

*Understanding and Using
CDCynergy 2001 -- CVH
Edition*

**Heart Disease and Stroke Prevention
Practitioners' Institute**

May 2003

Department of Health and Human Services



Co-developed and produced by:
Centers for Disease Control and Prevention
Cardiovascular Health Program
and the
Office of Communication
www.cdc.gov

and

Oak Ridge Institute for Science and Education (ORISE)
www.orau.gov/orise.htm

Health Communication Series

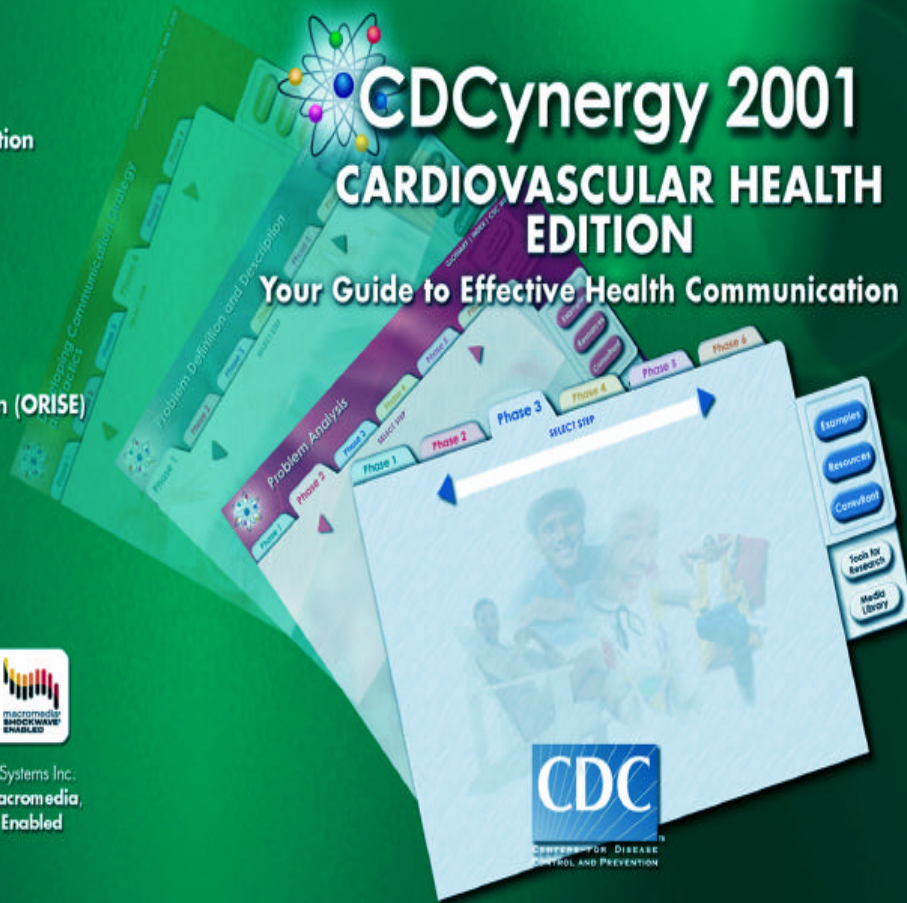


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CDCynergy 2001 CARDIOVASCULAR HEALTH EDITION

Your Guide to Effective Health Communication





What We Will Discuss

- Purpose, History, and Development of CDCynergy 2001 Basic and CVH Edition
- CDCynergy Planning Model
- Similarity to CDC Heart Disease and Stroke Prevention and Other Planning Approaches
- Role of Communication/Tool in Policy and Environmental Change for Heart Health



What is CDCynergy?

*An interactive, multi-media
CD-ROM tool for planning
communication interventions
within a public health framework*

What Will It Do for Me?

It will guide you through a systematic process to acquire thorough understanding of a health problem and to ...

Systematic Process To ...

- Explore a wide range of population-based strategies and to select the most promising strategies for influencing the health problem.
- Understand role of communication in planning, implementing, and evaluating selected strategies.
- Develop a comprehensive communication plan that supports overall program goals.

Components of a Strategic Communication Plan

- Purpose, Goals, Objectives
- Intended Audiences
- Needs Assessments
- Research/Evaluation
- Strategies and Partners
- Training and Technical Assistance
- Time frames
- Resources and Tools
- Definitions of Communication Terms
- Promising Practices
- Case Studies
- Resources to Implement
- Support of Overall Goals

CVH Communication Plan, Strategies/Topics

- Health Communication
- Media Relations, Advocacy, and Literacy
- Identity and Branding
- Information Management
- Health Literacy
- Communication Research and Partnerships
- Translation of Research into Practices and Policies
- Use of New Technologies
- Interpersonal and Organizational Communication
- Social Norms Marketing
- Strategic Frame Analysis

Intended Users

- CDC staff, partners, contractors, and grantees
- Including State, District, and Local Health Department Staff and their partners working on CDC-funded health programs
- Public health and communication faculty and students
- Health professionals with communication responsibilities

History of Tool

- First Basic Edition developed by CDC Office of Communication (OC) for CDC staff around 1997.
- Reflected CDC's science-based culture.
- Integrated communication into public health intervention planning.
- Updated by CDC OC as CDCynergy 2001 Basic for widespread use.

Tailored Editions: Completed

1997 Edition	Micronutrients
Basic Edition	Immunization
Basic – web	Diabetes
Basic 3.0	Emergency Risk
Cardiovascular	Communication

Tailored Editions: In Production

- Tobacco Prevention and Control
- American Indian/Alaskan Native Diabetes
- Social Marketing
- Expanded Edition
 - Office of Program Planning & Evaluation
 - 5-A-Day Nutrition

Tailored Editions: In Pre-production

- Sexually Transmitted Diseases
- Environmental Health
- Malaria
- Violence Prevention



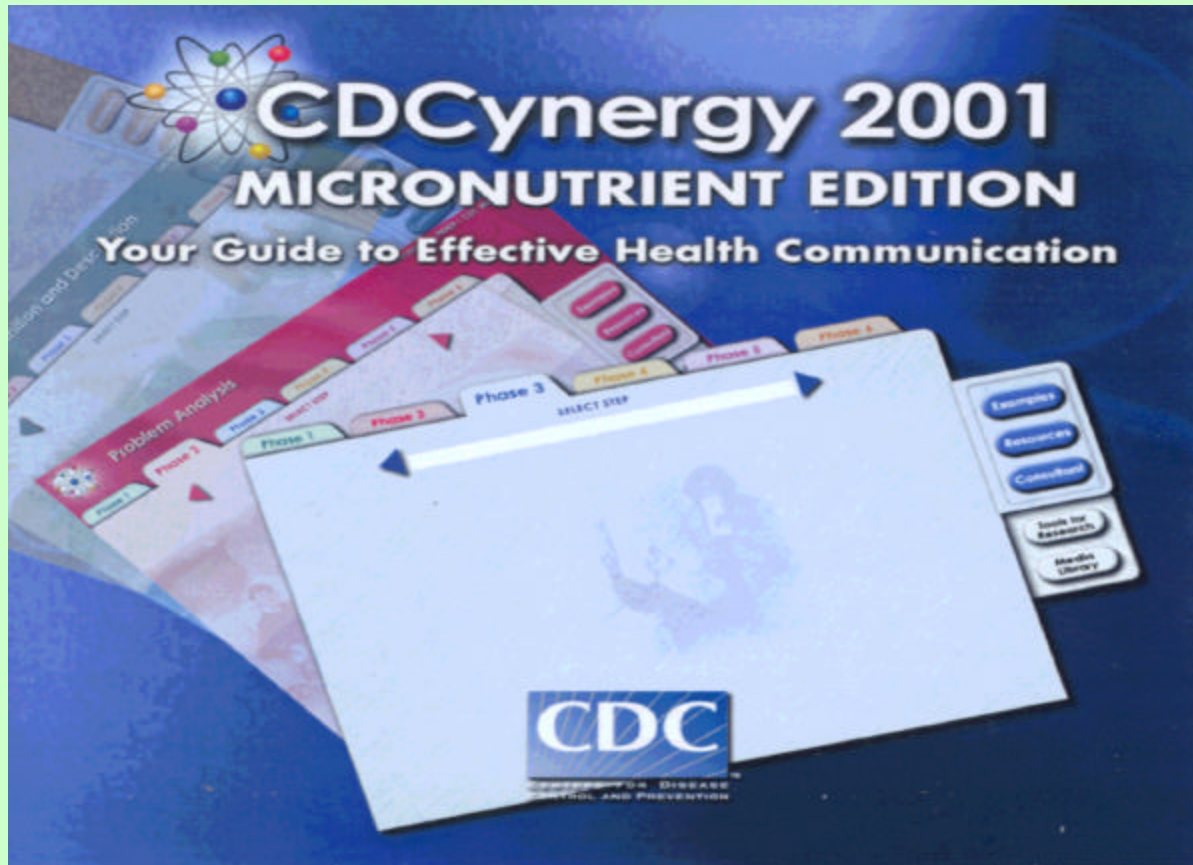
XE Edition

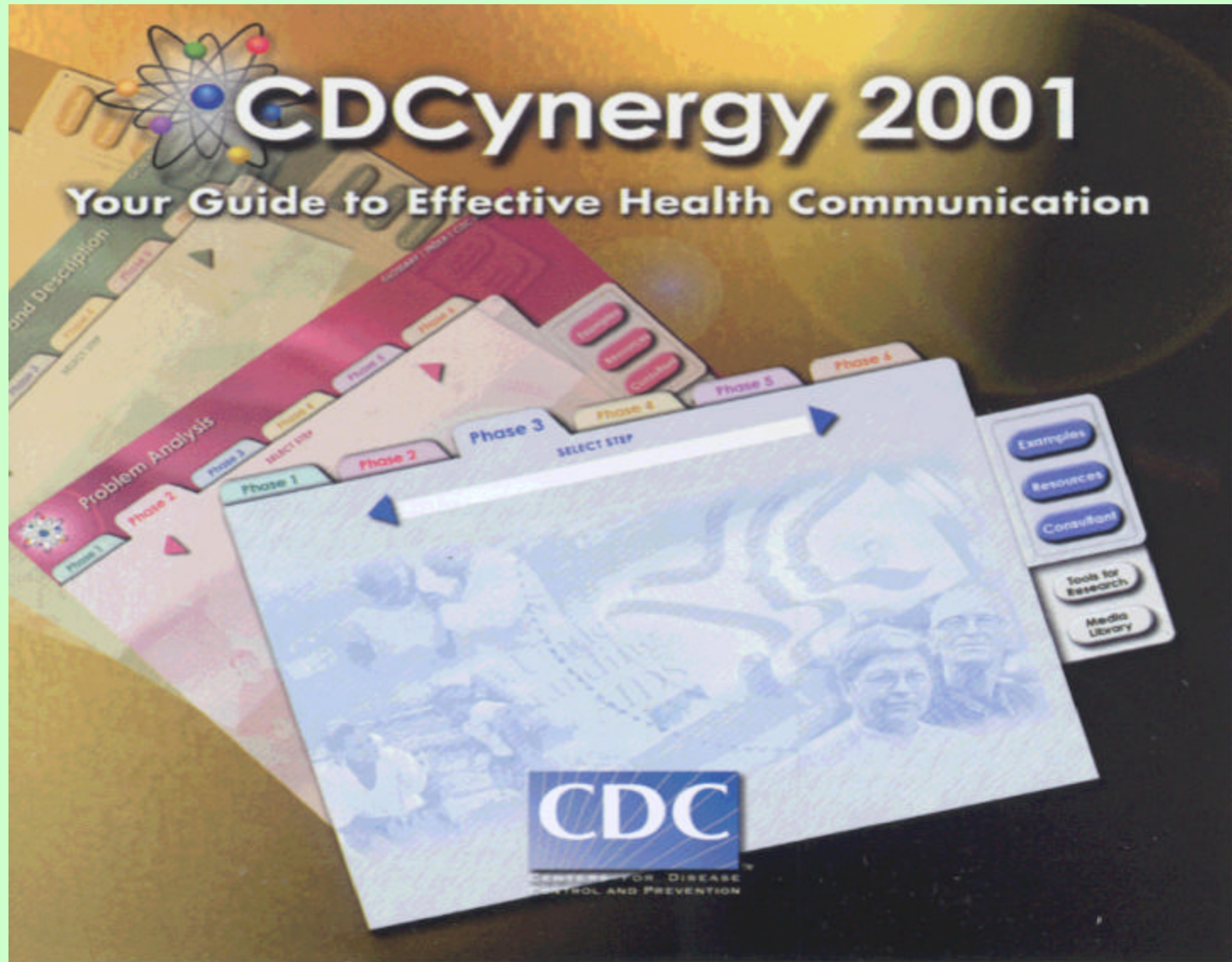
- Is communication a dominant or supportive intervention?
- If not dominant, choose among 3 other types of intervention:
 - **Health Engineering** (nicotine delivery products for smoking cessation)
 - **Community Services** (HBP screenings)
 - **Policy/Enforcement** (smokefree workplaces)

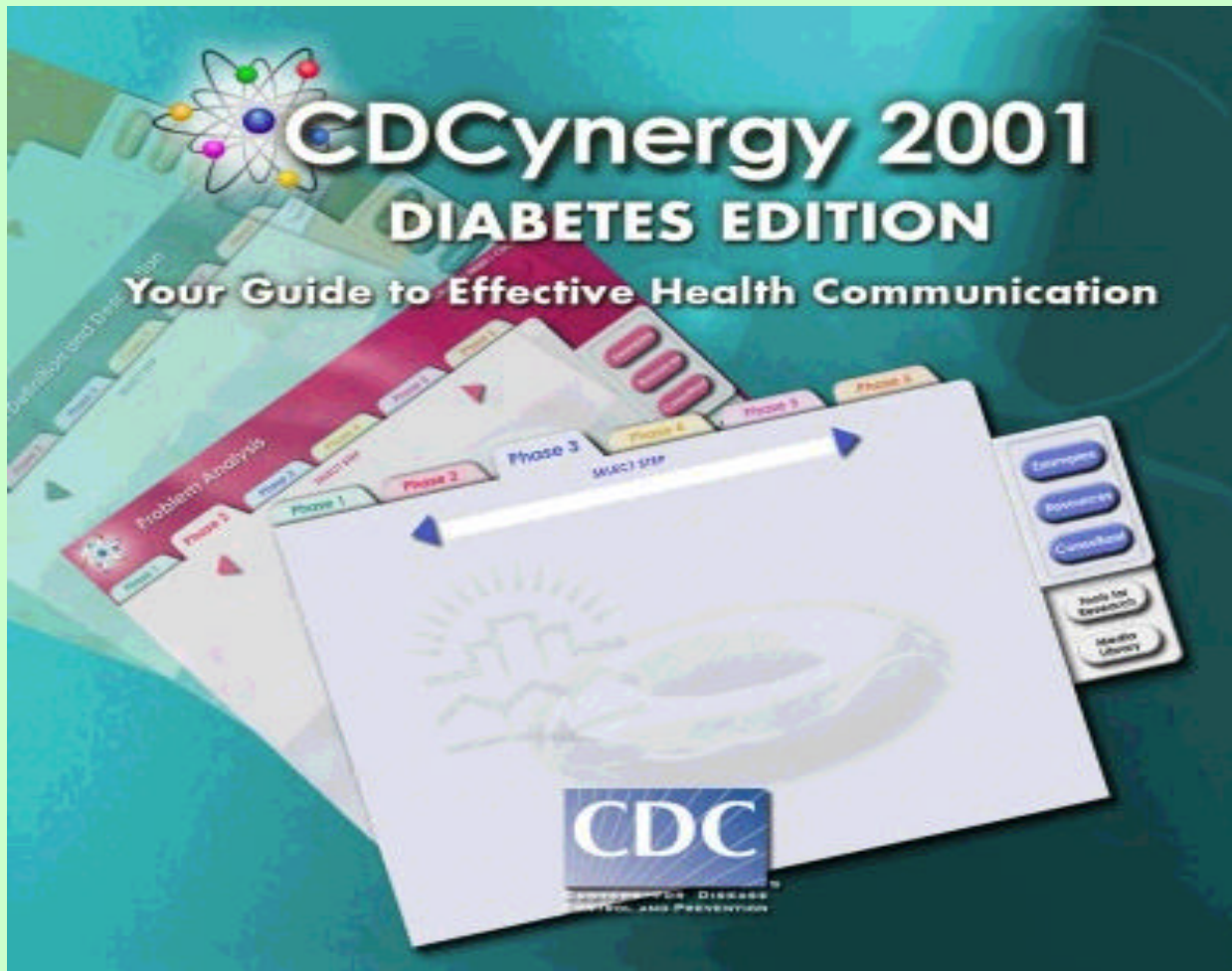
Main Differences

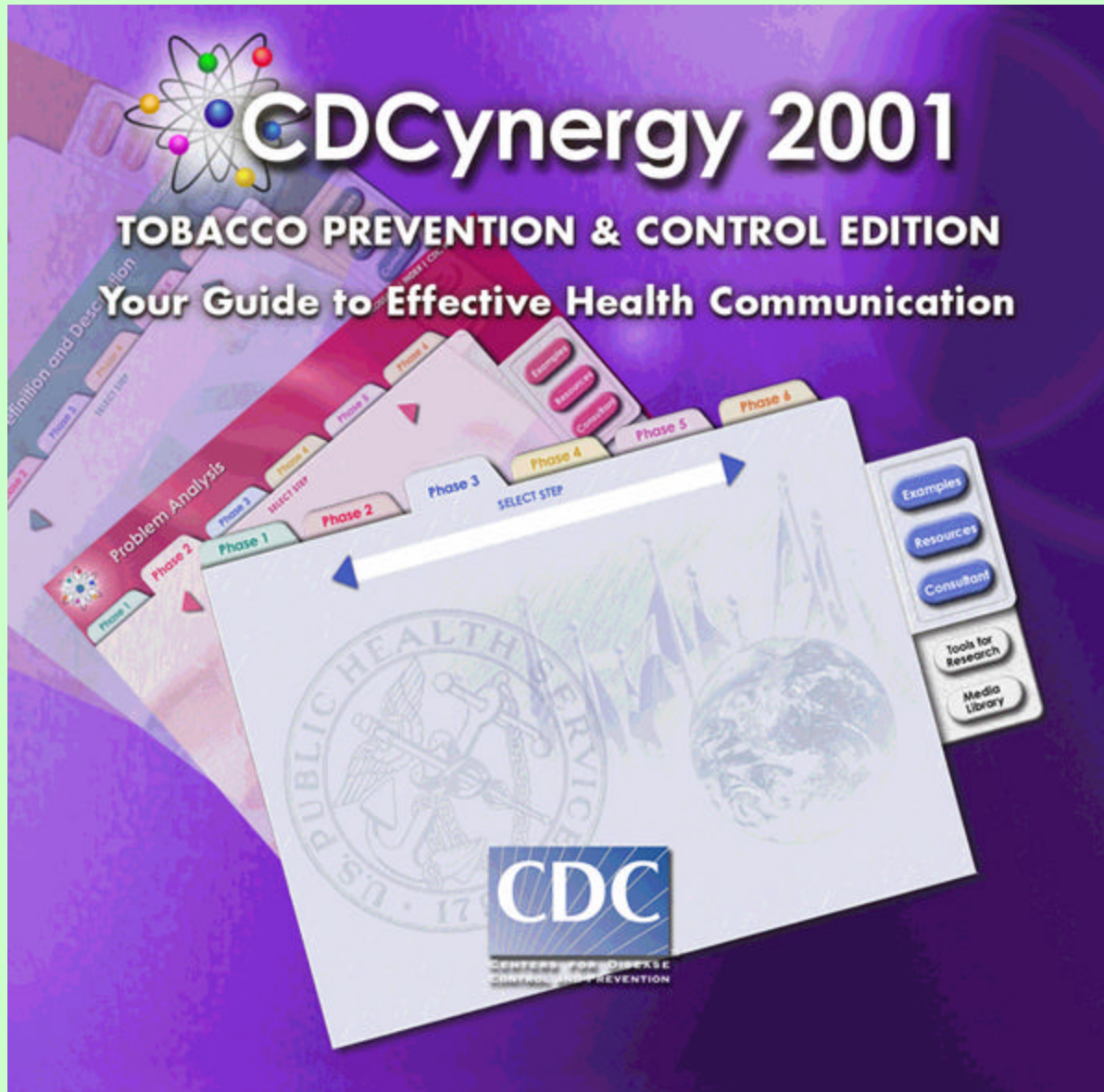
- Colors and Graphics
- Opening Animation
- Tutorial
- Consultant Videos
- Resources -- add/remove from Basic
- Media Library -- add/remove from Basic
- Case Examples

Common Look to Covers









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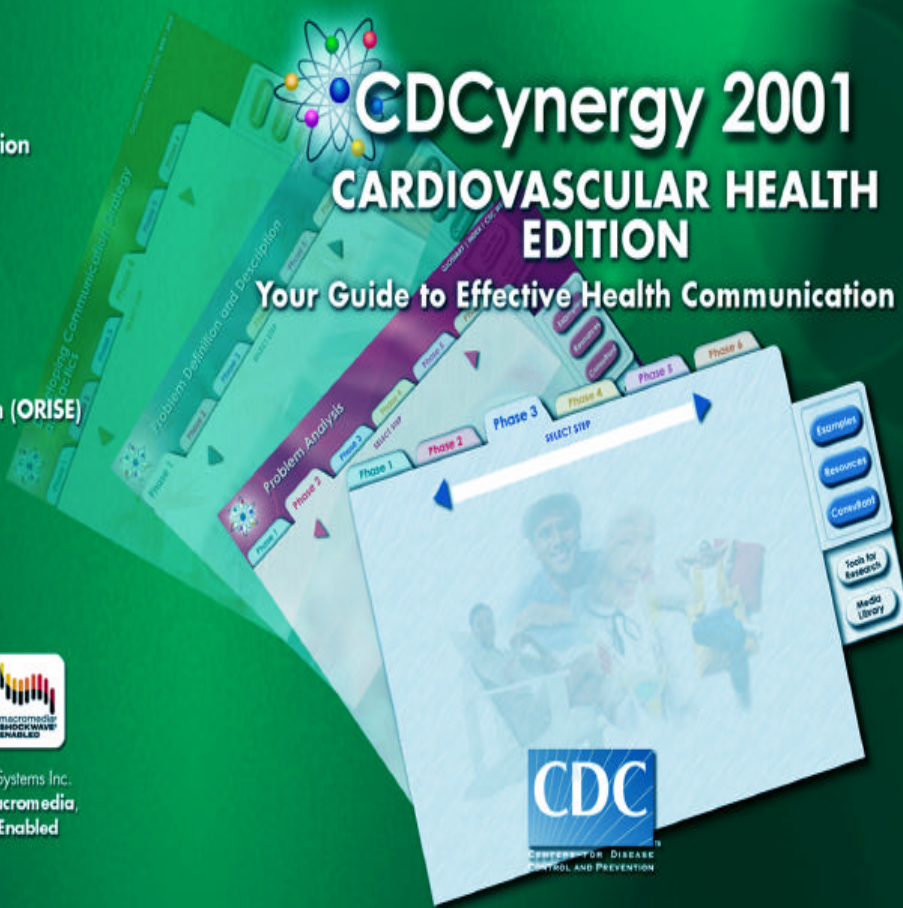


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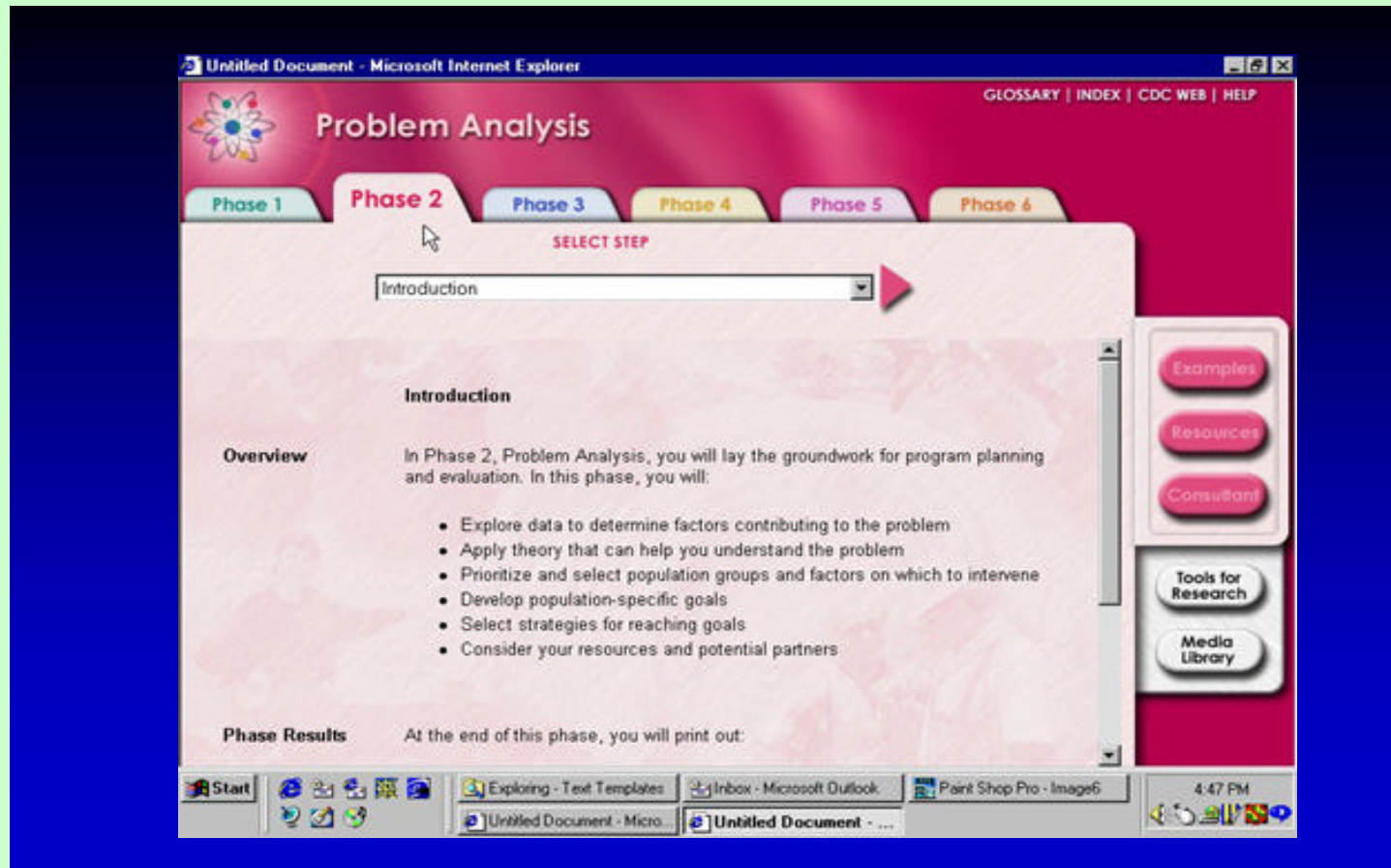


CDCynergy 2001 CARDIOVASCULAR HEALTH EDITION

Your Guide to Effective Health Communication



Common Format/Structure



Common Features

- Tutorial (questions)
- Resource Kiosk
- Case Examples
- Media Library
- Video Consultants
- Workbook (plan writing)





Common Planning Model/Phases

- Phase 1: Defining and Describing Problem
- Phase 2: Analyzing Problem
- Phase 3: Identifying/Profiling Audiences
- Phase 4: Developing Communication Strategies and Tactics
- Phase 5: Developing Evaluation Plan
- Phase 6: Launching/Getting Feedback

Similar Planning Model

- CDC Requirements (Recipient Activities) for CVH State Heart Disease and Stroke Prevention Programs
- Under Program Announcement (PA) 02045

CDC CVH State Program Requirements

- *CDCynergy Phase 1: Define Problem*
- Recipient Activity (RA): Develop Capacity to define burden and inventory
Policy/Environmental Strategies
- *CDCynergy Phase 2: Analyze Problem*
- RA: Develop or Update State Plan

CDC Requirements, cont.

- *CDCynergy Phase 3: Identify Audience*
- RA: Develop Population-Based Strategies and Strategies for Priority Populations
- *CDCynergy Phase 4: Develop Communication Strategies and Tactics*
- RA: Develop and Coordinate Partnerships. Provide T/TA

CDC Requirements, cont.

- *CDCynergy, Phase 5: Develop Evaluation Plan*
- RA: Specify and Evaluate Intervention Components
- *CDCynergy, Phase 6: Launch/Get Feedback*
- RA: Implement Strategies and Professional Education Activities

Development of CVH Edition

- Developed by CDC CVH Branch.
- Partnered with CDC Office of Communication (prototype, funding mechanism).
- Partnered with ORISE (Oak Ridge Institute for Science and Education) for production and project manager (ORISE Fellow).

Right From the Start

- Involved other CDC Chronic Disease Programs (PA,N,T, and Diabetes) and CVH State Programs.
- Did periodic updates and briefings and asked them for ideas for case studies and resources.
- Had a CVH State Program Director attend kickoff planning session at ORISE for a “reality check”.
- Used a CVH State Program communication project as one case example and taped two program directors as videoconsultants.

Development Process

- Adapted and fictionalized existing health interventions to conform to 52 steps of planning model.
- Added/subtracted resources included in CDCynergy Basic 2001.
- Used writers and editors with public health and communication training/experience.

Social Marketing -- Heart Attacks

- Based loosely on actual campaign by a hospital in West Virginia.
- Is a community intervention targeting residents 35 and older in rural areas of Appalachia.
- Promotes importance of recognizing signs of heart attack and promptly seeking help.

School Physical Activity Intervention

- Based loosely on California Food on the Run Program by Project Lean.
- Is a high school intervention promoting healthy eating and physical activity.



School Physical Activity Intervention

- Targeted multiethnic, low-income students in schools.
- Offered “simple solutions” to eating healthy or being physically active based on interviews and pretesting with target audience.
- Used peer advocacy training program.

Faith Based Nutrition Intervention

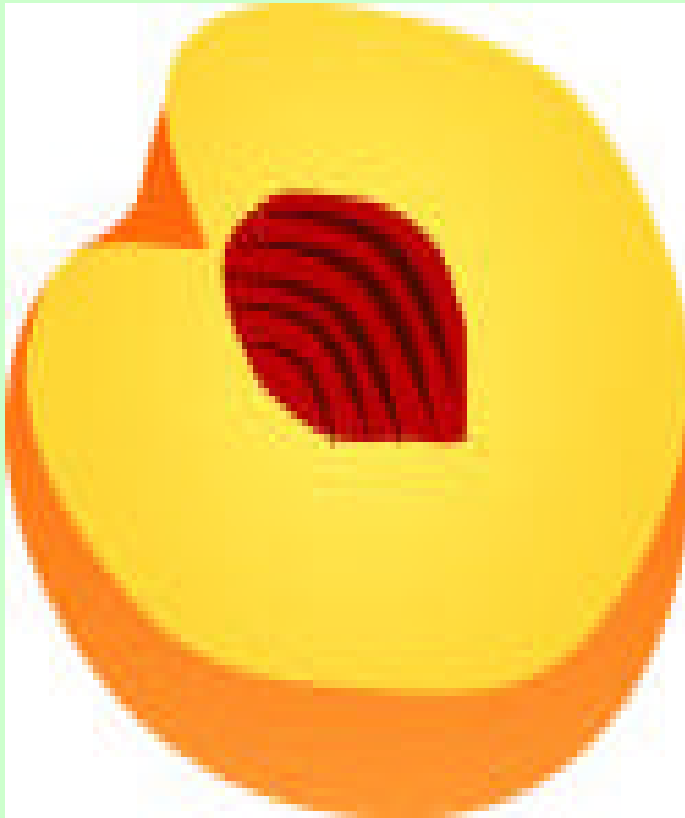


- Based loosely on program in North Carolina.
- Black Churches United for Better Health.
- Promoted increased consumption of vegetables and fruits.

CVH Resources

- **Website Links:** NHLBI, AHA, ACC, ABC.
- **Online Journals:** American Journal of Cardiology, American Journal of Hypertension.
- **Documents:** NY Heart Check (worksites assessment tool), Maine Taking Action to Heart (CVH community planning guide).

A Georgia Peach of A Tool



- Fun and easy to use.
- Work fast with full or lite version.
- Standardize communication planning.
- Asset for overall program planning.

Ok, Yawn

- Are we done yet?
- Can I call my office now?
- When is the break?
- Did I remember to ask George to speak at our stroke summit?
- What planet do CDC employees live on?



Why Use CDCynergy . . .

To plan communication strategies
that support policy and
environmental changes for
prevention of heart disease and
stroke?

Because ...

- CVD is national's leading killer of both men and women in all racial and ethnic groups.
- Survey data from AHA and others show a “devastating lack of awareness” of the threat of CVD, especially among women.
- Means many of the CVD deaths are below the radar of public knowledge and official concern.

Because ...

“The art of policy making increasingly depends on the skill of listening to people and on the ability of people to effectively make themselves heard.”

R. Scriabine, Putting People Into Policy, GreenCom.

Because ...

- Government Health Agencies can not lobby, but they can use communication strategies to:
 - **Inform public debate.**
 - **Provide guidance to policymakers as they make decisions.**
 - **Build public support about issues they care about.**

Take Away Thoughts

- Information is power -- it enables people to make sense and to take control of their lives.
- The capacity of people to communicate is bound up with their capacity to effect change.

Source: Communication for Social Change, Rockefeller Foundation, www.rockfound.org.

Thank you and ...



*Have fun with
your scavenger
hunt today,
and with this
tool at home!*