

What's New in Health Marketing at CDC?

Fred Fridinger, DrPH, CHES

NCHM Overview Presentation

- What is Health Marketing?
- Organizational structure and functions
- NCHM Strategic Map 2007-2012
- Future Opportunities

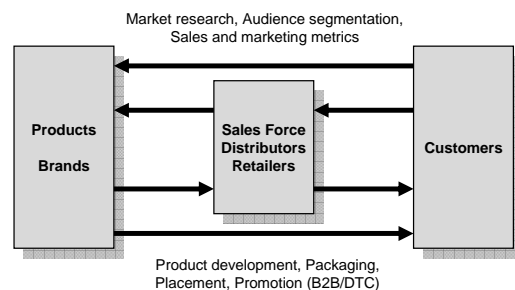
What is Health Marketing?

An organizational function and a set of scientific processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that protect and promote the health of diverse populations.¹

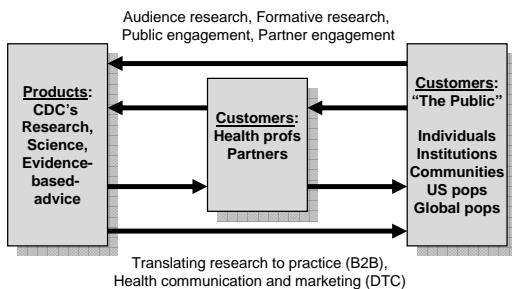
A multi-disciplinary area of practice.

¹ Based on marketing definition by the American Marketing Association.

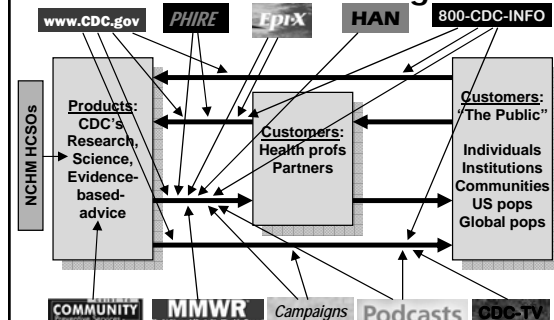
Commercial Marketing

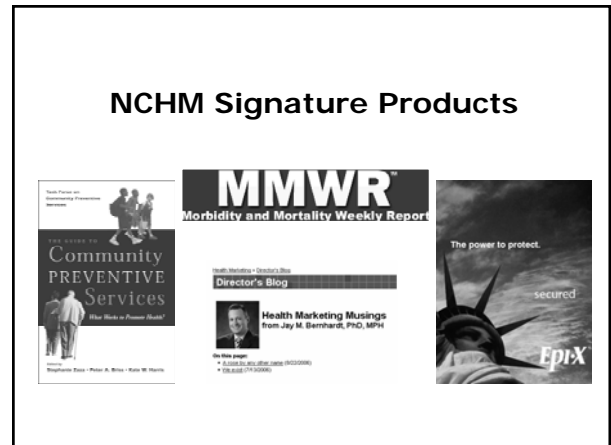
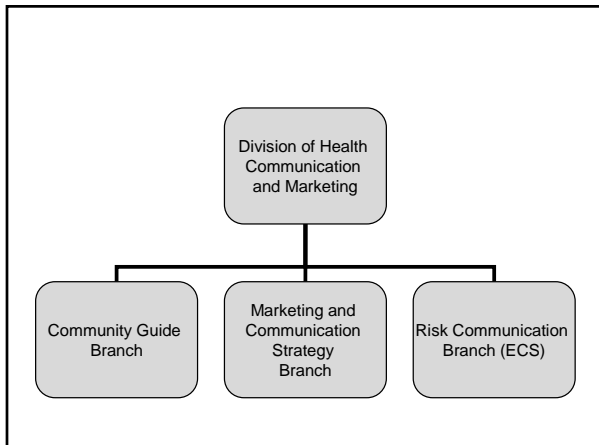
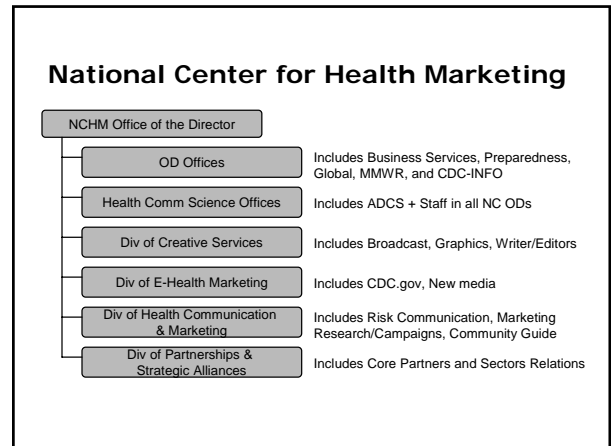
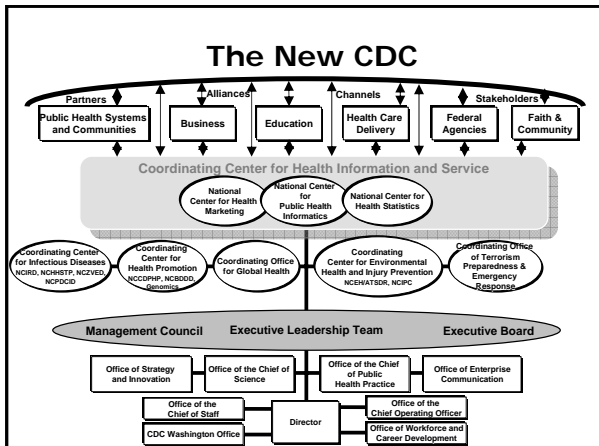


Health Marketing



CDC Health Marketing Model





CDC and Public Health Emergencies

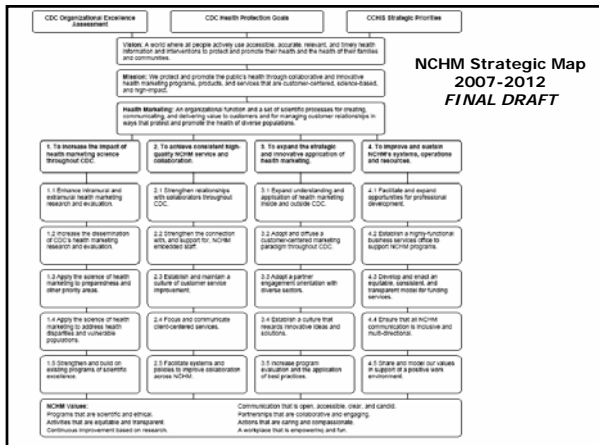
- Director's Emergency Operations Center (DEOC)
 - Emergency Communication System (ECS)

Pandemic Flu Risk Communication

- Collaboration with DHHS/ASPA
- Leadership with all CDC
- Pandemic Influenza Communication System
- CDC Emergency Communication System
- Launching projects to build capacity:
 - Electronic communication networks
 - Message maps, materials, translations
 - TV, PSA, website production

Marketing and Communication Strategy Branch

- Health Communication and Marketing Consultation
- Health literacy, clear and cultural communication strategies
- Multilingual services
- Public Engagement
- Long lead media



NCHM Vision

A world where all people actively use accessible, accurate, relevant, and timely health information and interventions to protect and promote their health and the health of their families and communities.



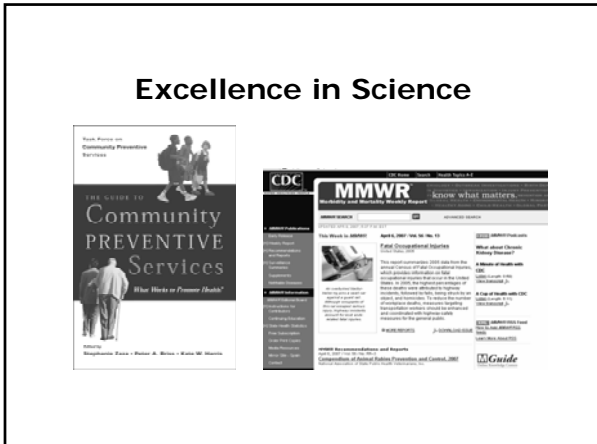
NCHM Mission

To protect and promote health and advance CDC's goals through innovative health marketing programs, products, and services that are customer-centered, high-impact, and science-based.



NCHM Strategic Map 2007-2012

- Goal 1: To increase the impact of health marketing sciences throughout CDC
- Goal 2: To achieve consistent, high-quality NCHM service and collaboration
- Goal 3: To expand the strategic and innovative application of health marketing
- Goal 4: To improve and sustain NCHM's systems, operations, resources



Excellence in Science

- Excellence in Science**
- Science is an NCHM mission-imperative
 - Types of science applied in NCHM:
 - Communication Sciences
 - Health, Risk, Visual, Mass, Interpersonal, Organizational, Computer-mediated
 - Marketing Sciences
 - Audience research, Advertising, Branding
 - Behavioral and Social Sciences
 - Theories, Models, Methodologies

- Excellence in Science**
- Marketing campaign leadership (ADCS)
 - CFS, influenza, violence, F&V, HIV, etc.
 - Scientific communication
 - MMWR, ECS, Epi-X, HAN, PHIRE, etc.
 - National Conference on Health Communication, Marketing, and Media (August 2007)
 - Extramural Research
 - Centers of Excellence in Health Marketing & Health Communication

- Centers of Excellence in Health Marketing and Health Communication**
- University of Georgia
 - University of Connecticut
 - University of Washington

- University of Georgia**
- Focused on poverty and poor audiences
 - Smoking
 - Explores how poor and near poor adolescents process smoking messages
 - Genetics Study
 - Explores lay understanding of genetic information in poor and near poor audiences
 - Multiple Risk Factors
 - Assesses individuals' responses to risk messages across multiple risk behavior
 - Message Bundling (Preconception Health)

- University of Connecticut**
- Focused on entertainment education
 - Place-Based Social Marketing to Prevent Party Drug Use among Urban Youth
 - Targeted to 14-20 year olds
 - work with local hip-hop artists to promote no/low-level drug use
 - HIV/STD Prevention Need of Out of School Emerging Adults Using a Video Game
 - Development of an interactive video game for 18-26 year olds
 - Depicts complexities of life with HIV

University of Washington

- Focus on intermediaries – workplace and EMS responders
- Marketing Workplace Chronic Disease Prevention
 - Evidence-based health promotion recommendations in workplaces
- Marketing and Tailoring Hypertension Control via 911 Responders
 - Train EMS personnel to communicate the importance of non-emergency medical attention related to HBP

Excellence in Science: Future

- 1.1 Enhance intramural and extramural health marketing research and evaluation.
- 1.2 Increase the dissemination of CDC's health marketing research and evaluation.
- 1.3 Apply the sciences of health marketing to preparedness, global health, and other priority areas.
- 1.4 Apply the sciences of health marketing to address health disparities and vulnerable populations.
- 1.5 Strengthen and build on existing programs of scientific excellence.

NCHM Strategic Map 2007-2012

Goal 1: To increase the impact of health marketing sciences throughout CDC

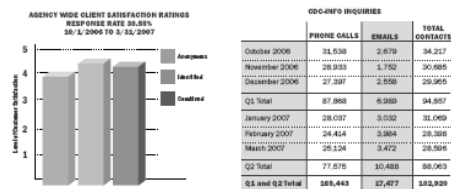
Goal 2: To achieve consistent, high-quality NCHM service and collaboration

Goal 3: To expand the strategic and innovative application of health marketing

Goal 4: To improve and sustain NCHM's systems, operations, resources

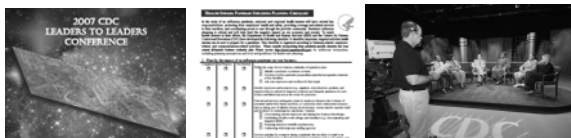
Excellence in Service ?

- Consolidated Communication Services:
 - Graphics, Writer/Editors, CDC-INFO Hotline



Excellence in Service/Collaboration

- Leaders to Leaders Partner Conference
- Pandemic Influenza: Checklists, etc.
- Audio, Video, Multimedia Broadcasts



Excellence in Service: Future

- 2.1 Strengthen relationships with collaborators throughout CDC.
- 2.2 Strengthen the connection with, and support for, NCHM embedded staff.
- 2.3 Establish and maintain a culture of client service improvement.
- 2.4 Focus and communicate client-centered services.
- 2.5 Facilitate systems and policies to improve collaboration across NCHM.

NCHM Strategic Map 2007-2012

Goal 1: To increase the impact of health marketing sciences throughout CDC

Goal 2: To achieve consistent, high-quality NCHM service and collaboration

Goal 3: To expand the strategic and innovative application of health marketing

Goal 4: To improve and sustain NCHM's systems, operations, resources

Innovative Electronic Communication

Vision: Safer, healthier, longer lives through CDC's interactive, electronic health information and interventions



Excellence in Strategy/Innovation



Excellence in Strategy: Future

- 3.1 Expand understanding and application of health marketing inside and outside CDC.
- 3.2 Adopt and diffuse a customer-centered marketing paradigm throughout CDC.
- 3.3 Adopt a partner engagement orientation with diverse sectors.
- 3.4 Establish a culture that rewards innovative ideas and solutions.
- 3.5 Increase program evaluation and the application of best practices.

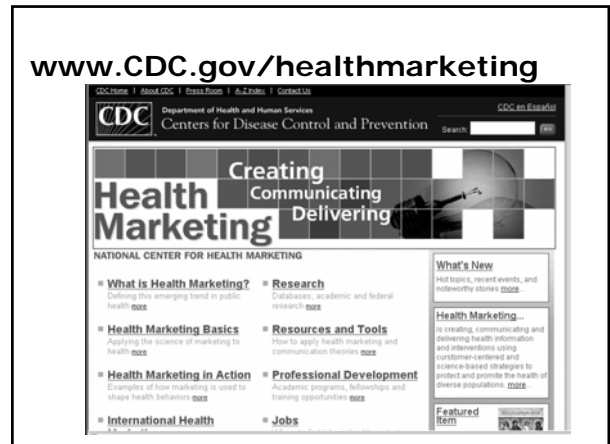
National Center for Health Marketing Future Initiatives

NCHM Future Initiatives

- Alignment of current and future projects to results of NCHM strategic mapping
- Health marketing and health communication network (organizations, individuals)
- Health Communication, Marketing, and Media Conference (August 2007)

NCHM Future Initiatives

- Translation/diffusion of CDC science and programs
- Development of workforce competencies
- “Marketing health marketing”



Thank you!

<http://www.cdc.gov/healthmarketing>
nchminfo@cdc.gov