Selected Communication Technical Assistance Resources

Communication Planning and Implementation

• Communication Webinars: Foundational Skills, Innovation, & Lessons Learned
  o 2nd Tuesday – DCH Communication Team
    2–3:15 p.m. ET

• Peer-to-Peer Learning
  o 4th Tuesday – Communication Peer Teams
    Hourly, 1–5 p.m. ET

• Handouts, Materials, and Presentations Developed for Awardees
  o DCH has developed numerous communication planning materials including
    checklists, worksheets, presentations, and much more that may help you
    create communication plans, understand your audiences, develop messages,
    learn to be an effective spokesperson, and much more. These materials are
    available through your Project Officer (PO) or communication technical
    assistance provider. Materials can also be requested through the DCH
    Communication Team mailbox at dchcommunicationteam@cdc.gov.

Communication Project Management

• Training and Technical Assistance for Transformation in Communities
  (TACTIC) Portal
  o Supports DCH efforts to promote sustainable community action to improve
    health and to make healthy living easier for all people.
    www.communitytransforming.org/user

• DCH Communication Team Email
  o Shares updates and information from the CDC DCH Communication Team.
    dchcommunicationteam@cdc.gov

• Awardee Communication Contacts
  o The DCH Communication Team is available to connect awardee
    communication contacts to share information, ask questions, or work
    together.

Earned and Paid Media

• Community Health Media Center (CHMC)
  o Online repository of audience-tested advertising and support materials
    produced to create awareness about obesity and other chronic conditions
    and to promote healthy living.
    www.cdc.gov/nccdphp/dch/chmc
• **Media Campaign Resource Center (MCRC)**  
  o Online clearinghouse of tobacco control educational and supporting materials developed by a number of states, organizations, and federal agencies.  
    [www.cdc.gov/tobacco/mcrc](http://www.cdc.gov/tobacco/mcrc)

• **Daily Community Health Media Clips**  
  o Daily email of community health media coverage. Sign up at  
    commhealthmediamonitor@fhi360.org

**Messaging/Telling Your Story**

• **DCH Success Stories**  
  o Online application designed to report successes and milestone achievements using a journalistic model to tell awardees’ stories.  

• **Division of Community Health Multimedia Page**  
  o This site has links to videos, podcasts, social media badges, and infographics, many of which are available to awardees for use.  

**Social Media**

• **Digital Assets Document**  
  o The document is a list of digital assets (Facebook page, Twitter handle, Web site, etc.) for DCH awardees. Contact your Project Officer or Communication TA Provider for a copy.

• **Additional CDC Social Media Resources**  
  o CDC Social Media Tools, Guidelines & Best Practices  
  o CDC Social Media Tools  

Many other resources are available. Please don't hesitate to ask your Project Officer or Communication TA Provider for help, or send a request to TACTIC or DCH Communication Team email address at dchcommunicationteam@cdc.gov.