Centers for Disease Control and Prevention
Division of Population Health

CDC Communication Updates & Best Practices

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POPULATION HEALTH

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CDC MOVING FORWARD

Core Areas for Improvement

- Share Scientific Findings and Data Faster

- Translate Science into Practical, Easy to Understand Policy

- Prioritize Public Health Communications

- Develop a Diverse Workforce Prepared for Future Emergencies

- Promote Results-based Partnerships

- Enhance Laboratory Science and Quality

- Integrate Health Equity

- Modernize Data

CDC MOVING FORWARD

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CDC **MOVING FORWARD**

Key CDC Initiatives

Moving
Forward
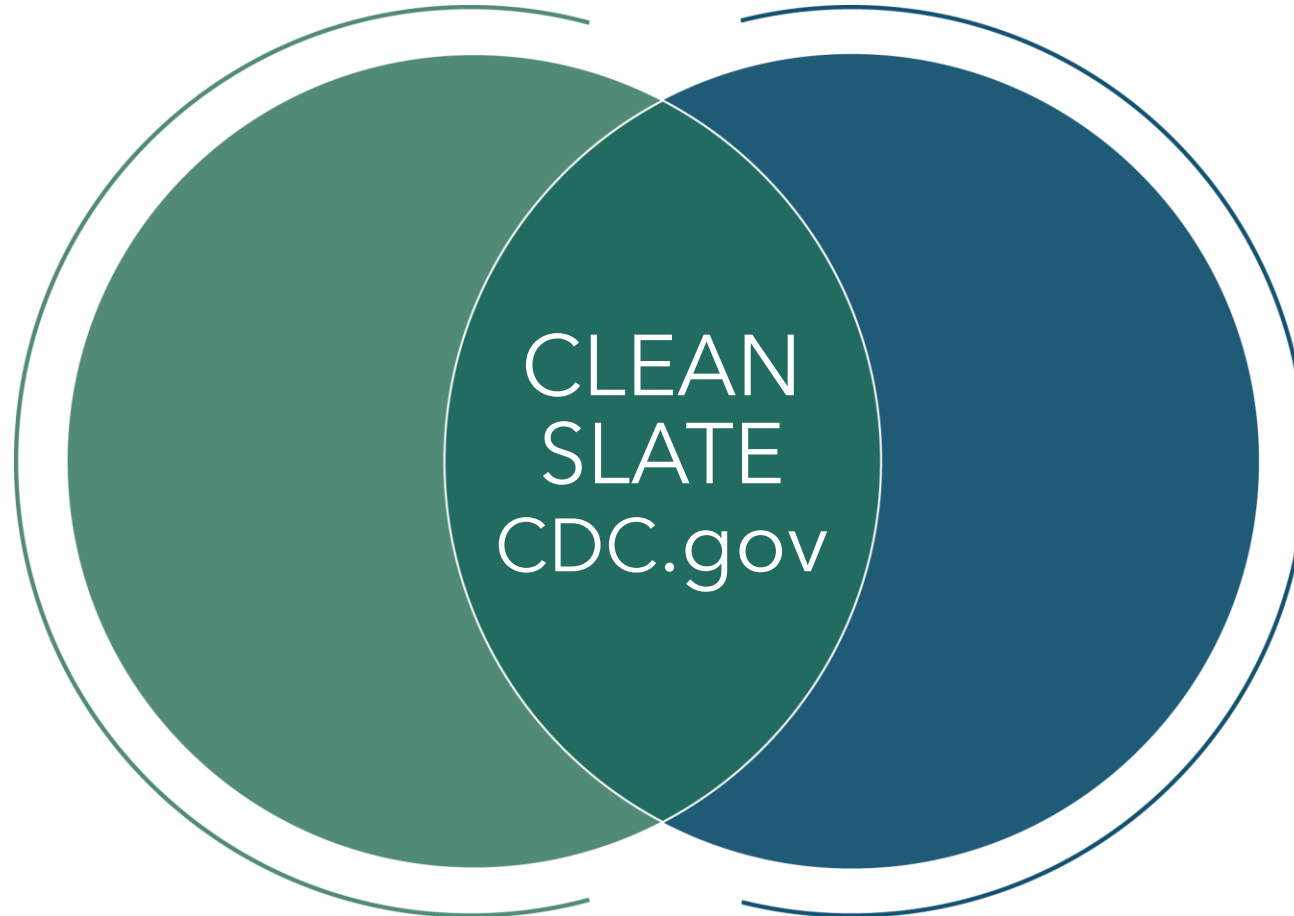
CLEAN
SLATE
CDC.gov

Digital
Communication
Modernization

Goal: Improve CDC's ability to communicate faster and more effectively with all audiences

POPULATION
HEALTH

Guiding Principles &
Best Practices

www.cdc.gov/healthcommunication

Understand Your Audience

Who has time?

26 seconds
Average time spent reaching a piece of content

< 15 seconds
Average time spent on most web pages

Our brain decides in 17 milliseconds if we like what we clicked

1 in 3
Work emails requiring attention that go unread

Source: VandeHei J, Allen M, Schwartz R. *Smart Brevity: The Power of Saying More with Less*.

Plain Language

- It's the law (for Feds)! Plain Writing Act of 2010

- Reader-centered organization

- "You" and other pronouns

- Active voice

- Short sentences and paragraphs

- Common, everyday words

- Easy-to-follow design features (lists, headers, tables)

plainlanguage.gov

Clear Communication Index

Introductory Questions

■ Primary Audience?

■ Audience Health Literacy?

■ Primary Communication Objective?

■ Main Message Statement?

www.cdc.gov/ccindex

Welcome to the CDC Clear Communication Index

The CDC Clear Communication Index is a research-based tool to plan and assess public communication materials. It includes 4 open-ended questions, and 20 scored items grouped into 4 parts.

At the end, the material will get a final score and explanation. You will get more information about each part and how to score once you begin. You can find more guidance in the CDC Clear Communication Index User Guide.

Fill in the information below to start:

Name of Material

Type in the name of the material.

Example: Cancer fact sheet

Material Type

Print and web

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1. Does the material contain one main message statement?

Answer yes if:

- A main message is the one thing you want to communicate to a person or group that they must remember. A topic, such as heart disease or seasonal flu, isn't a main message statement.
- The statement may be 1-3 short sentences

Answer no if:

- The material contains several messages, and there is no obvious main message

○ **Yes**   ○ **No**   Show Example

My Item 1 Notes:

You will see all of your saved notes on the Final Score page.

Everyday Words

Search for jargon or plain language words below:

Evidence-based

Tested

Shown to work

Proven to work

Assessment

Collect and analyze information

www.cdc.gov/ccindex/everydaywords

Everyday Words

CDC Original Sentences:

The organization works with multiple clinical and program sites to increase agencies' capacity to provide **evidence-based interventions** and connect youth to clinic services.

Plain Language Sentences:

The organization helps clinics and community groups provide **programs shown to work** to prevent teen pregnancies and connect youth to clinic services.

CDC Original Sentences:

The last step in the **assessment** process is to present and report what was learned during the workplace health **assessment** to key organizational stakeholders and decision makers.

Plain Language Sentences:

After you have **collected and analyzed the workplace information**, write a report about what you learned and share the report with the people interested in the results.

POPULATION
HEALTH

Health Equity for Inclusive Communication

- Avoid use of adjectives such as vulnerable, marginalized, and high-risk.

- Avoid dehumanizing language. Use person-first language instead.

- Remember there are many types of subpopulations.

- Avoid saying target, tackle, combat, or other terms with violent meanings when referring to people, groups, or communities.

- Avoid unintentional blaming.

www.cdc.gov/healthcommunication/Key_Principles

Thank you!

QUESTIONS?