



NATIONAL PUBLIC HEALTH  
INFORMATION COALITION

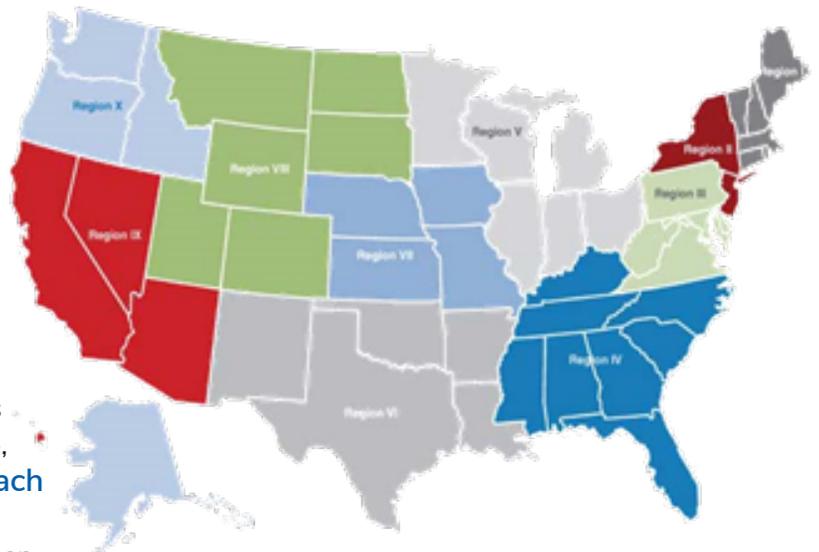


## Who We Are

The National Public Health Information Coalition (NPHIC) was established more than 30 years ago by the Centers for Disease Control and Prevention (CDC). Don Berreth, director of CDC's Office of Communication at that time, promoted the concept of creating a network of state public information officers (PIOs) to support and enhance public health communications across the nation. Berreth understood, like many of us do, that **“our public health system should approach communications with the same rigor that it approaches epidemiology.”** NPHIC has also been affiliated with the Association of State and Territorial Health Officials (ASTHO) for more than three decades.

### Unique Strength

NPHIC represents the perspectives of state and local public health communicators who are on the front lines communicating important public health information to the news media, its public health partners, the public, government officials and other key stakeholders.



### Staffing and Governance

NPHIC is an independent, not-for-profit organization governed by a 13-member executive board. Its virtual office is headquartered in Atlanta, Georgia, and its daily operations are conducted by an Executive Director and other key staff. Staff works with NPHIC's 400+ members individually and through committees and work groups to help CDC and other partners maximize their communication efforts.



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[nphic.org](http://nphic.org)

## What We Do

We are committed to ‘making public health public’ by sharing our knowledge, expertise and resources to effectively communicate about the important health issues of the day with a shared goal of helping people lead healthier lives in healthier communities.

**We work closely with federal and state partners.**

These partnerships include CDC, ASTHO, the National Association of County and City Health Officials (NACCHO) and other public health organizations.

**We are an information-sharing network.** We provide critical, timely training and resources to various health departments around the country.



**We build capacity.** Most of our members work in departments with a small public affairs team. We help all members obtain the data, tools and resources they need to effectively perform their jobs.

**We help coordinate communication activities.** It is important for public health departments to have a consistent message. For example, CDC shares critical public health messaging and resources with NPHIC to disseminate to its members for local use throughout the pandemic.

**We are an established network.** Through NPHIC, communicators develop relationships with their peers across the country and share best practices.

## How We Do It

To keep pace in today’s accelerated public health communications environment, NPHIC maintains and uses numerous enhanced communication channels—blogs, websites, podcasts, social media, newsletters, resource hubs, webinars, conferences and technical assistance calls—to provide timely communication, assistance and resources to its members and partners.

In addition, NPHIC actively seeks partnerships that help to strengthen public health communications capacity. For example, NPHIC partnered with ASTHO to assist senior public health officials and communicators better utilize strategic risk communication principles and best practices. Other strategic partnership activities to communicate public health information that help communities to achieve optimal public health outcomes include:

- **Public Opinion Polling.** In partnership with the Harvard Opinion Research Program, NPHIC developed a series of health opinion surveys to support federal, state, and local public health jurisdictions with their COVID-19 communication strategies.
- **Turning Data into Action Webinar Series.** NPHIC hosted a series of public health communication webinars focused on sharing data from public opinion polls with state health agency staff and other appropriate stakeholders for use in target market outreach.
- **Providing Technical Assistance to Jurisdictions Related to COVID-19 Communication Activities.** NPHIC collaborated with CDC, the U.S. Department of Health and Human Services (HHS) and other public health partners to provide technical assistance for public health communication, training and responding to emerging issues related to the pandemic.
- **Informing Immunization Communication Strategies.** In partnership with the Association of Immunization Managers (AIM), NPHIC works to amplify the organization’s immunization

messaging, and inform its communication strategies by conducting key informant interviews, developing and curating resources, and providing guidance and consultation.

- **Ask the Expert Crisis Communication Series.** An expert-led series on developing clear, urgent messaging and communication around the COVID-19 response was developed to support the specific needs of state and local public health leaders and PIOs.
- **“Public Health Speaks” (PHS) Podcast.** PHS is a podcast series covering public health issues to help educate, inform and assist NPHIC members, its partners and affiliate organizations in understanding and overcoming urgent communication challenges.
- **COVID-19 After Action Public Health Communication Symposium.** NPHIC, in partnership with CDC, held a hybrid meeting of public health communicators representing local and state public health agencies from across the country to debrief and discuss communications efforts during various phases of the pandemic. A report of the findings was presented to CDC.
- **PIO Peer-to-Peer Mentoring.** NPHIC provides direct technical assistance to cohorts of state PIOs who are new to a national public health emergency response. This mentoring is accomplished by matching a seasoned state director of communications with a newly hired chief public health communications officer.
- **Annual Communications Conference.** Each year, NPHIC, in partnership with the CDC, hosts the National Conference on Health Communication, Marketing and Media (NCHCMM). Its purpose is to advance the practice of public health communications by bringing individuals together who represent diverse public and private sectors and other industry leaders and experts, to facilitate discussion, collaboration and share best practices.

## Why You Should Join/Partner with Us

The discipline of public health communications is most effective when practiced in collaboration with others. We all have limited resources, time and staff. At the same time, we have an abundance of emerging, risk, and crisis communications issues to navigate in protecting people and saving lives. It is crucial, important work and **you are not alone**. Join or partner with NPHIC to leverage its nationwide member network and benefit from invaluable expertise and ready to go, science-backed resources.

We are the only organization representing the perspectives of **state and local public health communicators** on the front lines providing important public health information to the media, public health partners, the public, government officials and other key stakeholders.

NPHIC routinely works with its organization members to help you get the most impact from their communication resources.

## Access to Member Only Communication Resources

NPHIC members enjoy ready access to a wealth of resources and materials through various in-house and affiliate partner communication channels. As a NPHIC member, you are invited to participate in the monthly CDC/NPHIC partner calls to engage directly with CDC subject-matter-experts on important public health communication issues.

One of the more popular benefits is the sharing of communication assets and other critical information among our network of members including press releases, fact sheets, social media posts, communication campaigns and much more.



### Want an Information Exchange?

NPHIC works to facilitate the quick and timely distribution of its materials and ensure they are easily accessible, available to download, customize, share and distribute.



### Collaborate with Members!

Our membership directory-available to all members-is an effective networking tool providing contact information, biographical sketches and top areas of expertise for each member. Members often use this directory to share insights and information with one another.



### Need an Update on What's New?

We distribute weekly News Highlights to all members, featuring information about current public health issues as well as strategic communication insights. Our bi-monthly e-newsletter offers in-depth articles about NPHIC projects, org developments, and insights on how agencies have managed public health challenges.



### Have a Question?

NPHIC members can participate in regularly scheduled conference calls coordinated by CDC and NPHIC. These calls cover a wide range of topics and offer members the opportunity to "ask the experts."