

Office of the Associate Director for Communication



Our Mission

The Office of the Associate Director for Communication (OADC) supports CDC's mission by leading customer-centered, science-based, and high-impact communications. OADC provides leadership and expertise to coordinate the agency's health communication and marketing activities, as well as response to urgent issues, and ensures consistent and clear communication of key CDC messages – both internally and externally.

Strategically, OADC works to

- Enhance internal and external trust and credibility
- Achieve consistent, high-quality communication service, technical assistance, and collaboration
- Enlarge the health communication capacity and capabilities of CDC, its partners, and stakeholders
- Conduct and promote health communication science and evidence-based practice
- Provide and manage communication channels and services (e.g., broadcast, graphics, photography, and web)

Activity Snapshot

- The Public Health Training Network (PHTN) is a distance learning network of people and resources that takes training and information to the learner. PHTN uses a variety of instructional media to meet the training and information needs of America's health workforce.
- CDC mobile provides relevant, credible health information via a mobile device. More than 16,000 CDC.gov web pages can be viewed, including content on emergency preparedness and response, travelers' health, seasonal flu, and more, at <http://m.cdc.gov>.
- CDC bloginars provide bloggers with information on important and timely topics, such as outbreaks or public health events, presented by a CDC subject matter expert.
- CDC uses content syndication as an effective and cost-free way to provide the latest health information to anyone who visits a content syndication partner's Website. Content syndication allows CDC partners to display CDC health and safety information on their own Websites. When CDC updates the information, the updates automatically appear on the partner's Website.





OADC Divisions

The **Office of the Director (OD)** leads strategic communication activities that advance CDC's goals and priorities. The OD provides cross-agency coordination, research leadership, and senior leadership guidance.

The **Division of Communication Services (DCS)** offers a variety of communication services and consultation in visual communications, broadcast, communication planning, audience analysis, campaign planning, and multilingual translation. DCS works to

- Provide creative direction, uphold CDC's brand, and co-develop new communication strategies with CDC programs
- Collaborate with CDC programs to develop and produce communication campaigns, audio and video public service announcements, and related content
- Provide and manage CDC-wide communication services, including broadcast, audio, and video material production; graphic arts, photography, and related services; writer editor services; and multi-lingual services

The **Division of News and Electronic Media (DNEM)** develops and evaluates effective communication technologies that enhance the presentation and distribution of CDC's products and services. DNEM works to

- Ensure the media accurately represents CDC data, research, guidelines, and actions
- Provide consultation to CDC's Director, other leadership, and information officers on the effective and appropriate use of news and electronic media
- Manage news and electronic media efforts and initiatives
- Serve as CDC's liaison to local, national and international media
- Provide agency-wide leadership, coordination, and support for CDC's Website (www.cdc.gov) and CDC's new and social media use

The **Division of Community Engagement (DCE)** leads development of external communication and public relations strategies, and manages CDC's involvement in community events. Specifically, DCE works to

- Develop strategic communications that uphold the public's trust in CDC
- Facilitate community events and activities, such as Partners in Education Program; an annual State of CDC publication; and the Speaker's Bureau, which trains speakers to educate the public on CDC's public health efforts
- Manage CDC-INFO, a free, public national contact center that responds to phone and email inquiries and plays a vital role in CDC's Emergency Response efforts
- Manage programs to ensure clear message delivery to key audiences (e.g., entertainment education leaders and state/local public health information professionals)
- Develop strategies to help CDC employees communicate more effectively with partners and the public
- Provide management and planning support for meetings held in the Global Communications Center (many with state health officials)
- Manage CDC's Global Health Odyssey Museum exhibits that are open to the public and feature current and past work of CDC (more than 60,000 visitors annually)

CDC Atlanta:

For more information please contact Centers for Disease Control and Prevention
1600 Clifton Road NE, Atlanta, GA 30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
Email: cdcinfo@cdc.gov Web: www.cdc.gov