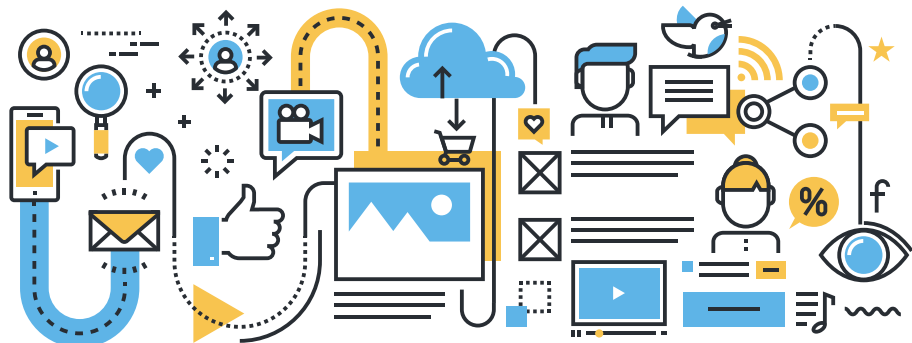


# Social Marketing and Communication

## INTEGRATED APPROACH TO BUILDING HEALTHY COMMUNITIES

SMC has seen firsthand through our work with CDC that communities can produce better—and longer lasting—health outcomes through system-level changes that improve the environments in which people live, work, learn and play. Through the FHI Foundation–funded Building Healthy Communities project, SMC has partnered with colleagues across the organization to expand evidence that integrated, multisector efforts to improve community health are more effective than nonintegrated approaches.



Our Social Marketing and Communication (SMC) staff are dedicated to improving people's lives through innovative and effective outreach and communication campaigns that bring about both individual behavior change and systems change. We do this through social marketing, communication, branding, graphic design, applied research and evaluation, social media, mass media campaigns, and training and technical assistance approaches that are steeped in theory and best practices. Our multidisciplinary teams address a wide range of health issues and diseases—both chronic and infectious—for federal government and foundation clients. Here are a few examples of our work:

### ENCOURAGING FRANK DISCUSSION TO PREVENT HIV

SMC provides creative direction and support for the Centers for Disease Control and Prevention's (CDC) Start Talking. Stop HIV.—winner of Healthline's Best New HIV Awareness Campaign in 2015. This digital campaign is designed to reach and influence gay men in their everyday lives with messages that inspire practical, lifesaving conversations and promote open communication between sexual partners for the purpose of preventing HIV. Our marketing and outreach materials incorporate the latest social media trends, including animated gifs and memes for the campaign's [Facebook](#) page, along with a full range of [promotional materials](#) for use online, in national and local promotions, and at Pride events.

### PROMOTING SYSTEMS CHANGE TO IMPROVE COMMUNITY HEALTH

When CDC made huge strategic investments in environmental, community-based strategies to prevent chronic diseases, SMC was chosen to provide communication outreach and training and technical assistance to support this new emphasis on

**About FHI 360:** FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. Our staff includes experts in health, education, nutrition, environment, economic development, civil society, gender, youth, research, technology, communication and social marketing — creating a unique mix of capabilities to address today's interrelated development challenges. FHI 360 serves more than 70 countries and all U.S. states and territories.

environmental and systems change. SMC staff offered the newly formed Division of Community Health a depth of knowledge and understanding of this shift in direction beyond that of traditional PR and communication strategies. Our work over more than five years has supported hundreds of communities across the nation in their efforts to improve their citizens' health. To learn more, take a look at a [series of videos](#) we created to demonstrate that prevention is good for community health *and* for business.

### **ACCELERATING RESEARCH TO REDUCE CHILDHOOD OBESITY**

SMC manages the Coordinating Center for the [National Collaborative on Childhood Obesity Research](#) (NCCOR) in the United States, which brings together four of the nation's leading research organizations—the Centers for Disease Control and Prevention, National Institutes of Health, Robert Wood Johnson Foundation, and Department of Agriculture—in a public-private partnership to accelerate progress in reducing childhood obesity in the United States. The project fosters strategic, joint projects and initiatives to better understand the causes of childhood obesity and solutions for reducing it. SMC provides critical, substantive support through strategic planning, project coordination, communication, materials development, research support, and evaluation. In 2010, NCCOR received an inaugural *HHS Innovates* award from U.S. Health and Human Services Secretary Kathleen Sebelius.

### **BUILDING A MARKETING PLATFORM TO SUPPORT DIABETES PREVENTION**

For several years, SMC has worked with CDC's Division of Diabetes Translation to build the National Diabetes Prevention Program's marketing portfolio. We began by developing and testing a credible, unifying brand and followed with developing, testing, and distributing a suite of materials (in English first, with Spanish materials under way) to gather support from employers, health care providers, insurers, and participating organizations to increase referral, enrollment, and retention of people with prediabetes in lifestyle change programs to prevent type 2 diabetes. Check out the centerpiece of this project: the expanded, redesigned, and thoroughly tested [National DPP website](#).

### **PROMOTING THE VALUE OF RETAIL JOB SKILLS**

SMC, together with colleagues in FHI 360's National Institute for Work and Learning, is conducting an educational and marketing initiative funded by the Walmart Foundation to promote career advancement among retail employees in the United States, particularly those in marginalized communities. The initiative, to be launched in Baltimore and Chicago in early 2017, aims to educate retail workers and employers in both retail and other sectors about the value of retail work experience and associated skills and to promote skills development and career advancement opportunities. These goals will be achieved through formative research with employees and employers to inform education and marketing strategies, tools, and materials; media outreach; and partner engagement. Successful strategies and products from this effort can be replicated in other communities.

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