

RESOURCES

- **Focus on Prevention**

<http://store.samhsa.gov/product/Focus-on-Prevention/SMA10-4120>

Guides communities in planning and delivering substance abuse prevention strategies. Covers needs assessments, identifying partners, creating effective strategies, marketing, special populations, and program evaluation. Includes a sample timeline of tasks.

- **Gateway to Health Communication & Social Marketing Practice**

<http://www.cdc.gov/healthcommunication/about.html>

The site takes information from CDC and other public and private resources, and creates distinct categories, making it easier for you to find exactly what you need. The categories include:

- Audience: How to identify, segment, select, and target audiences to tailor your health messages to reach your intended audiences.
- Campaigns: A thorough list of CDC and other health campaigns, plus other health communication materials and interventions, where you can find "best practices" and interventions that really work.
- Research/Evaluation: Where we place formative and summative research plus evaluation tools for health communication programs.
- Channels: How to help you determine the best avenues for distributing, delivering, and promoting your outreach strategy.
- Tools & Templates: Where you can find templates and social media and health literacy tools, among others, to help you create effective and successful campaigns.
- Risk Communication: A special section where you can learn about the principles of risk and crisis response, CERC, and issues management during emergencies.

- **Guide to Writing for Social Media**

<http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf>

This guide was designed to provide guidance and to share the lessons learned in more than three years of creating social media messages in CDC health communication campaigns, activities, and emergency response efforts. In this guide, you will find information to help you write more effectively using multiple social media channels, particularly Facebook, Twitter, and mobile phone text messaging. The guide is intended for a beginner audience, although some readers with an intermediate level may find it useful too.

- **Making Health Communication Programs Work (AKA "The Pink Book")**

http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook/Pink_Book.pdf

This book is a revision of the original *Making Health Communication Programs Work*, first printed in 1989, which the National Cancer Institute (NCI) developed to guide communication program planning. This is a go-to guide for health communication professionals across the country. This thorough guide provides a 4-step guide to health communication and contains extensive information in the following areas:

- Overview: The Health Communication Process
- Planning and Strategy Development
- Developing and Pretesting Concepts, Messages, and Materials
- Implementing the Program
- Assessing Effectiveness and Making Refinements
- Communication Research Methods

In addition, the book includes useful appendices such as Communication Planning Forms and Samples, Selected Planning Frameworks, Social Science Theories, and Models of Change.

- **Making the Case for Community Prevention Through Media Advocacy**
<http://www.preventioninstitute.org/focus-areas/reforming-our-health-system/projects.html>
 This booklet is a compilation of tips and talking points for making the case for community prevention. They are based on the Prevention Institute’s daily analysis of how the media is (and isn’t) framing community prevention. Includes hints on working effectively with the media and provides samples and templates for op-eds and letters to the editor.

- **Media Advocacy Manual**
http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf
 The American Public Health Association produced this 16-page guide on how to use the media effectively to support public policy initiatives. Covers planning your message and ways of using the media tips for writing press releases, editorial board visits, interviews, op-eds, and media events.

- **Social Marketing and Prevention**
http://swpc.ou.edu/documents/publications/socialmarketing_000.pdf
 This brief describes the seven “P’s” on social marketing and points to several resources for more information on the topic.

- **Social Marketing, Social Norms & Information Dissemination: What’s the Difference and Which One to Use?**
http://rpscolorado.org/pdf/rps_installment1_socialnorms.pdf
 A quick (2-page) factsheet that helps guide the reader to understand the difference between these different tools and then to know when to best apply them.

- **The Community Tool Box**
<http://ctb.ku.edu/en/tablecontents/index.aspx>
 This web-based resource has been developed by the University of Kansas in partnership with hundreds of community based organizations around the country. It provides a wealth of free information on planning communication campaigns. Chapter 6, “Promoting Interest in

Community Issues” offers detailed information on developing a communication plan as well as how to use various tools that are essential to communicating your message effectively.