NPHIC Highlights for 2013

CREDENTIALING
The question “Are you certifiable?” will be answered soon! NPHIC’s certification program for public health communicators is entering its pilot stage. We hope to have it fully operational by fall of 2014 so stay tuned.

THOUGHT LEADERS
Our world class group of public health communication experts continue to meet on a regular basis to advise NPHIC on important public health issues. All are volunteers and each is uniquely qualified to help guide our many projects.

NEWSLETTER/NEWS HIGHLIGHTS
NPHIC’s bi-monthly E-Newsletter and weekly News Highlights keep our members informed, intrigued and—yes—entertained with news we can use! Readership of the Newsletter has more than tripled in the past year with each edition now typically downloaded more than 1,000 times. The weekly e-mailed news highlights likewise have enjoyed a surge in popularity.

SOCIAL MEDIA
NPHIC’s foray into social media already has brought us nearly 1,000 Twitter followers and a presence on video-sharing channel Vimeo. In addition, we’ve produced monthly health promotion and emergency preparedness calls for members, as well as webcasts and web coverage from several national conferences, including the Health Emergency Preparedness Summit, NACCHO 2013 conference, National Conference on Health Communication and Marketing and the NPHIC Annual Symposium. All are archived for your viewing pleasure!

SPEAKERS BUREAU
Volunteers are in place to help recruit promising new communicators into the ranks of public health. They’ll be supplied with materials, motivation and action steps during a Train the Trainer session at the 2013 NPHIC Symposium.

GRADY COLLEGE PARTNERSHIP
NPHIC established a partnership with the Grady College of Journalism and Mass Communication, University of Georgia to judge the NPHIC Awards for Excellence in Public Health Communication. (Grady College is nationally known for hosting the annual Peabody Awards.)

TOOLKITS
So that public health communicators will have timely, practical and easy to use materials and information when they need it, NPHIC continues to work with CDC on several new communications toolkits relating to immunization, STDs, cancer clusters and drought (yes, drought is a public health issue).

MISSION STATEMENT
At the request of CDC, NPHIC has developed a Mission Statement for public health communicators which articulates the mission, vision and values of members of our field. Unveiled at the opening of the 2013 National Conference on Health Communication Media and Marketing, it will serve as a call to action for public health communicators to become even more professional and effective in our work.

NCHCMM CONFERENCE AND NPHIC SYMPOSIUM
The National Conference of Health Communication Media and Marketing (sponsored by NPHIC) and the NPHIC Annual Symposium are two learning and networking opportunities for public health communicators that can’t be duplicated. Held in late summer and early fall, respectively, they bring together the best of the best to immerse themselves in knowledge of the most important public health issues of the day.