. For radio, call between 7:30 a.m. and 8:30 a.m. or after 10 a.m. to reach reporters before and after their morning drive-time shows. Offer to answer questions and provide reporters with more information!
- If you get an editor or reporter on the phone, explain your event's purpose, what makes your point of view newsworthy and why what you're calling them about is relevant to their audience. Why should their publication or program care about Public Health Week? What sets your event or program apart from the rest of what is going on in your community? How does your event offer solutions to pressing health problems in your community? How is your event relevant to the day's top political news?
- Follow up to remind media about your event a few days before.
- For TV and radio, be sure to follow up again the morning of your event, before 8:30 a.m.!

Tips for Promoting Your Event on Social Media

Whether you're planning to participate in or host an event, online or offline, you can enhance engagement with Public Health Week by using social media platforms such as Facebook, Instagram and Twitter. To help bring attention to your NPHW activities and the importance of public health, you can:

- Like and engage with people who post about your Public Health Week event or your organization.
- Tweet multiple times leading up to Public Health Week 2017 to build anticipation, and tweet 2-4 times daily during Public Health Week (or more!).
- Post to Facebook 1-3 times per day during Public Health Week — Facebook’s algorithm favors pages and profiles that are more active.
- Be sure to keep an eye on social media! Engage in a two-way conversation on ALL platforms by liking, commenting, sharing, retweeting and addressing comments or questions that people make on Twitter and Facebook.
- Use the Facebook Event Page to organize your event, invite people and post reminders and updates.
- Boost posts promoting your event for \$25-\$50 on Facebook, which can help target audiences you want to participate.
- Share photos with your supporters and other public health groups on Flickr or Instagram.
- Share your Flickr album with news reporters so they can browse through available Public Health Week photos they may want to publish alongside their coverage.
- Use Instagram to capture compelling moments during Public Health Week

Integrate talking points about the role of public health in creating healthy communities and the benefits of public health modernization.

Public Health Week provides a great opportunity to talk about important local public health work as well as public health work happening statewide, like Public Health Modernization. We have crafted some talking points that address funding at the state and federal level, and emphasize the need for Public Health Modernization efforts.

Role of Public Health

- Local health departments focus on preparing for, preventing and responding to illnesses and injuries caused by a variety factors including: infectious disease outbreaks, unhealthy behaviors like smoking and substance abuse, and natural disasters.
- Local health departments collaborate with community and private-sector partners to ensure the safety of the water we drink, the food we eat and the air we breathe. *[Follow this statement with an example of the work you do as a local health department in your community]*
- Local health departments do many things on a daily basis that too often go unnoticed.
- While the medical care system focuses primarily on treating people after they are ill or injured, the public health departments try to keep people from getting sick in the first place. *[Follow this statement with an example of preventative work you do as a local health department]*
- The public health system focuses on prevention through population-based health promotion, public services and interventions that protect entire populations from illness, disease, and injury. *[Follow this statement with an example of population health promotion your local health department conducts]*

- Heart disease, stroke, diabetes, and certain cancers are the result of environmental, occupational, or social conditions that have been responsive to public health interventions; morbidity associated with some of these chronic diseases can be controlled or eliminated by public health activities. *[Follow this statement with an example of public health activities your local health department conducts to address these and other chronic diseases]*

Public Health Funding

- With the uncertainty of funding for public health at the federal level it is important that Oregon continue to invest in public health.
- With potential reductions at the federal level, Oregon could lose funding in key public health service areas like childhood immunizations, communicable disease control, and chronic disease prevention. *[Follow this statement with examples of where/how federal money is spent in your community, and its impact on your community's health if available]*
- With Oregon's public health system transformation efforts, public health modernization, it is now more important than ever that we do not lose ground on foundational areas of public health work.
- Research has shown that, overall, public health spending is one of the most consistent determinants of community-level preventable deaths. (Mays, G. Smith, S. (2011). *Health Affairs. Evidence links increases in public health spending to declines in preventable deaths.*)
- Oregon cannot afford to leave our health departments under resourced and without adequate public health infrastructure until a horrific epidemic, disaster or outbreak occurs.
- The long-term health consequences from budget and reductions will far outweigh the short-term savings.

Public Health Modernization

- Public health modernization ensures basic public protections critical to the health of all in Oregon and future generations – these include protection from communicable disease and environmental risks, health promotion, prevention of disease and injury, and responding to new health threats.
- Not everyone has access to the same public health services across Oregon; this is a problem, especially when the conditions that are decreasing opportunities for better health today are chronic and preventable.
- We face challenges in our state that cannot be addressed by the health care system alone: environmental factors can trigger asthma; access to active transportation and safe water and food to eat are all factors that affect the health outside of the doctor's office.
- Providing public health services is a shared state and local responsibility.
- Public health modernization builds on our current public health system by redefining and expanding the work and expectations of public health. *[Follow this statement with an example of new work that public health would conduct]*
- Modernizing our public health system will ensure all residents can depend on a core set of essential public health services. *[Follow this statement with examples of what those essential services are]*

- Oregon families and communities deserve reliable and efficient public health services, information, and response

Utilize resources from state and national organizations to support your Public Health Week activities.

Below are links to additional resources that may be useful for media outreach and messaging at your Public Health Week event.

The Public Health Division Public Health Modernization webpage:

<https://public.health.oregon.gov/About/TaskForce/Pages/index.aspx>

The Coalition of Local Health Officials

Public Health Modernization Communications webpage:

<http://oregonclho.org/public-health-issues/communication-toolkit/>

Legislative Toolkit:

<http://oregonclho.org/advocacy/legislative-toolkit/>

Day in the life of Public Health:

<https://public.health.oregon.gov/spotlight/Pages/ADayintheLife.aspx>

Infographic: http://oregonclho.org/docs/2016/org/CLHO_DayInTheLife_2016_PRINT.pdf

American Public Health Association Public Health Week Toolkit:

<http://www.nphw.org/tools-and-tips/toolkit>

This is Public Health Website: <https://thisispublichealth.org/>

American Public Health Association Infographics:

<https://www.apha.org/news-and-media/multimedia/infographics>