

How to Use the *Making the Business Case for Prevention Videos*

To help demonstrate the many potential benefits of prevention to businesses—and increase support for your efforts—the Centers for Disease Control and Prevention’s Division of Community Health (DCH) created a documentary [Making the Business Case for Prevention video series](#) that shows good health is good for business.

Here are some ways to use these videos:

- Promote them through your digital or social media channels (i.e., Facebook, Twitter, LinkedIn, e-Newsletters, etc.).
- Post a link to the videos from your website.
- Use them in presentations, and share with existing or potential partners.
- Ask partners to promote the videos through their social and digital media channels, including websites and e-Newsletters.
- Contact your local Chamber of Commerce to see what options may exist for sharing the videos.
- Identify local contacts and groups that represent the people profiled in the videos and ask them to share the videos with their members or staff. These groups could include the following:
 - Local business associations and alliance clubs.
 - Community development associations.
 - Corner and convenience store owners and associations.
 - Equal opportunity housing groups and local housing authorities.
 - Grocers and grocery store associations.
 - Groups that conduct trainings or host trade shows for the audience you would like to reach.
 - Local health departments.
 - Neighborhood associations.
 - Property managers.
 - Public health groups.
 - Real estate developers.
- If you have a similar success story to tell, use these videos to encourage local journalists (broadcast, digital, and print media) who report about business and health topics to cover *your* story.

Additional Resources

Making the Business Case for Prevention and [other healthy living videos](#).

CDC’s Division of Community Health [website](#).

Public Health Institute [website](#).