

# Using Marketing/Communication to Support Programs

This document provides ideas for how to organize and use marketing/communication to support and sustain public health programs.

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# 1) Content Flow- Find content to deliver to your audience(s)

## Where to get content? (national/state/local)

- Health observances marketing related to work
- Events
- Funding announcement
- Media reports
- Reports & publications
- Survey results
- Success stories
- State 7 Community Health Media Center (SCHMC)
- Media Campaign Resource Center (MCRC)
- Pictures
- Videos
- Infographics

## Who can deliver messages?

- Communication Lead
- Marketing Department
- Media/Public Relations
- Community Relations
- Coalitions/Partnerships
- Marketing Subcommittee
- Other (Development or Fundraising Department)

## What channels to use?

- Digital/social media – website, blogs, Facebook, Twitter, YouTube, etc.
- Earned media – news releases, features, ethnic/community media, PSAs
- Paid media – advertising, educational campaigns, PSAs
- Partner media – newsletters, briefing materials, listservs, talking points

## Who is the audience to receive messages?

- Public – General market
- Public – Audience segment(s)
- Coalition
- Partner groups
- Funders
- Community Leaders
- Other Stakeholders

### Reminders:

- Test and validate messages and materials with intended audience(s) before use.
- Evaluate communication efforts to determine success and improving future efforts.

2) Sample Team Structure – Here is a sample team structure that can help increase visibility and support, program effectiveness, and sustain program efforts or activities.

