

# CDC's Division of Nutrition, Physical Activity, and Obesity's (DNPAO)

## Implementation Guidance Communication Addendum for:

State Physical Activity and Nutrition Program (CDC-RFA-DP18-1807)



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**Centers for Disease  
Control and Prevention**  
National Center for Chronic  
Disease Prevention and  
Health Promotion

# Communication

Communication is the means of delivering a message through channels, such as radio, television, newspapers, magazines, billboards, digital and social media, or other avenues to reach or impact people widely. It is more than public service announcements, brochures, and presentations. Mass media or health marketing are also used to describe communication. Communication is one component of effective public health program implementation and can support program objectives. It helps engage, inform, and educate communities of program activities. Communication can also impact awareness, knowledge, attitudes, and behaviors of individuals and groups to encourage new perspectives and approaches to make healthy living easier. Communication can result in early “wins”, increase community support, share successes, and help make healthy living the norm.

## Types of Media - Recipients may consider using:

- Earned media is primarily news coverage. It is “earned” through media outreach.
- Digital/social media includes paid, earned, and partner media through online, social, and mobile media channels.
- Partner media includes coverage in partner newsletters, listservs, websites, social media or similar channels.
- Paid or in-kind media conveys information out through paid advertising or marketing. Recipients may use leveraged resources from partners to support paid media efforts.

## Potential Recipient Communication Activities:

- Embed specific communication activities that support program strategies in the work plan.
- Identify staff responsible for communication activities.
- Test messages and ads/materials with intended audience(s) before use.
- Aim for a minimum of one public message and one partner message each month. Use a mix of earned, digital/social, paid, or partner media. Public messages should focus on advancing program objectives. Messages to partners and leaders should focus on activities, resources, and successes.
- Track communication activities (e.g., earned media news stories, digital/social media, paid or in-kind media, messages sent to partners), including in work plan reporting to CDC, and share the information with stakeholders on a routine basis, as needed.
- Submit to CDC at least two success stories per year for Years 2-5. The success stories highlight recipients’ efforts to implement and evaluate the NOFO strategies.

## Communication Resources:

- [NCCDPHP Success Stories Application](https://nccd.cdc.gov/NCCDSuccessStories/) (https://nccd.cdc.gov/NCCDSuccessStories/) — This online application provides a step-by-step template for recipients to develop success stories.
- [Success Stories Development Guide](https://nccd.cdc.gov/NCCDSuccessStories/pdfs/Success_Stories_Development_Guide.docx) (https://nccd.cdc.gov/NCCDSuccessStories/pdfs/Success\_Stories\_Development\_Guide.docx) — This guide helps users step through preparing a story.
- [State and Community Health Media Center](https://nccd.cdc.gov/chmc/Apps/overview.aspx) (https://nccd.cdc.gov/chmc/Apps/overview.aspx) — This online application helps state and local programs find and request advertisements, support materials, and photos on nutrition, physical activity, obesity, built environment, clinical and community linkages, and other chronic disease topics. Technical assistance is available for finding items to support program objectives and placing an order.
- [Media Impressions Worksheet](https://www.cdc.gov/nccdphp/dnpao/state-local-programs/crosscutting-resources.html#CommunicationMaterials) (https://www.cdc.gov/nccdphp/dnpao/state-local-programs/crosscutting-resources.html#CommunicationMaterials) — This file helps track earned news media, paid/in-kind, and digital/social media efforts.
- [Communication Planning Tool](https://www.cdc.gov/nccdphp/dch/resources/DCH_Comm_Planning-Tool_final.docx) (https://www.cdc.gov/nccdphp/dch/resources/DCH\_Comm\_Planning-Tool\_final.docx) — This tool helps plan earned, paid/in-kind, digital/social, and partner media efforts over a 12-month period. It is also designed to support and sustain communication activities.

