

Time: 60 Minutes

Materials Needed:

- Computer with *CDCynergy 2001 – CVH Edition* installed
- Online Projector
- Projection Screen

Preparation Needed:

- All CDCynergy components installed and no “Please Register” messages appearing
- A sample plan saved to the hard drive

### Talking Points

#### I. Introduction

A. Now that you’ve heard about the CDCynergy tool and its content, let’s take a look at the functionality and features of the program..

B. The objective of this topic is to familiarize you with the characteristics of each of the *CDCynergy 2001 – CVH Edition* .

There are many useful resources in the program; we will not go into great detail on any of them in this overview of how to use the tool; instead we will do an activity later that will teach you how to explore the resources on CDCynergy on your own.

### Instructor Notes/Activities

Instructor Note: Make sure that all participants have *CDCynergy 2001 – CVH Edition* and required components correctly installed before beginning the discussion.

Talking Points	Instructor Notes/Activities
<p>C. Let's begin at the Main Menu. Follow along with your mouse as we look at each item. Some of your computers may not respond quickly, so if we need to slow down and wait, let me know. If you have any problems with your computer, just raise your hand and someone will come and help you get back on track.</p>	<p>Have program open to the Main Menu. Ensure that participants are at the same location in the program.</p>
<p>D. For now, be sure that your volume is muted. Be aware that there is no volume control in CDCynergy. To increase/decrease volume, use your speakers and/or system volume control.</p>	<p>Have the participants deactivate/turn down/mute their sound.</p>
<p>II. Functionality/Features</p>	
<p>A. Main Menu</p>	
<p>1. Let's begin by looking at the Main Menu. Rolling your mouse over a Main Menu item will give you a brief description of that selection.</p>	<p>Roll mouse over menu items.</p>
<p>B. Welcome</p>	
<p>1. Short Video clip of George Mensah, M.D., Chief, Cardiovascular Health Branch at the CDC.</p>	<p>Single click on Welcome.</p>

Talking Points

2. Video Controls and Features

a. Play/Pause

All the videos in CDCynergy work the same way. When the video is opened, it will be in the play state. To pause the movie, click on the play button once. To restart the movie, single click again. This will restart the movie from the point where it was paused.

b. Stop


When the stop button is clicked, the movie will stop and return to the beginning. Single clicking the play button, after the stop button has been clicked, will cause the movie to play from the beginning.


c. Transcript


Single clicking the Transcript button will show the transcript for the video. You may need to use the scrollbar on the right hand side to see all of the text. Clicking the transcript button a second time will cause the transcript to disappear. Whenever the transcript button is clicked, the movie will restart from the beginning.

Instructor Notes/Activities

Instructor Note: The window is resizable, but not the movie.

Single click on the play button  to pause the movie. Single click again to resume play. Double clicking the mouse button while a movie is playing may cause the movie to pause, then immediately play from the paused point.

Single click on the stop button . Single click the play button to begin play from the beginning.

Single click on the Transcript button . Scroll the transcript text up and down. Resize the window to see more of the transcript text. Single click the Transcript button again.

Talking Points	Instructor Notes/Activities
<p>C. First Fifty Years</p> <p>1. A video feature that provides an overview of the first 50 years of health communication.</p>	<p>Single click on the "First 50 Years."</p> <p>Close the First Fifty years window.</p>
<p>D. CDCynergy Overview</p> <p>1. Overview of the CDCynergy Health Communication Model, emphasizing the Phase Organization. If you are familiar with the Basic edition of CDCynergy, you may recognize this piece.</p>	<p>Single click the Overview button on the main menu.</p>
<p>E. How to Use</p> <p>1. A thirty-six screen presentation that describes the components of the <i>CDCynergy 2001 – CVH Edition</i> application. This may be helpful to review when you get back home and start using the tool.</p>	<p>Single click the How to Use button on the main menu.</p>
<p>a. Left Side Menu</p> <p>Clicking on one of the side menu items takes you to the beginning of the How to Use section on that topic.</p>	<p>Single click on several items on the left side menu. Finish by single clicking on "Other Links" and then single clicking the Forward arrow seven times to get to the last screen of the</p>

Talking Points

The topic areas are:

- Welcome
- Main Menu Options
- Step-by-Step Tutorials
- Examples
- Resources
- Consultant Videos
- Tools for Research
- Media Library
- The CDCync Bar
- Other Links

F. CDCynergy Lite

1. CDCynergy Lite is a condensed version of each phase. There are no steps associated with the phases. Instead, it lists the key elements that should be used when working with partners. We will look at these in more detail later in our discussion.

G. CDCynergy 2001 – CVH Edition

1. Single clicking this menu item will launch the main CDCynergy application in a new window. You will also

Instructor Notes/Activities

presentation. Click the Close button.



Single click on CDCynergy Lite. Scroll the window down and resize before closing.

Instructor Note: The window is resizable.

Single click on *CDCynergy 2001 – CVH Edition*. Point out that that the Main Menu has disappeared and that the Cync Bar has




Talking Points	Instructor Notes/Activities
<p>notice that the Main Menu window disappears and that the Cync Bar will appear. The Cync Bar will always appear in the upper right hand corner of the CDCynergy tutorial window, just under the menu bar.</p> <p>III. <i>CDCynergy 2001</i> Model Phases</p> <p>A. Model Phases</p> <p>1. CDCynergy is divided into six phases.</p> <p>a. Each phase has a different color. Phase colors are carried throughout CDCynergy. They appear in the tutorial screen, the examples, the consultants, etc.</p> <p>b. To change phases, click the appropriate tab.</p> <p>2. Phases are organized by steps that tell "what to do" and give suggestions on "how to do it".</p> <p>a. Each phase is made up of an introduction, steps,</p>	<p>appeared.</p> <p>Point out the six phase tabs at the top of the screen.</p> <p>Single click a phase tab. Note that the color of the window changes.</p> <p>Note that this is the answer to Question 3 in the <i>CDCynergy 2001 – CVH Edition</i> Pre-Assessment.</p>


Talking Points	Instructor Notes/Activities
<p>and a summary. The number of steps is different for each phase.</p> <p>b. Steps are organized into two parts. "What To Do" examines the tasks that need to be accomplished for that step. "How To Do It" reveals ways to accomplish the tasks.</p> <p>c. At the end of every step is an "Evaluation Relevance" Icon. Clicking this icon shows how the step relates to the evaluation process. Single clicking a phase title will return you to the Introduction of the phase.</p> <p>3. Navigating Steps</p> <p>There are two main ways to navigate to a different step within a phase: arrows and the drop down menu.</p>	<p>Single click the forward arrow once. Point out the "What to do" and "How to do it" sections.</p> <p>Single click the Evaluation Relevance Icon. Scroll down to show other steps and phases.</p> <p>Note that this is the answer to Question 4 in the <i>CDCynergy 2001 – CVH Edition Pre-Assessment</i>.</p> <p>Show how to use arrows and dropdown menu.</p>
<p>IV. Helpful Features and Keyboard Commands</p> <p>A. There are two keyboard commands that are extremely helpful in <i>CDCynergy 2001</i>: Find and Print.</p>	

Talking Points	Instructor Notes/Activities
<p>1. Find</p> <p>a. Click in the window you wish to search. Then do a CONTROL+F on your keyboard to open a Find window.</p>	<p>Click in the tutorial window and do a CONTROL+F. When the Find window appears, type in a word and do a search. Close the window.</p> <p>Instructor Note: It is important to emphasize “clicking in the window you wish to search.” This is because CDCynergy is built in invisible grids called frames. Clicking in the window tells the browser which grid, or frame, that you want to search.</p>
<p>2. Print</p> <p>a. Click in the window you wish to print. Then do a CONTROL+P on your keyboard to open a Print window.</p>	<p>Click in the tutorial window and do a CONTROL+P. When the Print window appears, point out the options and close the window.</p>
<p>V. Reference Kiosk</p> <p>A. This is the kiosk. It houses useful information related to <i>CDCynergy 2001 – CVH Edition</i>.</p> <p>B. Examples</p>	<p>Point out the kiosk on the right hand side of the <i>CDCynergy 2001 – CVH Edition</i> screen.</p>

Talking Points	Instructor Notes/Activities
<p>1. When the Examples button is single clicked, the Examples window will appear.</p> <p>Examples are available from all steps except the phase Introductions or Summaries.</p> <p>2. The Examples window will always open to the Social Marketing example in the phase and step that you are in.</p> <p>3. To change Examples, single click an Example title on the left. It will display in the appropriate phase and step.</p>	<p>Go to phase 3, step 1 and single click the Examples button.</p> <p>Point out the step number.</p> <p>Single click on a different Example title.</p>

Talking Points	Instructor Notes/Activities
<p>C. Resources</p> <ol style="list-style-type: none"><li>1. Clicking on the Resource button will open a list of resources that relate to the step that you are in. The Resource button is available for every step, except the phase Introductions.</li><p>Only the Resource button is “active” when in the phase summary.</p></ol> <ol style="list-style-type: none"><li>2. Each step has its own Resource list, even though some Resources may be listed in more than one step.</li><li>3. There are text links in a smaller font at the top and bottom of each Resource list. Use these to navigate through the list to specific types of information.</li></ol>	<p>Single click the resource button for Phase 5 Step 10 to open the resource window.</p> <p>Close the Resource window, go to a different step in the same phase, then single click the Resource button for Phase 5, Step 8. Point out that the list is different.</p> <p>Single click on one of the links, then scroll back up to show that you are in the same list.</p>

Talking Points	Instructor Notes/Activities
<p>4. There are three different icons in for Resource items:            CD, Web, and Information.</p> <p>a. CD</p>  <p>Items with this icon are located on the CD-Rom. Most of these documents are in Adobe Acrobat format. It may be helpful to use the “Fit Page” button to allow you to see a complete page in the document.</p> <p>a. Web</p>  <p>Items with this icon are located on the World Wide Web and require an internet connection to be viewed.</p>	<p>Click on a CD-Rom resource. Click on the “Fit Page” button. </p> <p>Instructor Note: To increase the computer's active memory, it is suggested that you only have a few Acrobat windows opened at the same time. It is also important to have a copy of Acrobat Reader 5 installed (available from the <i>CDCynergy 2001 – CVH Edition Setup</i>) to avoid slow performance, ensure proper loading, and eliminate errors.</p> <p>When <i>CDCynergy 2001 – CVH Edition</i> is installed to run from the hard drive, all of the Resource files are copied to the hard drive and the CD-Rom is not needed to view these files.</p>

Talking Points	Instructor Notes/Activities
<p>b. Information</p>  <p>Items with this icon are for information purposes only. Most of these items are book or article titles and descriptions which you can find in various libraries.</p> <p>2. From a phase Summary, you can get a listing of every resource referenced in that phase.</p>	<p>Close the Resource window and navigate to the phase summary. Single click the Resources button and scroll through the Resource window that appears.</p> <p>Note that this is the answer to Question 16 in the <i>CDCynergy 2001 – CVH Edition Pre-Assessment</i>.</p>
<p>B. Consultant</p> <p>1. Clicking on the Consultant button shows you a video of an expert in the field, overviewing what to do in each phase. There is a different Consultant for each phase of CDCynergy.</p> <p>The Consultant button is only “active” in the phase Introduction.</p>	<p>Go to Phase 3 Intro. Single click on the Consultant button.</p> <p>Note that the Resource and Examples are not “active.”</p>

Talking Points	Instructor Notes/Activities
<p>C. Tools for Research</p> <ol style="list-style-type: none"> <li>1. Tools for Research features information about different data collection techniques.</li> <li>2. This button is always available and the content is always the same for every step.</li> <li>3. To navigate, select the data collection type you would like to learn more about from the pull down menu at the top of the window. Click one of the underlined links at the top of the page to go to that topic area.</li> </ol> <p>D. Media Library</p> <ol style="list-style-type: none"> <li>1. The media library contains more than 100 media pieces in four categories: Posters, Radio Spots, TV Spots, and Other Media. There are no legalities restricting their use unless noted on the item. However, as sample pieces, they are reduced quality and therefore not usable for distribution or broadcast.</li> <li>2. To view a media piece, single click the name. A separate window will open.</li> </ol>	<p>Select a data collection type from the pull down menu. When it is displayed, click one of the links at the top. When the topic area is displayed, scroll back up to the top of the document.</p>

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<p>3. The majority of the posters are in Adobe Acrobat format..</p>	<p>Instructor Note: As with the Resources, it is suggested that you only have a few Acrobat windows opened at the same time; this will increase your computer's active memory. Again, it is important to have a copy of Acrobat Reader 5 installed (available from the <i>CDCynergy 2001 – CVH Edition Setup</i>) to avoid slow performance, insure proper loading, and eliminate errors.</p>
<p>4. All of the Radio Spots and TV Spots are recorded in Real Media format, so you will need to install Real Player to listen to them. The Real Player window will appear. The Real Player window will have a play, pause, and stop button. These work just like the buttons in the Welcome.</p>	<p>Instructor Note: Real Player has its own Volume control.</p>
<p>5. Other Media contains different media types in Adobe Acrobat format.</p>	

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<p>E. Menu Bar</p> <p>1. The Menu Bar has links to:</p> <ul style="list-style-type: none"><li>• CDCynergy Lite</li><li>• a Glossary of important terms</li><li>• an Index with a listing of every Resource, links to the Media Library, links to CDCynergy Lite, plus a listing of every step, which can be found under “Phase Step List.”</li><li>• CDC Web Site with information about CDCynergy, updates to Resource files, answers to frequently asked questions, previews of other versions of CDCynergy, and more.</li><li>• Help with Frequently Asked Questions section.</li></ul>	
<p>VI. Cync Bar</p> <p>A. Introduction</p> <p>1. The Cync Bar allows you to:</p> <ul style="list-style-type: none"><li>• start a new plan or edit an existing plan.</li><li>• Toggle back and forth to your word processor and</li></ul>	<p>Instructor note: Direct participants to watch as you demonstrate the use of the Cync Bar.</p> <p>Click on Plan, Open Existing, and then open a sample plan that you have already saved to the hard drive.</p>

Talking Points	Instructor Notes/Activities
<p>the tutorial text</p> <ul style="list-style-type: none"><li>• Close the entire program</li></ul> <p>2. The Cync bar is moveable, but it must be moved fairly slowly</p>	<p>Single click and hold on the area underneath the Tutorial and Plan buttons. Drag to a different location</p> <p>Note that this is the answer to Question 6 in the <i>CDCynergy 2001 – CVH Edition</i> Pre-Assessment.</p>

Talking Points	Instructor Notes/Activities
<p>VII Overview of CDCynergy</p> <p>A. Phase 1: Problem definition and description - green phase</p> <ol style="list-style-type: none"> <li>1. Purpose: state the health problem and assess the relevance of the problem for your program</li> <li>2. Step 1.8 - Assess factors and variables that can affect the project's direction including strengths and weaknesses opportunities and threats (SWOT).</li> <li>3. A SWOT analysis considers issues that may affect the scope of your project and that can potentially impact the problem                             <ul style="list-style-type: none"> <li>• Available time personnel and funding</li> <li>• Other work by agencies addressing the problem</li> <li>• State of knowledge relating to the health problem and its solutions</li> <li>• Political support and resistance relating to the problem</li> </ul> </li> <li>3. Look At the example worksheet for SWOT analysis</li> </ol> <p>B. Phase 2: Problem analysis - pink phase</p> <ol style="list-style-type: none"> <li>1. Purpose: determine the cause of the problem by looking at direct and indirect factors, develop goals for</li> </ol>	<p>Go to tutorial text example worksheet for SWOT analysis</p>

Talking Points	Instructor Notes/Activities
<p>each problem prioritize and select groups and select interventions</p> <p>2. Step 2.1 - List or diagrammatically illustrate the direct and indirect causes of each sub problem that may require intervention</p> <p>3. The “How to do It for this step lists resources useful in this step.</p> <p>One of the most useful for showing how to diagrammatically illustrate causes of a problem is the Aetiologic Theory Structuring Guide (ATSG). Click on and pull up Etiology chart at bottom of page</p>	

Talking Points	Instructor Notes/Activities
<p>C. Phase 3 Identifying and profiling audiences – blue phase</p> <ol style="list-style-type: none"><li>1. Purpose: Decide whether communication is dominant or supportive.</li><li>2. Step 3.6 focuses on how to do formative research by reviewing the literature and conducting necessary primary and secondary research to acquire information needed to plan and achieve communication goals</li><li>3. In this step, you examine data sources or collect your own data to identify:<ul style="list-style-type: none"><li>• Communication preferences, settings, channels, activities , materials and messages</li><li>• Best practices related to health communications strategies to be used</li><li>• Resources and opportunities as well as threats and barriers that exist</li></ul></li><li>4. Click on Tools For Research to see methods for formative and primary research</li></ol>	

Talking Points	Instructor Notes/Activities
<p>D. Phase 4: developing communication strategy and tactics</p> <ol style="list-style-type: none"> <li>1. Purpose: Develop and test concepts, messages, settings, and channel specific activities with intended audiences, using the creative brief developed in phase three.</li> <li>2. Step 4.9 Finalize and briefly summarize the communication implementation plan The tutorial text lists Issues to consider for existing materials, print, or audio visual materials</li> <li>3. Go to media library for examples of materials ( Poster = looks Stupid</li> </ol> <p>E. Phase 5: Developing an evaluation plan</p> <ol style="list-style-type: none"> <li>1. Provides ideas on how to find out what stakeholders want</li> <li>2. Provides definition of 8 Types of evaluation</li> <li>3. Go to case examples to see what and how others have done this</li> </ol> <p>F. Phase 6: Launch/ feed back</p> <ol style="list-style-type: none"> <li>1. Purpose: Merge implementation plan and evaluation plans and execute the plan</li> </ol>	

Talking Points	Instructor Notes/Activities
<p>2. Step 6.5 modify program components based on evaluation feedback</p> <p>Based on evaluation feedback make modifications as needed to and provide this information to stakeholders</p> <p>Disseminate lessons learned and evaluation findings</p> <p>Go to evaluation relevance for this step</p> <p>VIII. Questions?</p> <p>IX. Transition and Summary</p> <p>A. This presentation was just a quick overview of the CDCynergy – CVH Edition’s functions and content. To really use the tool effectively, you should explore it in more depth. To begin that process, we’re now going to do an activity called the Scavenger Hunt.</p>	