

August 25, 2021

Making it stick: Where do we go from here?

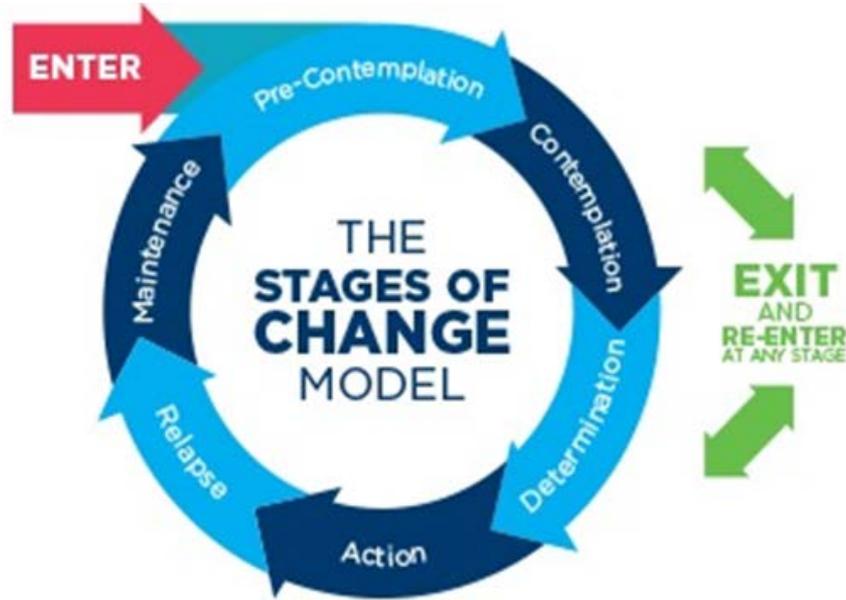
**Communication Resources in Support of CDC's Health
Communication Guiding Principles.**

Michelle Bonds - Director of CDC's Division of Public Affairs/OADC

National Conference on Health Communication, Marketing and Media



Advancing the Health Equity Guiding Principles (HEGP)



- Application of the language and concepts presented in the HEGP will require ongoing changes in the way we communicate.
- As noted in the model, change is an ongoing process. Some organizations may be steeped in health equity, whereas others are beginning and accelerating their efforts.

(Transtheoretical Model of Behavior Change – Prochaska and DiClemente)



Building organizational capacity

Considerations:

- How can you institutionalize the guiding principles in your organization?
 - What supportive systems and policies are needed?
 - How can you build a skilled and diverse workforce?
 - How can you establish connections/relationship with diverse communities to inform work?
 - How will you evaluate your efforts?

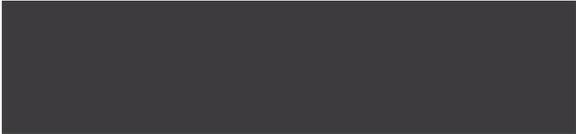


Moving forward

- CDC OADC will continue to develop and disseminate tools and resources to support application of HEGP.
- The HEGP will remain a living document that will evolve and expand over time.
- Much like *Health Literacy* and *Plain Language* efforts, creating new norms within organizations takes time.
- Application of these important principles begins with taking time to read, review and contextualize our language choices.
- To learn more, please remember to visit:
https://www.cdc.gov/healthcommunication/Health_Equity.html



In closing...



The essence of global health equity is the idea that something so precious as health might be viewed as a right.

Paul Farmer

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Our ability to pursue this worthy aim is directly related to the manner in which we communicate clearly, accurately, inclusively, accessibly, and respectfully.



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CORE CDC Health Equity Science and Intervention Strategy

