CDC’s Approach to Disseminating Science: Moving From Data to Action

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Overview

- Communications Science at CDC
- Channels
- Strategies
- Goals of Communications through Science Framework
Communications Science

*The study and use of communication strategies to inform and influence individual decisions that enhance health.*

- Customer-centered
- Science-based
  - Draws on the work of scholars and practitioners in a wide range of sciences and disciplines
  - Use multiple behavioral and social learning theories and models to advance program planning and identifying steps to influence audience attitudes and behavior
- High-impact communication
- Use both social marketing and health communication approach to promoting or "marketing" health to the public
Health Communication

Communication strategies to inform and influence individual decisions that enhance health.

- Review background information to define the problem (What's out there?)
- Set communication objectives (What do we want to accomplish?)
- Analyze and segment target audiences (Who do we want to reach?)
- Develop and pretest message concepts (What do we want to say?)
- Select communication channels (Where do we want to say it?)
- Select, create and pretest messages and products (How do we want to say it?)
- Develop promotion plan/production (How do we get it used?)
- Implement communication strategies and conduct process evaluation (Getting it out there)
- Conduct outcome and impact evaluation (How well did we do?)
Channels at CDC’s Disposal

- Website
- Scientific Publications (MMWR, journals, etc.)
- Social Media
- Educational Materials
- Presentations at Conferences
- Public Affairs Media Outreach
Morbidity and Mortality Weekly Report (MMWR)

- “The Voice of CDC”
- Viewed by app. 1 million persons/month
- Widely cited in the scientific literature

New health threats, outbreak investigations

Strategies for communication

- Partnerships
- Collaborations
- Publications
- Health Communications
- Health Marketing
CDC Science Impact Framework
5 Levels of Scientific Influence

- Disseminating Science
- Creating Awareness
- Catalyzing Action
- Effecting Change
- Shaping the Future

Morbidity and mortality vs. Health and well being
CDC Science Impact Framework

- Scientific publications
- Professional meetings and conferences
- General communication (social media, web, print)

Disseminating Science
Creating Awareness
Catalyzing Action
Effecting Change
Shaping the Future
CDC Science Impact Framework

- Awards
- Information sharing among professional societies
- Dialogue in scientific community

Catalyzing Action

Effecting Change

Shaping the Future

Disseminating Science

Creating Awareness

Morbidity and mortality

Health and well being
CDC Science Impact Framework

Creating Awareness

Catalyzing Action

Effecting Change

Shaping the Future

- Partnerships and collaborations
- Technology creation
- Congressional hearings
CDC Science Impact Framework

- Public health capacity building
- Practice and policy changes
- Cultural, economic, social, and behavioral changes

Disseminating Science

Catalyzing Action

Effecting Change

Shaping the Future

Morbidity and mortality

Health and well-being
CDC Science Impact Framework

- New hypotheses
- Public health programs/initiatives
- Continuous quality improvement
- Health outcomes

Creating Awareness

Effecting Change

Disseminating Science

Shaping the Future

Mortality and morbidity

Health and well-being
CDC Science Impact Framework

- Disseminating Science
- Creating Awareness
- Catalyzing Action
- Effecting Change
- Shaping the Future

Health and well being
Morbidity and mortality
# Scientific Impact – CDC Framework

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Disseminating Science</strong></td>
<td>Disseminating science may include publication of findings in peer review journals or other venues, presentation at conferences, or through other media channels.</td>
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<tr>
<td><strong>Creating Awareness</strong></td>
<td>Receiving recognition may include awards, general awareness, or acceptance of a concept or findings by scientific community or policy makers, generating new discussion.</td>
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<tr>
<td><strong>Catalyzing Action</strong></td>
<td>Catalyzing action may include partnerships and collaborations, technology creation, congressional hearings or bills, or introduction in practice.</td>
</tr>
<tr>
<td><strong>Effecting Change</strong></td>
<td>Effecting change may include building public health capacity, legal/policy change, cultural/social/behavioral change, or economic change.</td>
</tr>
<tr>
<td><strong>Shaping the Future</strong></td>
<td>Shaping the future may include new hypothesis or strategies, implementation of new programs/initiatives, or quality improvement.</td>
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Thank you!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348
www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.