

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



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Task Force on Research Specific to Pregnant and Lactating Women

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U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

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.

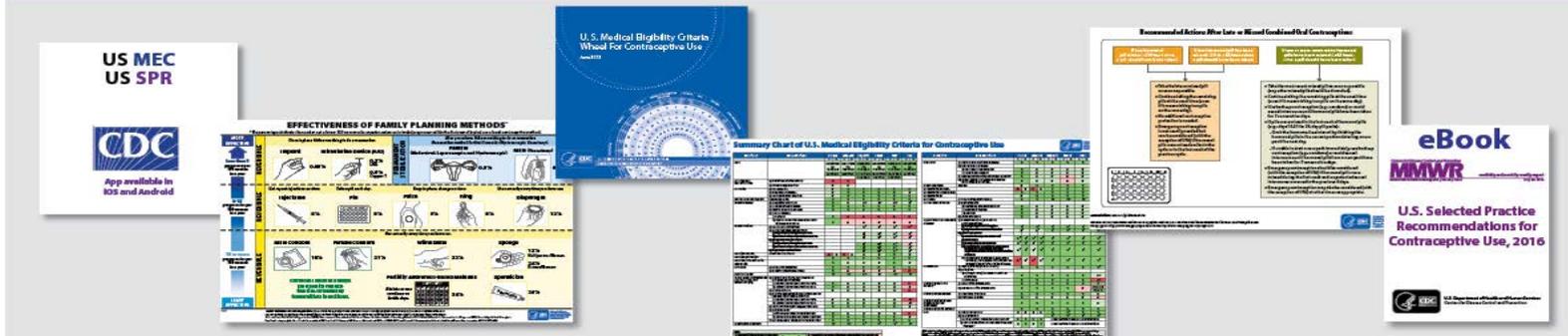
- Review background information to define the problem (What's out there?)
- Set communication objectives (What do we want to accomplish?)
- Analyze and segment target audiences (Who do we want to reach?)
- Develop and pretest message concepts (What do we want to say?)
- Select communication channels (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

Samples of Materials

U.S. Medical Eligibility Criteria for Contraceptive Use (U.S. MEC) and U.S. Selected Practice Recommendations for Contraceptive Use (U.S. SPR)



CDC Features

- CDC Features
- Data & Statistics
- Diseases & Conditions
- Birth Defects are Costly**
- Emergency Preparedness & Response
- Environmental Health
- Healthy Living
- Injury, Violence & Safety
- Life Stages & Populations
- Travelers' Health
- Workplace Safety & Health
- Features Media

CDC > CDC Features > Diseases & Conditions

Birth Defects are Costly



Language: English

January is National Birth Defects Prevention Month. Hospitalization for birth defects costs the U.S. over \$2.6 billion annually. This cost is higher when including the financial and emotional impact of living with birth defects.

In the United States, birth defects have led to more than 139,000 hospital stays during a single year (2004), resulting in \$2.6 billion in hospital costs alone (1). Often, babies born with birth defects need special treatments or services to thrive, adding to the costs of their care. Families, communities, and the government share these costs. Examples of costs of certain birth defects are shown below:

- Heart defects:** One study showed that overall hospital costs for people with a congenital heart defect were about \$1.4 billion in a single year (1).



PREGNANCY ||
NO PREGNANCY |

?

Twitter Chat on Infertility
April 26, 2017 at 1 p.m. ET
#InfertilityChat

Samples of Materials

CHECK THE CHEESE, AVOID LISTERIA

Soft cheeses sometimes carry *Listeria* (a rare but deadly germ).

Listeria infection in pregnant women can cause miscarriage, stillbirth, or death of the newborn.

24x
Pregnant Hispanic women are about 24 times more likely than the general population to get a *Listeria* infection.

Reduce your risk of infection during pregnancy to protect your baby

- Only buy soft cheeses with the word "pasteurized" on the label.
- Avoid soft cheeses made with unpasteurized milk.
- Be aware that soft cheeses made in unclean places have caused *Listeria* infections.

Types of Hispanic-style soft cheeses include queso fresco, queso blanco, queso blanco, queso cotija, queso panela, queso ranchero, and cuajada en terrón.

Visit www.cdc.gov/listeria and talk to your doctor for more information.

CS20164A




Pregnant? You Need a Flu Shot!



Information for pregnant women



The flu is a serious illness, especially when you are pregnant.

Getting the flu can cause serious problems when you are pregnant. Even if you are generally healthy, changes in immune, heart, and lung functions during pregnancy make you more likely to get severely ill from the flu. Pregnant women who get the flu are at higher risk of hospitalization, and even death, than non-pregnant women. Severe illness during your pregnancy can also be dangerous to your developing baby because it increases the chance for significant problems, such as premature labor and delivery.

The flu shot is the best protection for you—and your baby.

When you get your flu shot, your body starts to make antibodies that help protect you against the flu. Antibodies can be passed on to your developing baby, and help protect the baby several months after he or she is born. This is important because babies younger than 6 months of age are too young to get a flu vaccine. If you breastfeed your infant, antibodies may also be passed through breast milk. It takes about two weeks to make antibodies after getting a flu vaccine. Talk to your doctor, nurse, or clinic about getting vaccinated by October of each season, if possible.

The flu shot is safe for pregnant and breastfeeding women and their infants.

You can get the flu shot at any time, during any trimester, while you are pregnant. Millions of pregnant women have gotten a flu shot. Flu shots have not been shown to cause harm to pregnant women or their developing babies.

If you have your baby before getting your flu shot, you still need to get vaccinated. The flu is spread from person to person. You, or others who care for your baby, may get the flu, and pass it to the baby. Because babies younger than 6 months are too young to receive the vaccine, it is important that everyone who cares for your baby get a flu vaccine, including other household members, relatives, and babysitters.

The side effects of a flu vaccine are mild.

After getting your flu shot, you may experience some mild side effects. The most common side effects include soreness, tenderness, redness and/or swelling where the shot was given. Sometimes you might have a headache, muscle aches, fever, and nausea or feel tired.



Last Updated August 2016

Find educational resources to support **PERINATAL QUALITY IMPROVEMENT**



Pregnant or thinking about pregnancy? Talk to your doctor about any medications you are taking.



TREATING 4x for TWO

www.cdc.gov/treatingfortwo

Safer Medication Use in Pregnancy

Morbidity and Mortality Weekly Report (MMWR)

CDC > MMWR

Update: Interim Guidance for Health Care Providers Caring for Pregnant Women with Possible Zika Virus Exposure – United States (Including U.S. Territories), July 2017

Weekly / July 28, 2017 / 66(29):781-793

Morbidity and Mortality Weekly Report

□ *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**



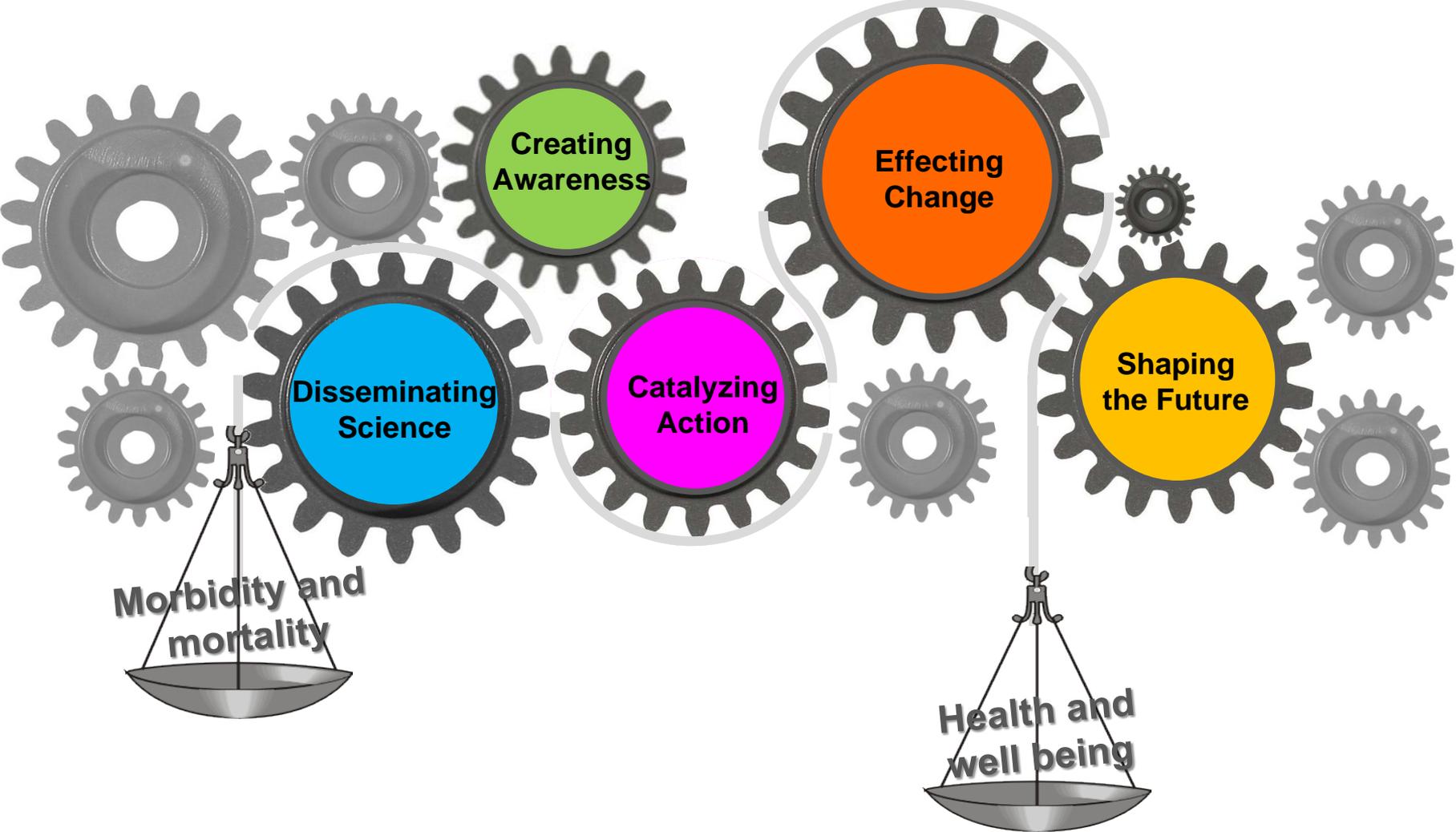
<http://www.cdc.gov/mmwr/pdf/rr/rr5801.pdf>

Strategies for communication

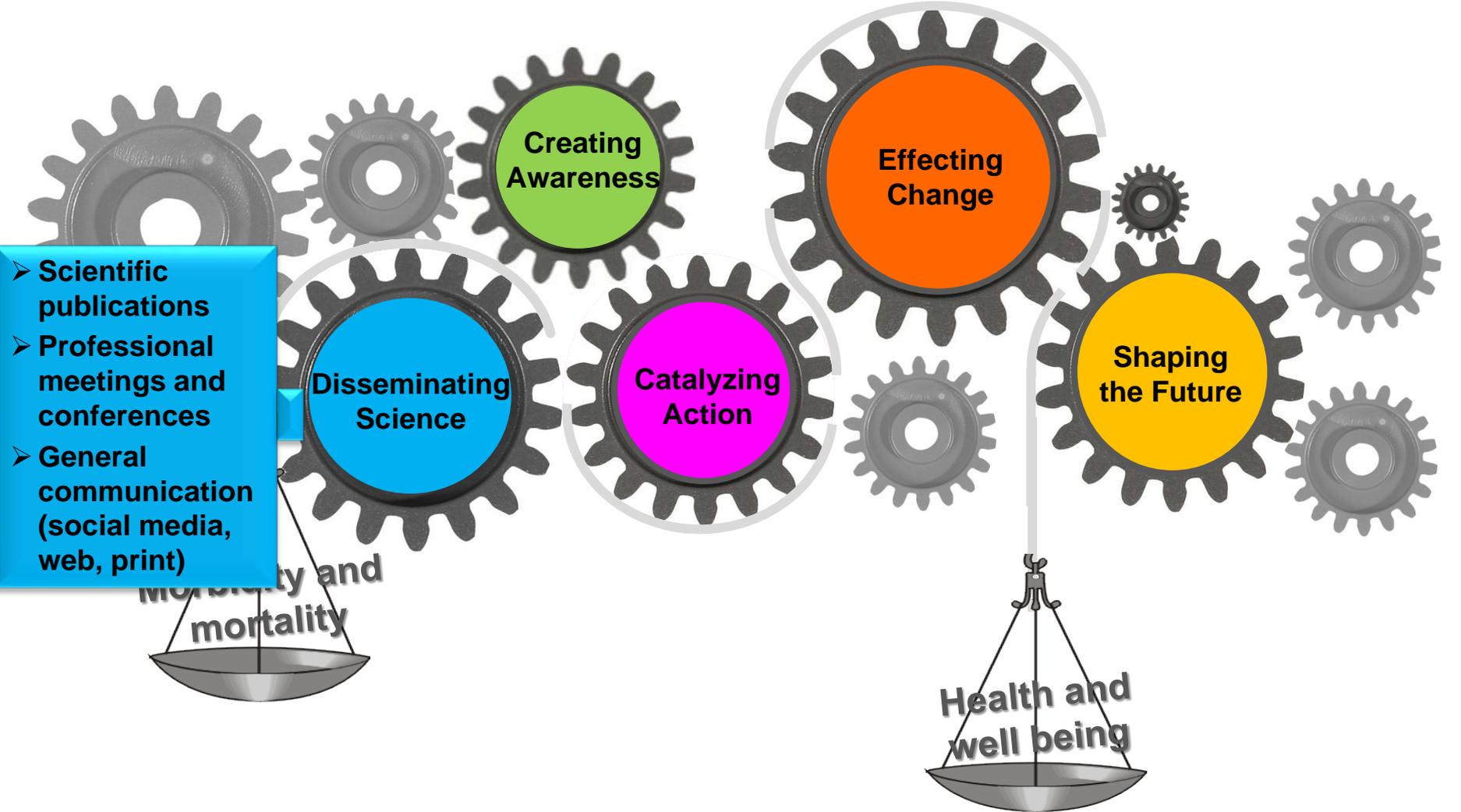
- Partnerships
- Collaborations
- Publications
- Health Communications
- Health Marketing

CDC Science Impact Framework

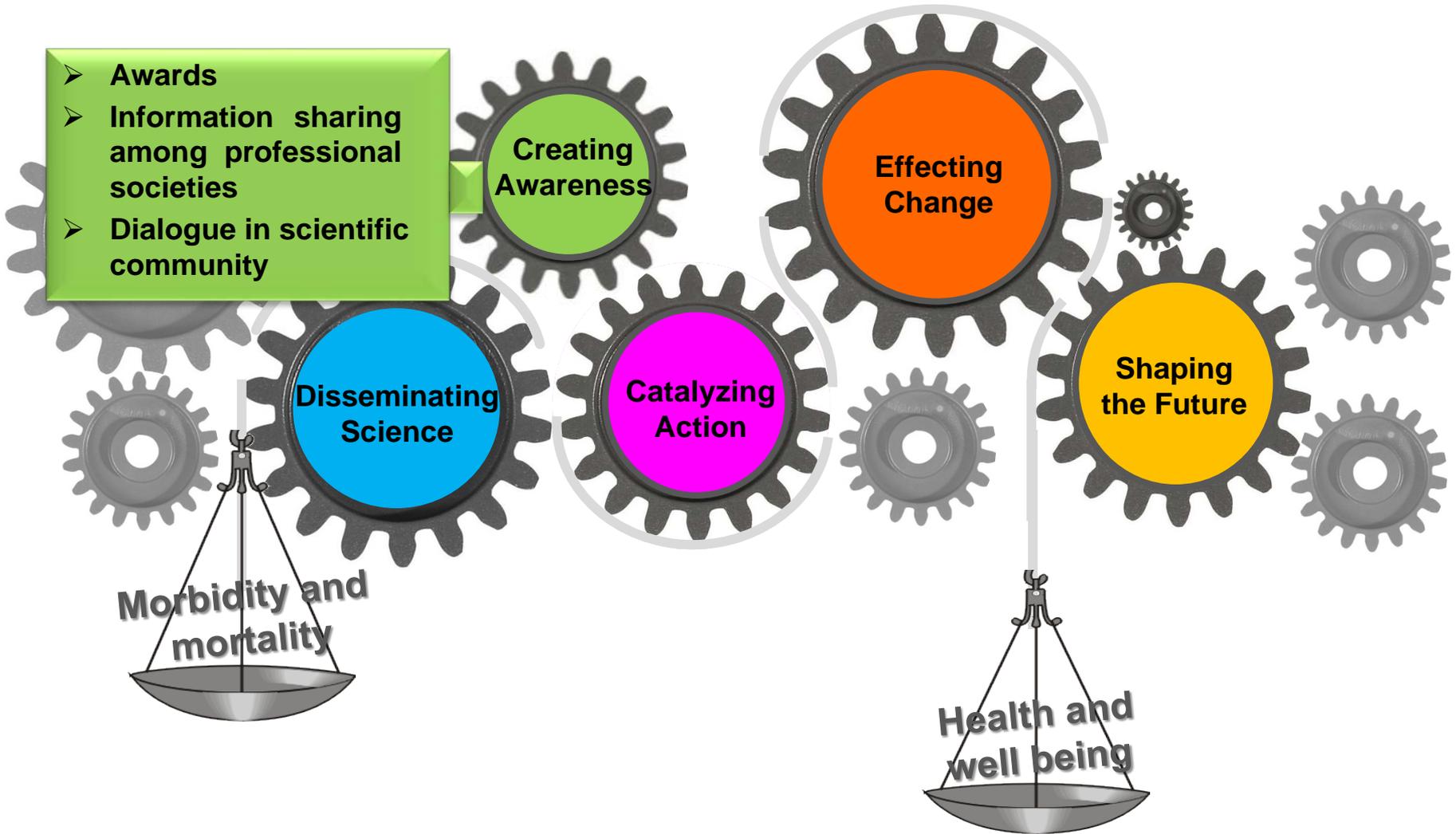
5 Levels of Scientific Influence



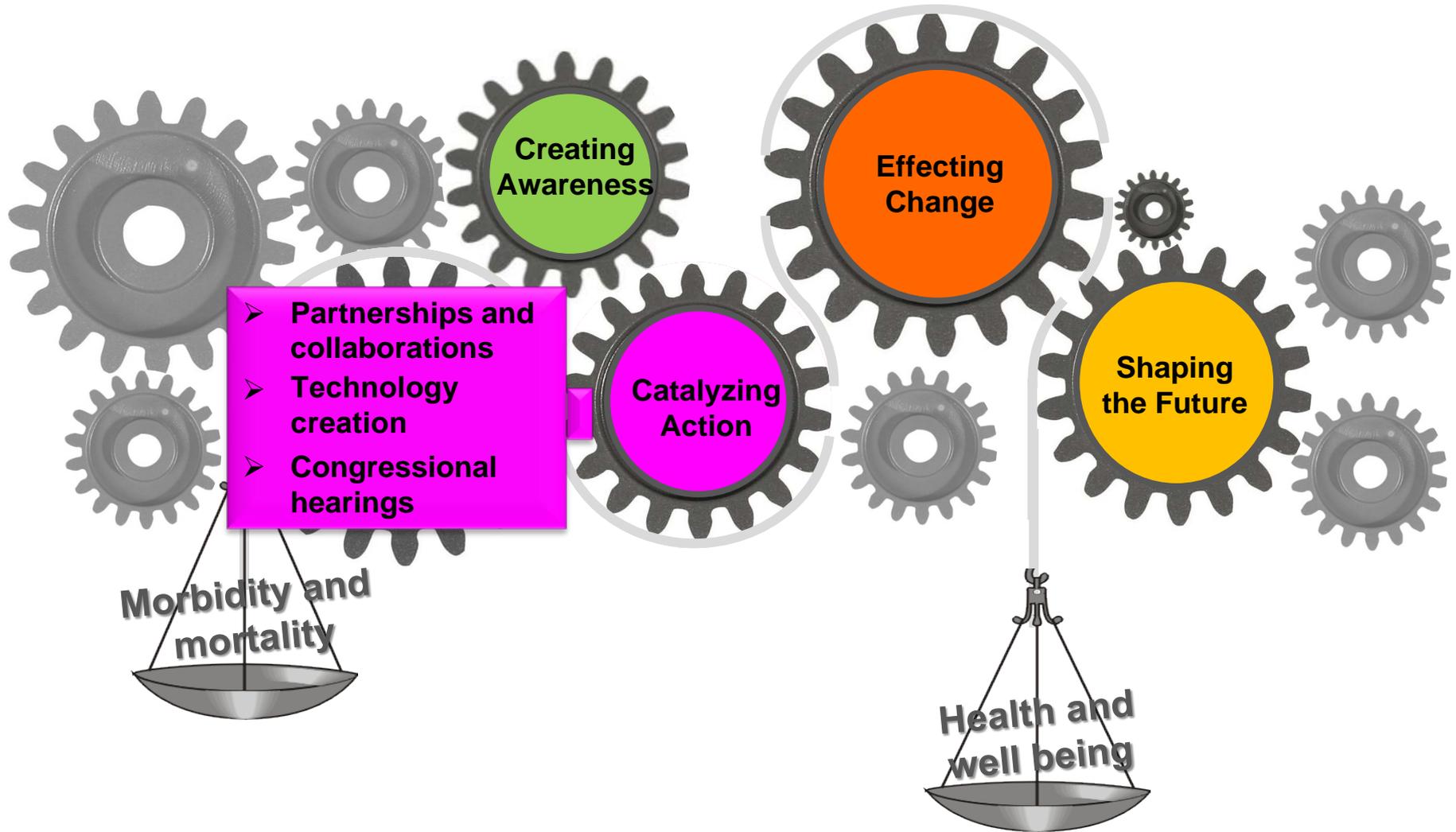
CDC Science Impact Framework



CDC Science Impact Framework



CDC Science Impact Framework



CDC Science Impact Framework

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

Effecting Change

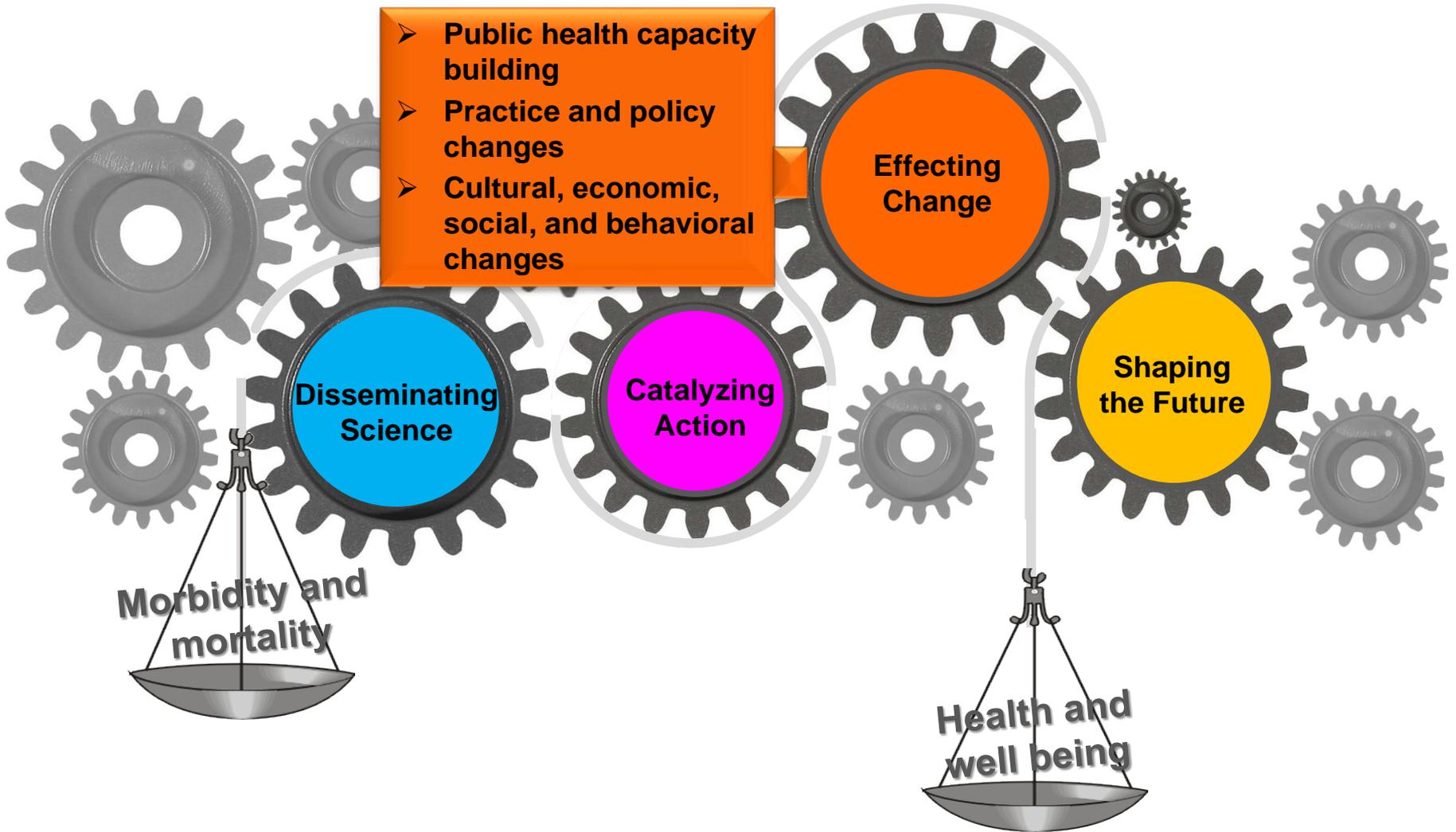
Disseminating Science

Catalyzing Action

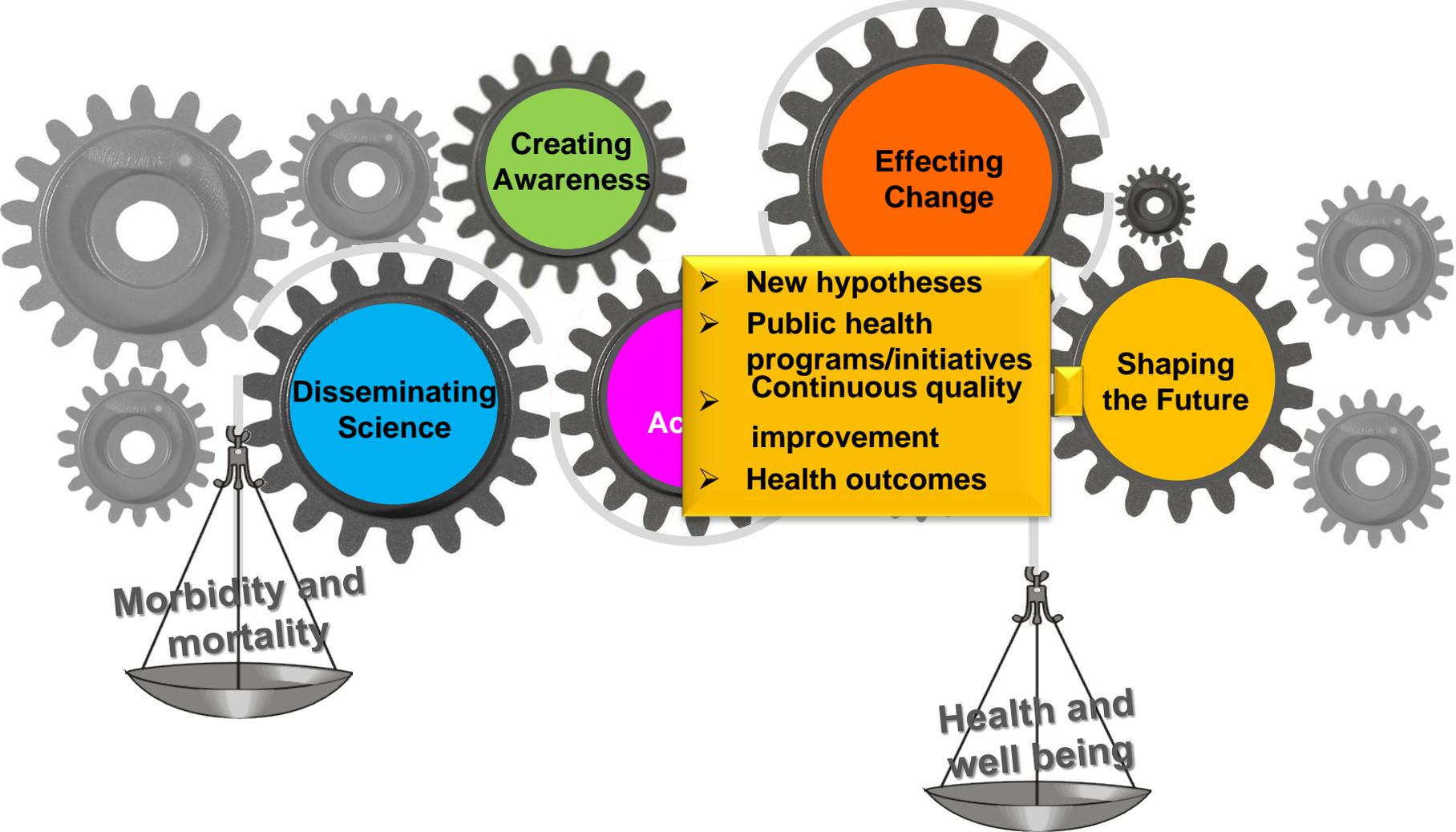
Shaping the Future

Morbidity and mortality

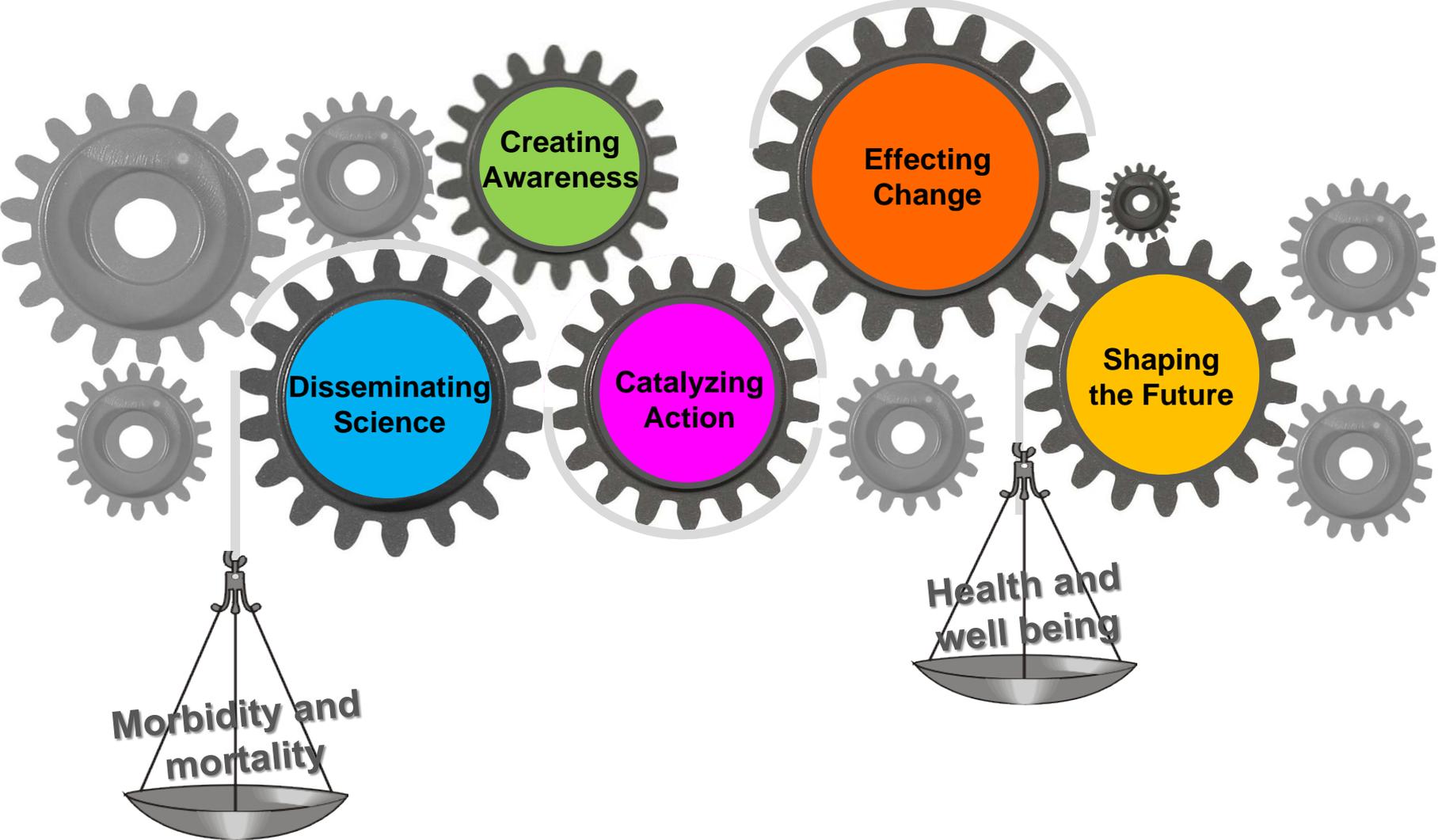
Health and well being



CDC Science Impact Framework



CDC Science Impact Framework



Scientific Impact – CDC Framework

CDC Science Making a Difference - Five Levels of Influence

DISSEMINATING SCIENCE: Disseminating science may include publication of findings in peer review journals or other venues, presentation at conferences, or through other media channels.

CREATING AWARENESS: Receiving recognition may include awards, general awareness, or acceptance of a concept or findings by scientific community or policy makers, generating new discussion.

CATALYZING ACTION: Catalyzing action may include partnerships and collaborations, technology creation, congressional hearings or bills, or introduction in practice.

EFFECTING CHANGE: Effecting change may include building public health capacity, legal/policy change, cultural/social/behavioral change, or economic change.

SHAPING THE FUTURE: Shaping the future may include new hypothesis or strategies, implementation of new programs/initiatives, or quality improvement.

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.



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