

FHI 360

# SOCIAL MARKETING AND COMMUNICATION

## BPA TEAM CAPABILITIES



**Communication Services**  
**Blanket Purchase Agreement (BPA)**

OFFICE OF THE ASSOCIATE DIRECTOR FOR COMMUNICATION,  
CENTERS FOR DISEASE CONTROL AND PREVENTION





## FHI 360

# MISSION-DRIVEN GLOBAL NONPROFIT

FHI 360 is one of CDC's most trusted communication contractors, with more than \$100M in past and current work since 2000. Representing the combined expertise of FHI and the Academy for Educational Development, FHI 360 has successfully supported clients across CDC, including the Office of the Director, five national centers, the Center for Global Health, and more. As pioneers in social marketing, our products win awards and our scientific breadth and theory-based work get results for CDC's tough challenges.

As one example, when CDC made huge strategic investments in environmental, community-based strategies to prevent chronic diseases, FHI 360 was chosen to provide communication outreach and training and technical assistance to support this new emphasis on systems change. FHI 360 offered a depth of

knowledge and understanding of this shift in direction beyond that of traditional PR and communication agencies. Our work has supported hundreds of communities across the nation in their efforts to improve their citizens' health.

Our insightful, evidence-based, consumer-driven work is reflected in our regularly high CDC contractor performance evaluations and past performance references. Recent contracts in our Social Marketing and Communication department have averaged 97/100 in client satisfaction.

FHI 360 is dedicated to improving people's lives through innovative and effective communication campaigns and outreach. We're excited about new opportunities to work with CDC to make America a healthier nation.



**Salter>Mitchell**

## SMALL BUSINESS WITH A BIG VOICE

The professionals at Salter>Mitchell, our small business partner, have developed some of the most memorable campaigns in public health — ones that are cited in professional journals and included in textbooks. Founded by the director of the original ‘truth’ anti-tobacco campaign, the agency created the Fifth Guy (“Four out of five people wash their hands. Could someone talk to the fifth guy?”), and Find the Fun Now. Over the past 3 years, this small firm has conducted numerous surveys, more than 100 focus groups, and hundreds of interviews focused on the health care exchange and the Affordable Care Act. Currently, Salter>Mitchell is working with FHI 360 to create policy materials and trainings for CDC’s Office of the Associate Director of Policy.

Even as a small business, Salter>Mitchell thinks big. They work nationally — and occasionally internationally — to make an impact that’s felt locally and even individually. This firm pairs the strategic thinking and research depth of a consultancy with the firepower of a full-service marketing, advertising, and public relations firm. Because in the end, their mission is simple: “We’re here to make good things happen.”

# OUR APPROACH GETS



FHI 360 programs and services get results because our approach is steeped in **science, theory, and research**.

Our health communication staff are passionate about making a difference in lives **across the country and around the world**.

Our teams are multi-disciplinary in expertise, and experienced in the application of behavioral science and social marketing for both **individual behavior change** and **systems change**.

FHI 360's **4,000 staff** work on domestic and international health programs, ranging from the social determinants of health in the United States, to the link between economic development and health outcomes in the developing world.

ON THE NEXT PAGES, WE PROVIDE MORE DETAIL FOR EACH OF THE 10 TASK AREAS OF THE BPA.



## TASK 1

### COMMUNICATION SCIENCE & PROGRAM PLANNING

CDC's marketing efforts must reflect a real-time understanding of the policy environment, as well as a thorough grasp of audience attitudes, beliefs, skills, needs, and preferences. Our **formative research** approach leads to key discoveries and actionable insights that drive behavior through messages and materials that resonate. Our process includes setting project objectives with CDC staff, secondary research about potential **audience segments**, the design and implementation of applied **consumer research**, and the creation of audience profiles that form the foundation of a communication plan. Our resulting **communication plans** provide the theoretical basis for any proposed approach, reflect best practices in health communication strategies, and address the needs of all audiences.

## TASK 2

### PROGRAM IMPLEMENTATION

Our approach to health communication is strategic and based on a clear understanding of the diverse nature of the populations we seek to reach. This deep understanding allows us to create messages, materials, and dissemination plans that resonate with audiences and address their specific needs and values. Our team's **implementation plans** include strategies for integrated campaigns, partnership development, social media, press outreach, public affairs, and materials distribution. Our communication specialists are experts in launching campaigns and overseeing all aspects of media buying, media and community relations, conference support, and monitoring. Our recent strategic implementation ranges from national CDC awareness campaigns to targeted web-based initiatives. In all of our work, we flexibly and strategically adapt to unforeseen events or changes in direction in a fluid and dynamic media environment.

## TASK 3

### MATERIALS DEVELOPMENT

The FHI 360 team enters product development armed with the knowledge gained through formative research and a strategy honed through creation of the communication plan. We develop **message maps** and **creative briefs** for materials ranging from print to digital and video, then **pretest** them with target audiences and stakeholders. We refine concepts and create a **materials development plan** that covers all aspects of production and clearance, from talent buyouts to quality control procedures and creating final files that are **508 compliant**. Our in-house team includes **design, editing,** and **translation** staff with experience developing or adapting materials for **special populations**, including audiences with low literacy levels and persons who are hearing or vision impaired.

## TASK 4

### TECHNICAL ASSISTANCE AND TRAINING

Our approach to providing TA and training is built upon decades of experience with diverse populations in the United States and internationally. We have learned that TA and training is most successful when it is based on careful needs assessments; planned cooperatively; and tailored to the participant audience, available resources, and logistical constraints. It also must use participatory methods and follow-up mechanisms; result in clear, concrete outputs; and be accompanied by ongoing evaluation to inform future efforts. To meet needs while staying cost-effective, we conduct **technology assessments** to explore a range of training options that capitalize on existing technologies and allow for adaptation to meet future training needs. Our training formats may include webinars, self-paced online learning modules, podcasts, and other approaches.

## TASK 5

### PARTNERSHIPS

Our extensive partnership experience has taught us that intensive outreach with a large number of partners is not always the best way to achieve a program's goals. Thus, our partnership engagement strategies often center on a **multi-tiered approach**, with the most influential partners engaged in intensive outreach and joint activities, and others involved in less direct ways. In any partnership task, we work closely with CDC to develop the appropriate strategy, select the stakeholders, and determine what would be optimal within budget and timeframe.

## TASK 6

### EVALUATION

Evaluation forms an integral and integrated part of the programs that we assist our clients in designing and implementing. FHI 360 employs more than 90 PhD-level researchers and more than 150 highly skilled research analysts from a wide range of academic disciplines. Blending methodological expertise, deep content knowledge, and a passion for improving human development, FHI 360's researchers and statisticians use **multi-disciplinary** approaches to assess the problem, develop and track programs, measure the impact of promising programs, and translate research findings into practice. As needed, our team prepares for CDC all submission materials for Office of Management and Budget clearance and FHI 360's Institutional Review Board.

## TASK 7

### WEB DESIGN

FHI 360 supports planning, content development, and ongoing maintenance of program websites. FHI 360 is well-versed in CDC's Web Content Management System (WCMS), 508 compliance, and the importance of responsive design. The websites we develop and manage include campaign-specific pages, collaborative spaces for grantees and partners, and CDC division Internet and intranet sites. FHI 360 gathers and assesses web analytics and recommends strategic changes in content or design based on those data. We also regularly implement **usability testing** to ensure a site's effectiveness, test the functionality of the site, and assess users' reactions to organization and navigation.

## TASK 8

### CONFERENCE SUPPORT

FHI 360 provides a full range of meeting and conference management services, including planning, registration, audiovisual equipment, message center operation, and graphic support services. Our approach includes a work plan for each event, whether for an expert panel or a large meeting, and employs our well-established **process for meeting planning** and logistics. Whether the event is in-person or virtual, the FHI 360 team also oversees all aspects of conference communication including materials development, media management, and social media promotion. Our 13,000 sq ft onsite, **state-of-the-art conference center** in Washington, DC, has successfully hosted many CDC functions.



**TASK**  
**9**

## DATABASE DEVELOPMENT AND MANAGEMENT

The FHI 360 team provides expertise in database development and management and knows the right questions to ask to determine the system that will best meet the project needs. FHI 360's **in-house Tech Lab** has significant experience in developing, modifying, and enhancing project databases for meeting management, inventory tracking, mailing list management, bibliographies, and organizations/resources.

**TASK**  
**10**

## PROJECT AND ACCOUNT MANAGEMENT

FHI 360 is particularly proud of our strong track record of supporting clients through the entire life cycle of a project — from careful and strategic planning through to rigorous analysis and thoughtful monitoring and reporting. Our project teams complete tasks and deliverables on time and on budget. Each team includes finance staff for daily monitoring of expenditures and management of subcontracts and vendors, and teams are further supported by strong corporate systems, including accounting, billing, procurement, and contracts.

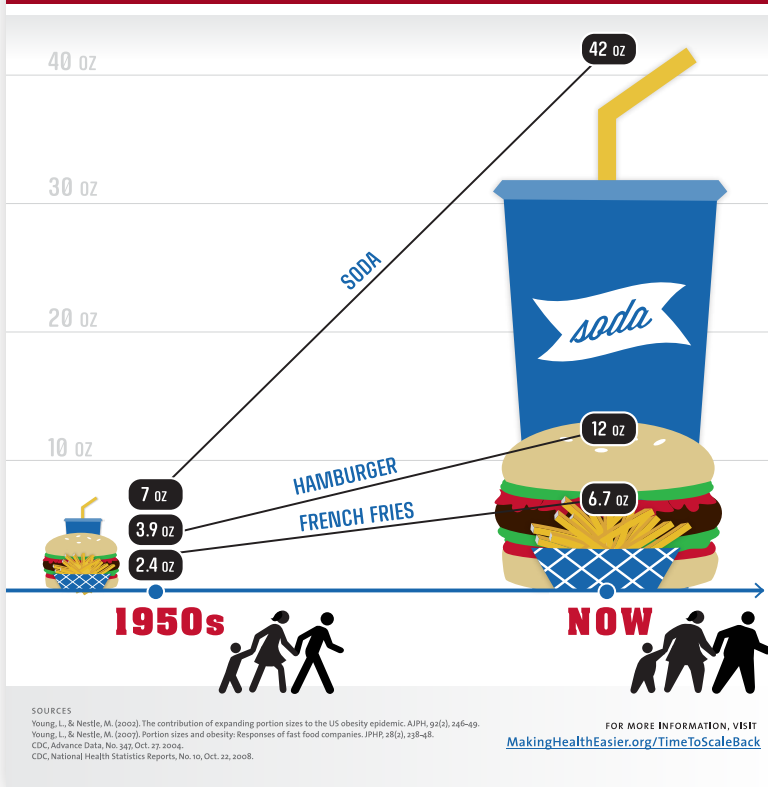


## NATIONAL PREVENTION MEDIA INITIATIVE

CDC's Communities Putting Prevention to Work (CPPW) program was a landmark effort to address the two leading causes of preventable death — tobacco and obesity. FHI 360 provided strategic communication and media support to CDC and 50 awardees in their efforts to implement local changes that made healthy living easier in their communities. The CPPW awardees used a variety of proven strategies to reduce exposure to secondhand smoke in the community, protect children from tobacco marketing, increase access to healthy food, ensure quality physical education in school, and increase access to safe sidewalks and bike paths. FHI 360 conducted a mix of paid, earned, digital, and social media efforts to drive change in CPPW communities. The New (Ab)Normal, an infographic showing the steady increase of portion sizes in the United States, garnered more than **30M impressions** and has been referenced in peer-reviewed journals and used in communication textbooks and graduate-level course work. At the time it was released, it was **CDC's second most successful infographic ever**.

# THE NEW (AB)NORMAL

Portion sizes have been growing. So have we. The average restaurant meal today is more than four times larger than in the 1950s. And adults are, on average, 26 pounds heavier. If we want to eat healthy, there are things we can do for ourselves and our community: Order the smaller meals on the menu, split a meal with a friend, or eat half and take the rest home. We can also ask the managers at our favorite restaurants to offer smaller meals.



# OUR WORK

## DCH COMMUNICATION SUPPORT

As the communication support contractor for CDC's Division of Community Health (DCH) for the past 5 years, FHI 360 recommends and implements strategic communication activities to support the division's overall mission and build communication and behavior change capacity among more than 200 CDC-funded, community-driven prevention efforts targeted at reducing tobacco use, increasing physical activity, improving nutrition, and addressing health disparities. Our efforts include materials development, training and technical assistance, research and evaluation, and other activities key to collaborating across branches and promoting community health within CDC and providing communication support to DCH program awardees, national partners, community-based organizations, media, and other stakeholders. The most recent contractor performance evaluation on this contract was **97/100**.

**Our children deserve more places to be active.**

Our children need space to run, jump, and enjoy being kids. That's why communities all over the country are helping create access to safe spaces like parks, playgrounds, bike trails, and school gyms. It can happen in your community, too. Visit [cdc.gov/deserve](http://cdc.gov/deserve) to find out more.

**Making Health Easier**

Made possible with funding from the Centers for Disease Control and Prevention.

**Our community deserves better food options.**

Eating fresh fruits and vegetables is easier when they're available in more places like corner stores and local markets. Communities across the country are working hard to increase access to healthy food options for families. Visit [cdc.gov/deserve](http://cdc.gov/deserve) to find out more.

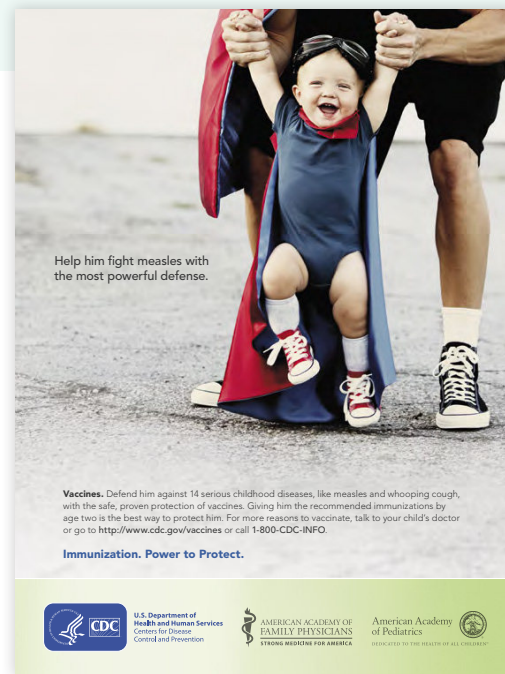
**Making Health Easier**

Made possible with funding from the Centers for Disease Control and Prevention.

# OUR WORK

## CHILDHOOD IMMUNIZATION AND FLU VACCINATION CAMPAIGNS

FHI 360 worked with the CDC to develop two large innovative, comprehensive social marketing campaigns: one to promote infant immunization among parents (with a focus on African Americans and Hispanics) and ensure that children younger than 2 years old are fully immunized; and the other to lead the federal government’s signature annual influenza awareness campaign. For the campaigns, FHI 360 constructed detailed profiles for target audiences to better understand demographics, the socio-cultural context, and culturally specific knowledge, attitudes, and behavior related to immunization. We used findings from these profiles to develop, produce, and disseminate a full suite of advertising, marketing, public relations, and grassroots strategies to reduce disparities in vaccination and motivate individuals to get themselves or their children vaccinated.



## DIABETES PREVENTION

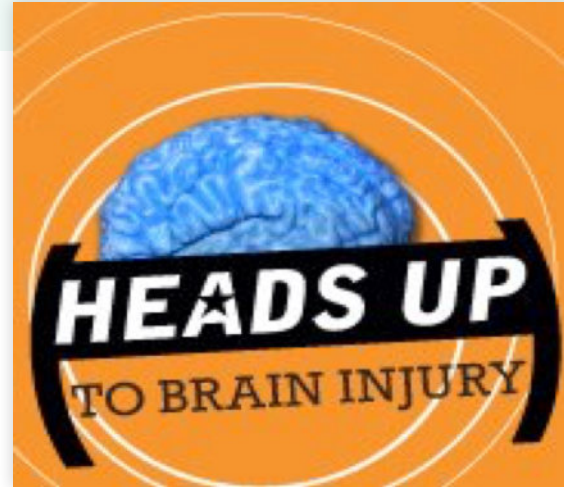
FHI 360 helped build the National Diabetes Prevention Program’s marketing portfolio, starting by developing and testing a credible, unifying brand. FHI 360 also developed, tested, and distributed a suite of materials to gather support from employers, providers, insurers and participating organizations to increase referral, enrollment, and retention of people with prediabetes in lifestyle change programs and provided TA to grantees implementing these programs. The most recent contractor performance evaluation on this contract was **97/100**.





## HEADS UP MULTI-LEVEL OUTCOME EVALUATION IN YOUTH SPORTS

FHI 360 has partnered with the YMCA of the USA to disseminate CDC's Heads Up concussion materials among youth sports leagues and evaluate changes in knowledge, attitudes, and reporting behavior among coaches, parents, and youth athletes. This 3-year study will include 10 local YMCAs and hundreds of youth sports teams across the country.



## HIV PREVENTION CAMPAIGNS

A part of CDC's Act Against AIDS, FHI 360 manages two social marketing campaigns: Reasons/Razones, a bilingual campaign aimed at increasing HIV testing among Latino men who have sex with men; and Start Talking. Stop HIV., targeting gay and bisexual men, aimed at increasing HIV testing and encouraging conversations about testing, status, condom use, and medications (pre- and post-exposure prophylaxis and antiretroviral therapy). Since 2013, FHI 360 has worked with local partners in 15 cities across the country to reach out at Pride events, complemented by engaging social media and local media buys.

Our Start Talking. Stop HIV. campaign just received **Healthline's Best New Awareness Campaign 2015 award**. This innovative digital campaign incorporates the latest social media trends, including animated gifs and memes. Since we took over the campaign's Facebook page from another communications firm, engagement activity is up 75%. Our most recent contractor performance evaluation on these contracts was **100/100**.





## ACCESS TO CARE

Salter>Mitchell is leading the research to inform messaging and outreach activities to educate the public on the ACA Health Insurance Marketplace. S>M has conducted qualitative and quantitative primary research in more than a dozen states, with audiences ranging from the uninsured, the insured, Latino communities, small business owners, insurance brokers, health care experts, outreach specialists, and health insurance marketing leaders. In total, they have conducted over 300 focus groups (in-person and online), over 200 in-depth interviews, and surveyed over 20,000 consumers and small businesses in national tracking studies (telephone and online). Their work has spanned from the initial naming and branding of the Marketplace, and continues through current outreach strategies for both pre- and post-enrollment periods.

**300+**  
FOCUS  
GROUPS

**200+**  
IN-DEPTH  
INTERVIEWS

**20,000+**  
CONSUMERS & SMALL  
BUSINESSES SURVEYED

## USING DATA FOR ACTION



FHI 360 and Salter>Mitchell are assisting the Center for Global Health in creating and testing

user-friendly tools to help ministry officials and community leaders use survey data to inform services for children. Our simple-to-use exercises lead local stakeholders through the Violence Against Children report from their own country, in order to explore and examine data that can help them plan future programming.



## **Associate Director for Policy**

Policy Research, Analysis, and Development Office

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## **Center for Global Health**

Division of Global HIV/AIDS

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## **National Center for Chronic Disease Prevention and Health Promotion**

Division of Community Health

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Division of Diabetes Translation

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Division of Nutrition, Physical Activity, and Obesity

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Division of Population Health – Arthritis, Epilepsy, and Well-being Branch

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## **National Center for HIV, Viral Hepatitis, STD, and TB Prevention**

Division of HIV/AIDS Prevention

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## **National Center for Immunization and Respiratory Diseases**

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## **National Center for Injury Prevention and Control**

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## **National Center on Birth Defects and Developmental Disabilities**



## OUR STAFF

Our diverse and multi-disciplinary staff means we can better tailor teams to meet project needs, and we have a broad range of expertise at hand when needed.

- FHI 360's Social Marketing and Communication staff are racially and ethnically diverse, and 25% of us are bilingual.
- Our staff have a broad mix of educational degrees. Most hold master's degrees or higher in public health, communication, marketing, business, public administration, social work, sociology, psychology, anthropology, and biostatistics, to name a few.
- Our subject matter expertise includes such health topics as infectious outbreaks, sexual health, immunizations, asthma, cancer, diabetes, obesity prevention, violence prevention, access to health care, energy efficiency, pollution prevention, educational equity and reform, workplace safety, traffic safety, and tobacco control and cessation.







Below are the ratings from recent FHI 360 Social Marketing and Communication contractor performance evaluations.

-  **Division of Community Health Communication Support**
-  **National Diabetes Prevention Program Communications**
-  **OADP Multifaceted Communication Approaches**
-  **OADP National Prevention Strategy**
-  **Reasons HIV Testing Campaign**
-  **Start Talking. Stop HIV. Campaign Support**
-  **Self-Management Education**

WE STRIVE FOR EXCELLENCE

VISIT US AT

[www.fhi360.org](http://www.fhi360.org)



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Family Health International  
GSA Professional Services Schedule  
GS-00F-0007M

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