



Public Health Communications Project
Information for Local Health Departments

Background

The Communications Project is a way for local health departments (LHDs) to receive technical assistance for their communications campaigns until December, 2016. In addition, the project will award ten local health departments \$10,000 each based on their excellent communications work.

The Communications Project is made possible by a generous grant from The California Endowment. It is being administered by the Health Officers Association of California. The workgroup that guides the project is led by the California Conference of Local Health Officers, the County Health Executives Association of California, and the California Department of Public Health. The providers of technical assistance during the project are Brown Miller Communications.

The goal of this project is to expand health department capacity and skills in communication. Specifically, our goal is to develop public health spokespersons to address issues such as health equity, chronic disease prevention, health-supportive policies and community environments, and consumer activation for health literacy/system navigation. To achieve this goal, we will be providing

- 1) Technical assistance and training to local health departments
- 2) Ten \$10,000 awards to local health departments based on their communication efforts

For more information, visit www.calhealthofficers.org/communications-project.htm

Technical Assistance

Brown Miller will provide technical assistance to any California local health department (LHD) during the project. To work with Brown Miller, contact Paula Hamilton at (925) 370-9777 or paula@brownmillerpr.com.

Technical assistance is limited by the project budget and scope. Brown Miller will be balancing their assistance between the various regions of the state, and by jurisdiction size.

The following services are available to you:

- Spokespersons Support
 - Assist LHDs in identifying opportunities for disseminating your campaign message
 - Assist with practicing delivery of a message to a variety of audiences
 - Coaching to prepare for presentations
 - Assist in developing presentations (PowerPoints, Prezis) and leave-behinds
- Media Support
 - Assist LHDs in identifying traditional and non-traditional outlets in their media markets
 - Counsel LHDs on building strong working relationships with reporters and editors
 - Review pitches, media alerts, press releases, op-eds and letters to the editor and preparing for interviews
 - Assist LHDs in leveraging national and statewide stories into local and regional stories

- Counsel LHDs on ways to find and prepare partner spokespersons for issues that they cannot themselves comment upon
- Facilitate Collaboration Between Regional Health Departments
 - Link LHDs that are working toward the same goal to share knowledge and best practices
 - Encourage and illustrate ways for LHDs to celebrate their successes with their peers and partners

Training

All California local health departments may send at least one individual to the March 7 training in Sacramento to learn about the Health Happens Here frame. Travel assistance will be provided to one person from each jurisdiction. Others may register on a first-come, first-served basis. Registration will open in late 2015.

Awards

On June 30, 2016, ten local health departments will receive a \$10,000 award in the following categories:

- Best Collaboration Between Local Health Departments
- Most Innovative Campaign in a Small Jurisdiction
- Most Innovative Campaign in a Medium Jurisdiction
- Most Innovative Campaign in a Large Jurisdiction
- Campaign with the Most Impactive Outcomes in a Small Jurisdiction
- Campaign with the Most Impactive Outcomes in a Medium Jurisdiction
- Campaign with the Most Impactive Outcomes in a Large Jurisdiction
- Most Promising Campaign Proposal in a Small Jurisdiction
- Most Promising Campaign Proposal in a Medium Jurisdiction
- Most Promising Campaign Proposal in a Large Jurisdiction

The awards will acknowledge work that is already being done or has already been done, except for the Most Promising Campaign Proposal. Health equity will be a major focus of the awards. Criteria for each award can be found at <http://www.calhealthofficers.org/awards.html>

Nomination forms will be available on April 4, 2016 and will be due by May 27, 2016.

For any questions about this project, contact Kat DeBurgh at 916-441-7405 or kat@calhealthofficers.org. For technical assistance, contact Paula Hamilton at (925) 370-9777 or paula@brownmillerpr.com.