

# CDC PUBLIC-PRIVATE PARTNERSHIPS

SAVING LIVES TOGETHER



Keeping America safe, healthy, and secure is critical to a healthy workforce and economy. CDC works 24/7 to keep Americans safe from domestic and international health, safety, and security threats. Also, CDC provides guidelines and information to help employers and employees reduce spending on chronic and infectious diseases and to keep their families safe and healthy.

## WHY PARTNER?

### Benefits for Private Sector Partners:

- Access specific populations or professional groups
- Collaborate on innovative products
- Share private sector perspective on health issues
- Access resources, guidelines, and information
- Enhance reputation, brand loyalty, and goodwill

### Benefits for CDC:

- Connect to organizations that share our goals
- Extend reach of CDC messages and programs
- Improve CDC innovation through collaborative R&D
- Solve problems through new technology
- Raise awareness about CDC's lifesaving work

## WAYS TO CONNECT WITH CDC:

CDC interacts with over 350 private sector entities at varying levels of engagement. Partners have a portal into the agency through CDC's P3 Team, which connects businesses to CDC programs.

Private sector organizations can engage with CDC in many ways:

- **Take part in Business Health Executive Quarterly Calls:** Hear breaking news and information about CDC Programs.
- **Access the Public-Private Partnerships and CDC Website:** Access tools and resources that matter to the private sector.
- **Engage with CDC experts:** Share information or offer a private sector perspective.
- **Explore Partnership Opportunities:** Share skills, assets, and financial resources.
- **Collaborate through the CDC Foundation:** Learn how the CDC Foundation helps CDC do more, faster.



## Successful Connections:

### Examples of Private Sector Engaging with CDC

- **Partners help CDC amplify life-saving messages:** CVS Health runs smoking cessation ads from the CDC's Tips Campaign in 7,600 stores.
- **The CDC Foundation helps CDC respond to emergencies through its Global Disaster Response Fund:** In the Ebola outbreak, donors provided \$56 M in support through the Fund.
- **Partners can connect to CDC speakers through CDC's P3 Team:** A CDC expert in healthcare innovation presented at the Atlanta Business Chronicle's Health-Care Empowerment Summit.

For more information, visit <http://www.cdc.gov/partners> or contact [privatesector@cdc.gov](mailto:privatesector@cdc.gov)



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention