

PHII/CDC Standardization of Food and Water Data Processing: Pilot Results and Best Practices Recommendations

Marketing & Communication Dissemination Plan

[Images from NEHA's Digital Defense marketing campaign have been inserted here as an example]

NEHA Internal Communication Channels

NEHA will aggressively market the Food and Water Data Processing survey results within the organization using the following mechanisms:

Webpage

A separate web page on NEHA.org has been set up to provide information about the study and results. The webpage is: <https://www.neha.org/eh-topics/informatics/nehaphii-collaborative-project>. PHII and CDC will also highlight the project on our NEHA homepage slider and provide a link to this NEHA page. The webpage gives an overview of the project, partnerships, and provides the resources produced by this work.



(Sample homepage slider)

Blog

NEHA regularly uses the *Day in the Life* blog (<http://www.neha.org/blogs>) to promote new ideas and projects as well as the perspectives of members. NEHA staff will publish at least one blog post about the study and results. The blog posts will be promoted via social media, through e-news, and on NEHA.org.

Capturing Lessons Learned: COVID-19 Insights for the Climate and Health Crisis

Date posted: Friday, July 17, 2020 - 11:15

Blog poster: NEHA's Climate and Health Program Committee

Email of Blog Poster: membership@neha.org

The coronavirus disease 2019 (COVID-19) pandemic has caused profound morbidity and mortality globally. Even the economy has not been spared from the pandemic, with job loss at increased rates in the US. Despite the present threat of COVID-19, climate change remains an ongoing threat to human health. Rising temperatures and sea levels, increasing carbon dioxide levels, and more extreme weather are causing air pollution, changes in vector ecology, increased allergens, impacts on water and food supplies, degradation of the environment, extreme heat, and severe weather events. These, in turn, lead to injuries, fatalities, mental health issues, cardiovascular and respiratory diseases, vectorborne and waterborne diseases, harmful algal blooms, malnutrition, heat-related illness, forced migration, and civil conflict. Though COVID-19 and climate change impact health in distinct ways, there is overlap, including health disparities affecting similar populations and air pollution leads to climate change, and may also increase the risk of COVID-19 mortality (Wu et al., 2020). There are key lessons learned from the COVID-19 pandemic that can be applied to the climate and health crisis, including the value of science and the importance of effective risk communication.

Health Equity

COVID-19 has laid bare health disparities fueled by social determinants of health. When discussing environmental health and, specifically, climate change, the importance and impact of health equity cannot be ignored. The data on health risks shows that the risks are not equal throughout the nation and its demographics. According to the American Public Health Association and Public Health Institute report on *Climate Change, Health, and Equity*, "African Americans are more likely to live in neighborhoods with few trees and more heat-trapping pavement. The rate of heat-related deaths in African Americans is 150-200% greater than that for non-Hispanic Whites." Adverse environmental conditions, combined with pre-existing health conditions, which are frequently



(Sample *Day in the Life* blog submission)

Journal of Environmental Health (JEH)

The *Journal of Environmental Health (JEH)* is published 10 times per year by NEHA and keeps readers up to date on current issues, new research, useful products and services, and employment opportunities. The PHII study can be promoted within the JEH in any of the following ways: "Did You Know" (DYK) snippet with a link to survey results; NEHA news announcement; or advertisement.



(Sample JEH ad)

E-News:

NEHA sends an electronic newsletter out to all its members twice a month. At the discretion of the NEHA marketing department, we will begin promoting the study through providing informational blurbs in the e-news as soon as applicable. The e-news is particularly effective as it has a high open rate and goes to all NEHA members.

NEHA's Digital Defense Virtual Conference

You can now view the complete agenda for [NEHA's Digital Defense: Education for a Safer World Virtual Conference & Exhibition](#) being held August 18 and 19. In addition to two tracks dedicated to food and water quality, we are honored to have Dr. Patrick Breyse of NCEH/ATSDR and Frank Yiannas of FDA as our keynote speakers. Don't miss out: Join the 1,000+ people who have already registered!

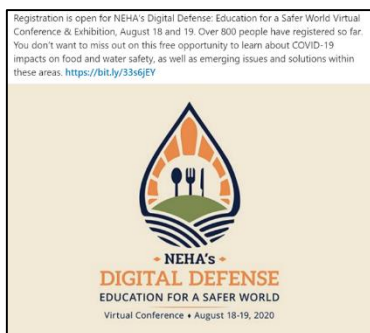
(Sample E-News banner)

External Communication Channels

NEHA will aggressively market the Food and Water Data Processing survey results to an external audience using the following mechanisms:

Social Media

To disseminate the results of the survey, NEHA marketing staff will schedule posts on Facebook, LinkedIn, Twitter, and Instagram weekly for the first 2 months, then bi-monthly for 2 months, then on a monthly basis.



(Sample LinkedIn post)



(Sample Twitter Post)

E-Blast

NEHA will send out a targeted e-mail to certain relevant groups of non-NEHA members with as much detail and imagery as possible about the PHII study, results, relevancy, and impact. The E-blast will include a link to the NEHA Food and Water Data Processing survey results web page, and will be sent once a week for the first 3 months, bi-weekly for 2 months, then on a monthly basis. (E-blasts should never go out the same day as a related social media post).



(Sample E-Blast)

Promotional Partners

NEHA has an existing network of promotional partners who regularly promote NEHA products through their newsletters, blogs, and other outlets.

PHII and CDC may suggest additional partners for outreach. In addition, PHII and CDC may pursue larger-scale marketing through other channels (e.g., an outside contract).