

CHAPTER 2

A Public Health Communication Planning Framework

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LEARNING OBJECTIVES

By the end of this chapter, the reader will be able to:

- Understand how health communication fits into the broader ecological model.
- Select an overall approach to planning.
- Identify the key elements of each core strategy based on best practices.
- Identify stakeholder partnerships for a communication intervention.
- Create a macro-plan for a health communication intervention.

INTRODUCTION: HEALTH COMMUNICATION IN THE ECOLOGICAL MODEL

Referring back to the ecological model in Chapter 1, our health is affected by our physical environment and limiting or enabling factors created by our society, as well as our own behavior and biology. Reciprocally, our physical condition and behavior affect the health and social welfare of others, and we obviously affect the physical environment. Public health experience has demonstrated that interventions conducted on multiple levels of the model are more effective than those focusing solely on one level. Table 2-1 shows some of the ways that the CDC used health communication to support interventions directed at the different levels of the ecological model.

A good example of a multi-level intervention is the tobacco policy that addresses taxation on cigarettes, national advertising, workplace activities, and the availability of medical cessation aids (e.g., nicotine gum, patches), presented in Chapter 1.

In this chapter, we introduce the example of the national folic acid* campaign managed by the CDC and the National Council on Folic Acid. The CDC and its partners launched advocacy, health provider education, community partnerships, and mass media efforts to increase the availability of foods fortified with folic acid, as well as to increase consumption of folic acid supplements by any woman capable of becoming pregnant. We will come back to the national folic acid program throughout the textbook as an ongoing example that is unusual in scope and longevity.

At the opposite end of the spectrum, many community organizations or public health departments plan and execute small scale interventions on their own. These smaller efforts must work within the limits set by their organizations (chiefly budgetary), and address limited populations defined by specific factors (e.g., geography, health status, age, maternity status, ethnic identity, sexual orientation, church affiliation, school attendance, sports team fans, etc.). Table 2-2 illustrates the levels of the ecological model and how communication might be used to create or support a public health intervention.

Whether planning for a multilevel, multi-population communication program or a highly focused one, the basic planning process is the same.

*Folic acid is a B-vitamin that is essential to human health. It is important for the body to make DNA and RNA, the blueprints for development of cells. It is especially vital to a developing embryo because rapid cell division occurs early in fetal development. Consuming folic acid before conception and through the first months of pregnancy will prevent 50-75% of neural tube defects.

A Public Health Communication Planning Framework

C Cleary



A Public Health Communication Planning Framework:

Unveiling the Energy of Verbal Artistry: An Psychological Sojourn through **A Public Health Communication Planning Framework**

In some sort of inundated with monitors and the cacophony of instant conversation, the profound energy and emotional resonance of verbal artistry often disappear in to obscurity, eclipsed by the regular onslaught of sound and distractions. Yet, situated within the musical pages of **A Public Health Communication Planning Framework**, a captivating perform of literary splendor that pulses with fresh feelings, lies an memorable trip waiting to be embarked upon. Composed by a virtuoso wordsmith, this magical opus courses readers on a psychological odyssey, softly revealing the latent potential and profound affect stuck within the complex internet of language. Within the heart-wrenching expanse of the evocative evaluation, we will embark upon an introspective exploration of the book is central themes, dissect their captivating writing model, and immerse ourselves in the indelible impact it leaves upon the depths of readers souls.

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