Workshop in Enhancing Communication around Influenza Vaccination

Outputs from Break-out Groups Session 7

CDC Atlanta, Georgia, USA

11-13 June 2013
Describing an Effective National Health Communication System

Group – Room 245

3 Fundamental components

1. Policy and Planning

2. Infrastructure to Implement (Capacity Building)

3. Research (M&E)
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# 1 Component - Policy and Planning

Elements –

1. Clear Recommendations

2. Involvement of Stakeholders in Developing Recommendations – NGOs, experts, medical professionals, private industry, regulators, and professional societies

3. Outreach Strategy - including support for communication programs and campaigns utilizing all media forms

4. Situational Analysis to target the existing needs/gaps/challenges
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# 2 Component – Infrastructure to Implement (Capacity Building)

Elements –
1. Budget dedicated to developing/implementing a Communication Strategy

2. Training/Mentoring – HCW, policy makers, and administrators across all levels of government in health communication and media to develop strong communication professionals

3. Establish a management structure for communication messaging

4. Capacity to collect and analyze the data to continuously inform and enhance communication strategy
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# 3 Component – Research (M & E)

Elements –

1. Research that enables programs to do ongoing assessment and adjustment of their campaigns
   Ex: surveys of effectiveness in reaching targeted populations

2. Research to support continued development, planning, and innovation of Comm Strategy/Policy
   Ex: surveys, focus groups, media monitoring

3. Research that enables continued education of communication effects both challenges and successes

4. Research to identify key performance indicators