

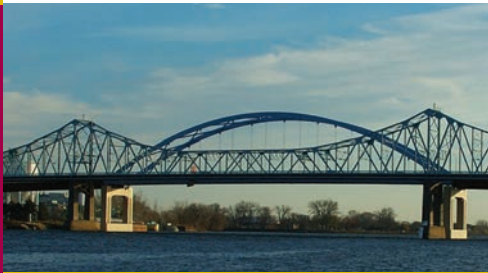


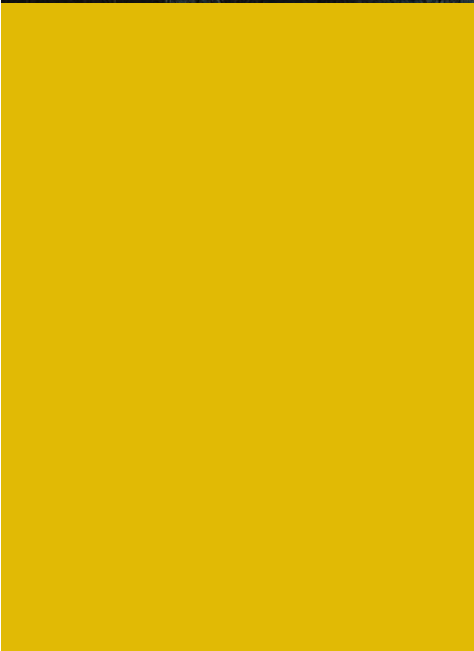
*Healthiest County 2015: La Crosse*  
**A Communication Toolkit**

*Making the Healthy Choice Together*



[www.lacrosseconsortium.org](http://www.lacrosseconsortium.org)





## Acknowledgments

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All photos courtesy of the La Crosse Area Convention and Visitor's Bureau.

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I would like to acknowledge the very special community of La Crosse for their tireless work in helping make this place a great place to live, without which I may not have chosen a career focus in public health. I have been welcomed with open arms by the people of this fine city and for that I am forever grateful. I owe a great debt of gratitude to all who have dedicated their lives and passions to helping make La Crosse a healthy city. Your work has made a difference in my life and has not gone unnoticed or unappreciated.





## Preface

*"La Crosse... with electric lighted streets, and with blocks of buildings which are stately enough, and also architecturally fine enough, to command respect in any city. It is a choice town."*

*– Mark Twain, Life on the Mississippi*

Dear Friends and Colleagues,

This communication toolkit was created with the thought in mind that where we live matters. Our communities, environment, workplaces, homes, social circles, identities, the very fabric of our lives, are tied to the place we live. Studies have shown that where we live has as much impact on our health as health care and genetics. Our personal and community health, then, is truly a reflection of our communities.

The focus of this year's Health Summit is about how we inform our communities about health. We have selected a tagline that will help in our communication efforts going forward: "Healthiest County 2015: La Crosse—Making the Healthy Choice Together." The emphasis on making healthy choices together is important because we cannot be our healthiest selves without the help of others.

The tagline, "making the healthy choice together," is symbolic of a healthy choice that over 114,000 of us in La Crosse County have already made—the choice to live right here. For many, it wasn't the reason they decided to live in this area but it was the moment they decided to stay that has become a distinct memory and pivotal point in their lives. Do you remember the moment you decided to stay? Whether you realize it or not, your decision to stay was perhaps one of the healthiest choices you will ever make in your life. The reasons that bring people: jobs, significant others, family, school, growing up here, are all very significant factors in their decisions, but it is a feeling that convinces them to stay. I believe it is the high level quality of life, the beauty, the people, this very place, that contributes to the feeling of knowing that indeed, this is the right place for me.

The task of helping make our communities healthier has been made easier because of the people who have come before us. The beginnings of the La Crosse area are rooted in healthy choices. The very name "La Crosse" comes from a Native American recreational game! Together, generations before us have built the place you and I live today, layer by layer, creating the foundation for healthy communities with their choices. We too have a responsibility to ensure the choices we make personally and professionally contribute to the layers of a healthy, vibrant community for generations to come.

The exciting challenge for each and every one of us is to communicate why our communities make a difference in our health; to communicate that when organizations, businesses, schools, families, and individuals make the healthy choice a priority, we all benefit because our communities become healthier; to communicate that when we make healthy choices together we can do more and be more. La Crosse County is an area like none other and we have much to be proud of. Let's not be shy about spreading the word that the place we live is great and will only get better with every healthy choice we make.

Sincerely,



Amanda L. Nogle, MPH candidate



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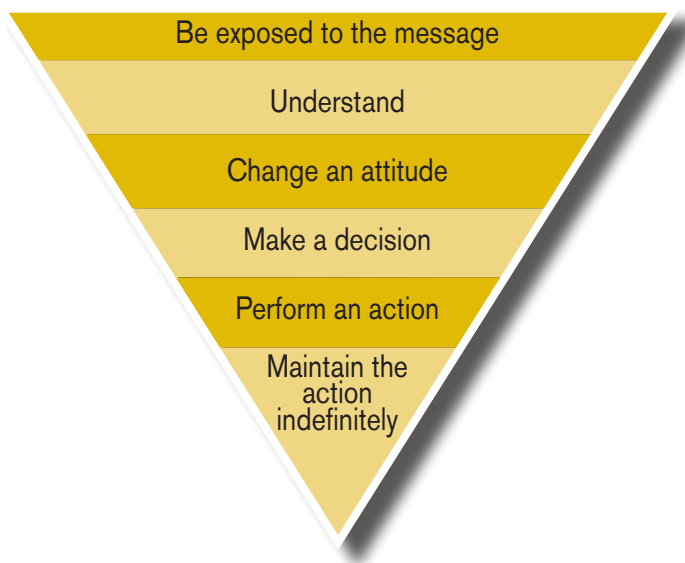
## Communication Leads to Change

### Communication is powerful!

As you work through the toolkit think about these things:

- Aligning partner messages is important in creating awareness of the *Healthiest County 2015: La Crosse* plan
- Consistency is key
- Small can be big
- Utilize resources available in our communities
- Effective communication requires planning before the message is ever sent

With effective communication a person can:



(modified from Hierarchy of Effects Model 1, 2)

Every message has <sup>(3)</sup>:

Content	Relationship
Basic information being presented.	The feelings communicators express through the message.

### Think about ...

What is your message?

# Communication Pathways

## What's Our Goal?

To effectively align *Healthiest County 2015: La Crosse* communication efforts across community partners.

## How do we get there?

1. Step out of silos and find connections with other partners and projects
2. Increase awareness of *Healthiest County 2015: La Crosse* by communicating more frequently
3. Encourage partners to include *Healthiest County 2015: La Crosse* efforts in their respective organizational communication strategies
4. Incorporate the tagline "Making the Healthy Choice Together" into various messages
5. Connect partner work back to *Healthiest County 2015: La Crosse* when creating messages
6. Collect and compile all media impressions
7. Identify several spokespeople who can tell their stories on the impact they have experienced from a *Healthiest County 2015: La Crosse* initiative

"If you don't know where you're going, how will you know when you have arrived?"

"Human communication.... We gather information from the messages available to us and interpret these messages to create satisfying meanings to help us cope effectively with the world around us."  
– Gary Kreps & Barbara Thornton <sup>(3)</sup>

### Think about ...

What other partners can be connected to your coalitions/groups?



## Four Pathways of Communication

- 1. Keeping partners engaged**
  - LMHSC website
  - Health Summit (annual)
  - Annual meeting with LMHSC Population Health Committee members
- 2. Engaging businesses** (both small and large)
  - LMHSC website
  - Employer Toolkit
  - Work Wellness Application
  - Meet with Business Leaders (Rotary, Chamber, etc.)
- 3. Educating the public**
  - LMHSC website
  - Be proactive in identifying news stories
- 4. Aligning partner communications with the plan**
  - LMHSC website
  - Communication Toolkit
  - Use tagline "Making the Healthy Choice Together"
  - Connect organizational work back to the *Healthiest County 2015: La Crosse* plan

### Think about ...

Ways to incorporate the *Healthiest County 2015: La Crosse* plan in the current communication plan your organization has already developed.



**Think about ...**

Where does your audience look for information?

Do you plan your communications accordingly?

How do you evaluate the effectiveness of your communication?

**Think about ...**

What audience is your organization trying to reach?

## Get to Know La Crosse County

The following data for La Crosse County is from the U.S. Census Bureau, 2009 <sup>(4)</sup>

### Population

**Total population: 114,000**

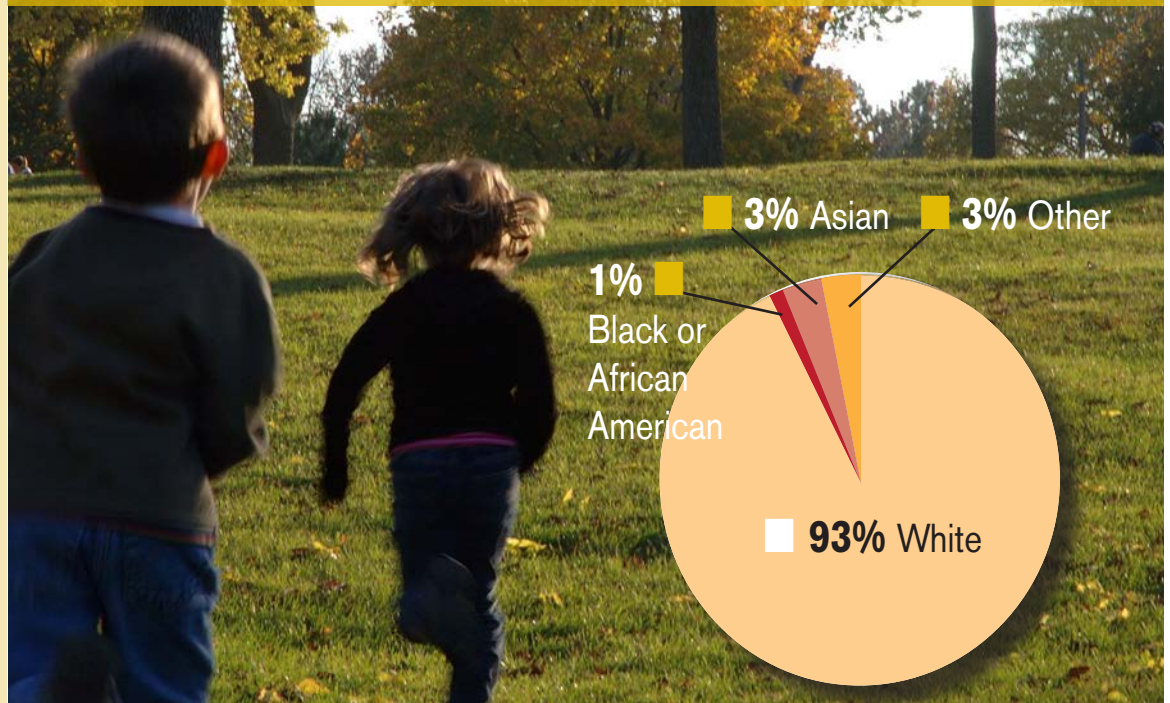
■ 58,000 (51%) females

■ 56,000 (49%) males

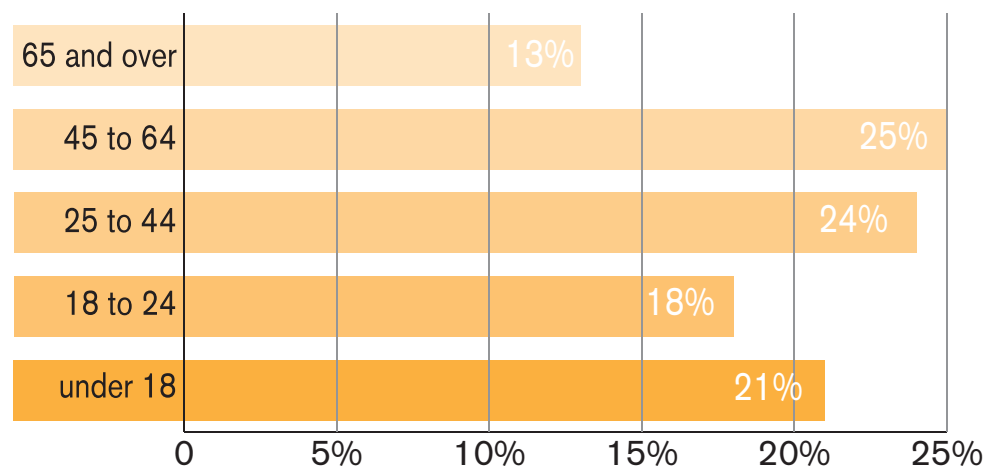
**Median age: 34.3 years**

■ Aged 18 and under: 21%

■ Aged 65+: 13%



### The Age Distribution of People in La Crosse County, Wisconsin in 2009

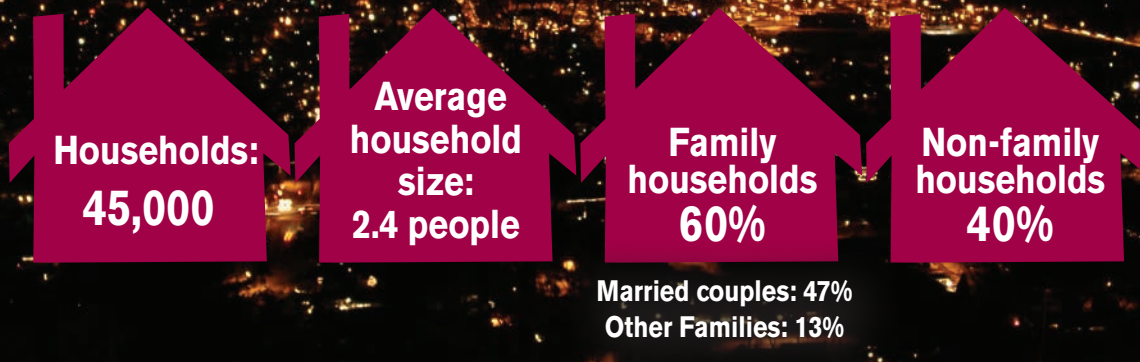




### Think about ...

How does your target audience prefer to receive information?  
Social media? TV and newspaper?

## Types of Households



### Think about ...

Have you thought of advertising in laundromats?

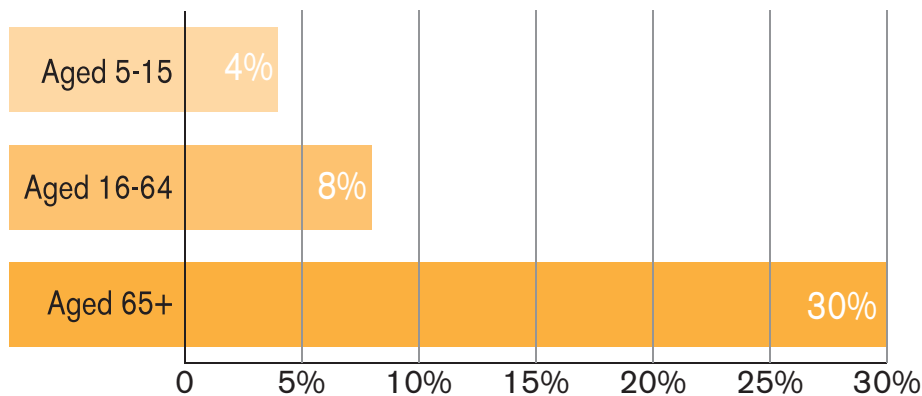
## Home Ownership vs. Rental

- Median monthly mortgage cost: \$1,274
- Median monthly non-mortgage cost: \$442
- Median monthly renters cost: \$681

### Occupants with a Housing Cost Burden in La Crosse County, Wisconsin in 2009



## Percentage of La Crosse County population living with a disability:



### Think about ...

A newsletter sent to an elderly donor may need larger print.

## Income

**Household Median Income: \$50,445**

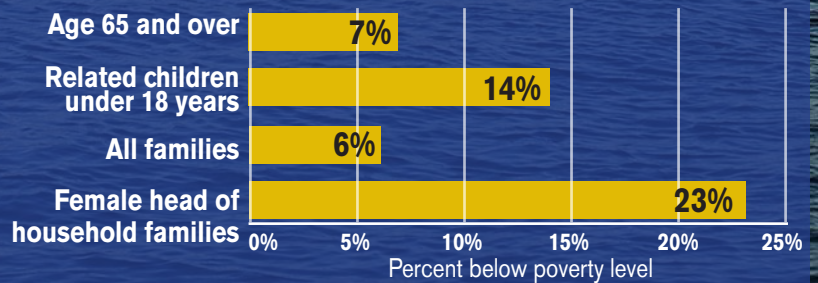
- Households receiving Social Security: 28%
- Average income from Social Security: \$15,755

## Poverty Rates

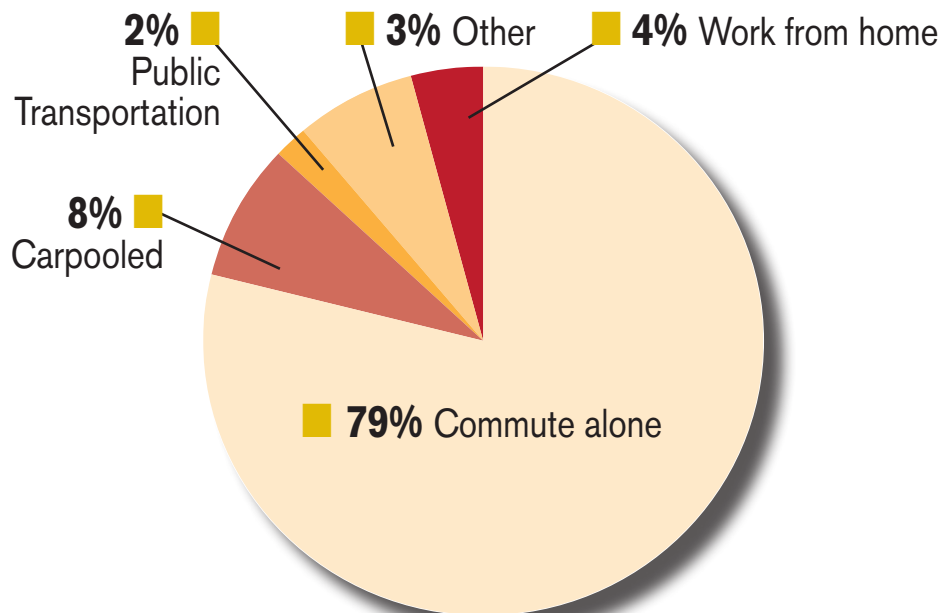
- Living in poverty: 13%
- Related children under 18 below poverty level: 14%
- People 65+ below poverty level: 7%
- Families below poverty level: 6%

**Single female head of household families below poverty level: 23%**

## Poverty Rates in La Crosse County, Wisconsin in 2009



## Work Commute



### Think about ...

Average commute time:  
18.8 minutes.

How many impressions  
could be made during  
this time?

## Education

### Educational Attainment

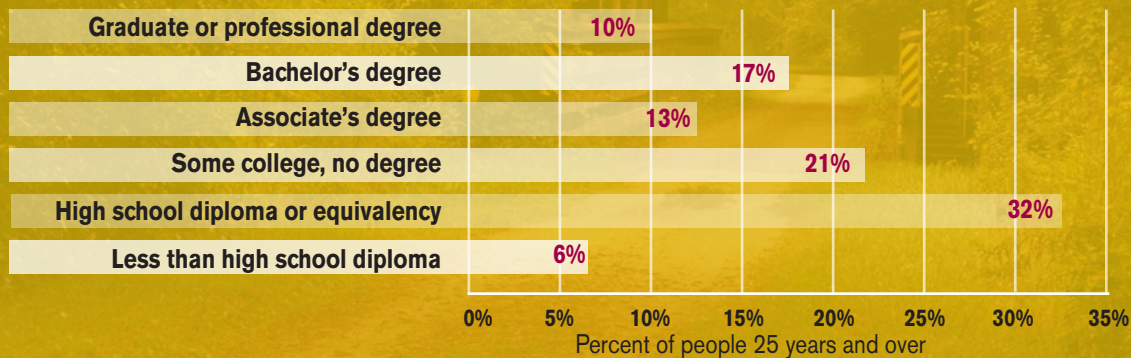
- Aged 25+ high school diploma: 94%
- Aged 25+ bachelor's degree or higher: 28%
- No high school diploma: 6%



### Think about ...

Education is the number one predictor of health status.

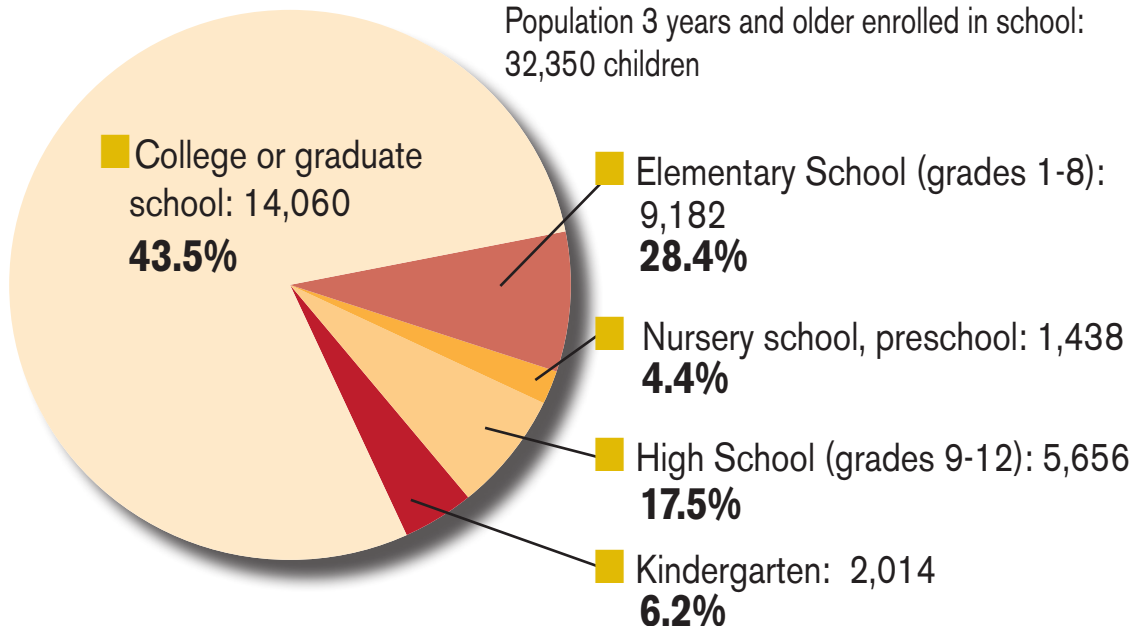
### The Educational Attainment of People in La Crosse County, Wisconsin in 2009



## School Enrollment

### Post and Secondary School Enrollment 2009:

Population 3 years and older enrolled in school:  
32,350 children





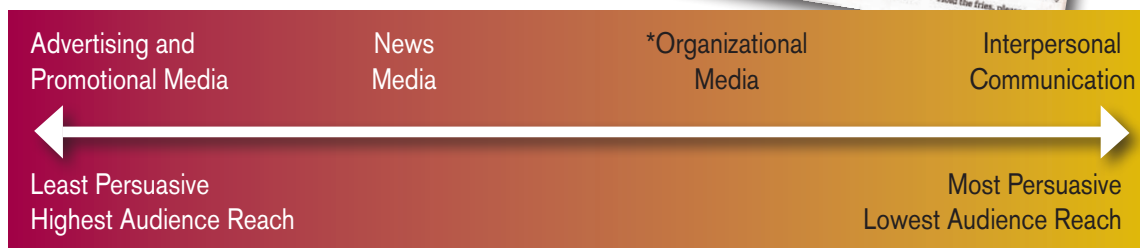
## Think about ...

Ways your interpersonal communication could contribute to the goal of the Healthiest County 2015: La Crosse plan.

## Getting Your Message Out



## Communication Continuum (5)



\*newsletters, e-mail, website

## Interpersonal Communication

1. Effective personal communication can have a large impact
2. Body language, tone of voice and other non-verbals relay stronger messages
3. Reaches the smallest number of people but is the most persuasive
4. Provides immediate feedback and the opportunity to modify the message

### Examples:

- E-mail signature
- Conversation with co-worker
- Announcements to your volunteer groups of what is happening
- Conversations with your friends and family
- Personal social media: Facebook/Twitter/blogs
- Non-verbal communication – be the example, lead by example

How can you make an effort to continue to grow your relationship with local news media representatives to further enhance the frequency and depth of news stories about your role in the Healthiest County 2015: La Crosse plan?

## Think about ...

Being strategic in your personal communication by bringing up a topic after it has been presented by the news media.

## News Media

*"The press may not be successful much of the time in telling people what to think, but it is stunningly successful much of the time in telling people what to think about."*

– Bernard Cohen, 1963

News can be <sup>(6,7,8)</sup>:

- New
- Relevant to the audience
- Timely and perishable
- Controversial
- Local
- A breakthrough
- Human interest–stories
- Prominent
- Ironic

### Types of News Media and Means of Communicating <sup>(6,8)</sup>

Medium	Means of Communicating
Television	news broadcasts, news programs, health programs, talk shows, editorials, public service announcements
Radio	news broadcasts, news programs, health programs, editorials, talk shows, public service announcements
Newspapers (print)	feature stories (front page), health section stories, editorials, op-ed articles, letters to the editor, sports, business, or arts stories
Magazines (print) and Websites	feature stories, health/lifestyle stories, editorials, photos, top news items, cross linking with partners



LA CROSSE  
Tribune



**All of these ideas are free (earned media); just contact your media representative.**

### Think about ...

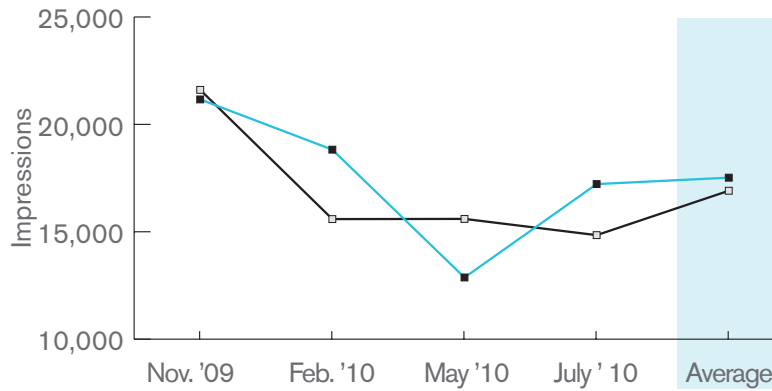
Informing your coalition/board/ volunteers of what's happening when an applicable editorial is about to be featured in the newspaper – encourage them to watch for it!

## Opportunities to Make Impressions

### Television

Impression = 1 person, adults ages 18+

#### WKBT News Channel 8:



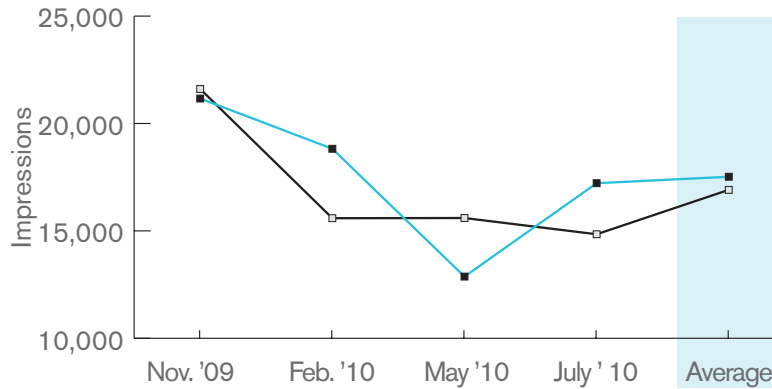
#### 6 p.m. News

Nov. '09 – 21,162  
Feb. '10 – 18,823  
May '10 – 12,872  
July '10 – 17,220  
Avg. – 17,519 impressions

#### 10 p.m. News

Nov. '09 – 21,606  
Feb. '10 – 15,590  
May '10 – 15,599  
July '10 – 14,843  
Avg. – 16,909 impressions

#### WXOW News Channel 19:



#### 6 p.m. News

July '09 – 11,000  
Nov. '09 – 19,000  
Feb. '10 – 17,000  
May '10 – 13,000  
Avg. – 15,000 Impressions

#### 10 p.m. News

July '09 – 12,000  
Nov. '09 – 13,000  
Feb. '10 – 12,000  
May '10 – 14,000  
Avg. – 12,750 Impressions

### Think about ...

Many La Crosse  
County residents  
commute to work  
18 minutes on  
average.

### Radio:

People who listen to radio are:

- Older
- Educated
- Commuters
- A captive audience
- Passive listeners
- Hearing more repetitions





"Most opinion leaders and others in positions of influence and many others make newspaper reading a part of their daily information gathering habit."  
— R. D. Smith (5)

## Newspapers:

### La Crosse Tribune Distribution

#### Circulation:

Daily (Mon-Fri. average): 31,810 copies  
Saturday: 38,223 copies  
Sunday: 40,626 copies

#### Percentage of circulation home delivered:

Daily: 78%  
Saturday: 80%  
Sunday: 75%

#### Letters to the Editor

Share facts that haven't made the news  
Advocate causes  
Correct misinformation

#### Guest Editorials – Op-Eds.

Ability to have a longer letter  
Viewed with more credibility  
Location of column

See page 25 for additional resources for tips on writing an Op-Ed.

"Never forget if you don't hit a newspaper reader between the eyes with your first sentence, there is no need of writing a second one."  
— Arthur Brisbane, c1900

## Recommendations for Improving Written Communication<sup>(9,10)</sup>

### Content

No more than three or four main points  
Repeat main points  
Develop an interesting point of entry  
Provide examples and use analogies  
Explain complex terms and relationships  
Minimize use of numbers  
Acknowledge health misconceptions and opposition arguments  
Use culturally appropriate language  
Assess literacy levels—should be 6th grade level  
Consider tailoring the message to match audience needs

### Style

Use "plain English" and avoid jargon  
Use active voice (verbs)  
Use appropriate tone  
Keep sentences and paragraphs short  
Consider adding graphics  
Use attractive layout and design



## Magazines:

Our local magazines are a great way to share stories about local people. These mediums are incredible assets to our community.

Distribution numbers per magazine issue for:

- La Crosse Magazine – 10,000
  - Coulee Region Women – 15,000
  - Coulee Parenting Connection – 11,000
- All are published six times per year

### Think about ...

Readership is changing.  
Online viewership is increasing.

Young – get their information online

Others – radio, television

## The Game Plan

Packaging communication tactics will help you determine the best way to present and conduct your plan to your audience. Like a menu, you can determine what selections will pair best together.

What is your goal?

---

---

**Packaging by Tactical Category<sup>(5)</sup>:** List each tactic and indicate the relevant audience and objectives.

	Tactic
<b>Interpersonal</b>	Personal Conversations, Social Media, Volunteer Boards/Groups, Role Modeling
<b>Organizational Media</b>	Newsletters/Brochures, e-mails, Social Media, Website
<b>News Media</b>	Radio, Television, Magazine, Newspaper

What is your goal?

---

---

**Packaging by Audience<sup>(5)</sup>:** Outline key audiences and consider goals and objectives; use if plan centers on differences among several audiences (i.e. clients, employees, community). Sometimes the best way to present the same information is different for different audiences.

Audience	Interpersonal Communication	Organizational Media*	News Media
<b>Personal Relationship</b>	Conversation		
<b>Client</b>			
<b>Employees</b>		Newsletter	
<b>Community</b>		Social Media	Newspaper

\*newsletters, e-mail, website

Use this page as a worksheet for pairing your tactics and audiences.

What is your goal?

---

---

AUDIENCES

TACTICS				



### Think about ...

Are you taking advantage of community events as a way to leverage communication opportunities in our county?

See pages 26-28 additional for more information on national awareness months.

## Time Your Communication



"Timing can be critical in creating interest for an issue or in providing information when the audience's interest is piqued. It can be helpful to communicate information on a topic if it is already receiving a lot of attention... because of heightened awareness."

– C. Parvanta, E. Maibach, E. Arkin,  
D. E. Nelson, & J. Woodward <sup>(2)</sup>

### 2011-2012

Calendar	Considerations	Tactics
March		
April	Public Health Week	Example: News channel coverage about community gardens
May	Fitness Festival	Example: Booth at Fitness Festival displaying produce and information about community gardens
June	State Track Meet School Ends West Salem June Dairy Days	
July	Riverfest	
August	Holmen Korn Fest	
September	School Starts Oktoberfest Fruit and Vegetable Month	Example: Editorial about successful farm to school initiatives highlighting fruit and vegetables
October	Oktoberfest	
November	UW-L Turkey Trot	
December	Rotary Lights Fun Run	
January	New Year	
February	Winter RECfest	

## 2012-2013

Calendar	Consideration	Tactics	Calendar	Consideration	Tactics
January			February		
March			April		
May			June		
July			August		
September			October		
November			December		

## 2013-2014

Calendar	Consideration	Tactics	Calendar	Consideration	Tactics
January			February		
March			April		
May			June		
July			August		
September			October		
November			December		

## 2014-2015

Calendar	Consideration	Tactics	Calendar	Consideration	Tactics
January			February		
March			April		
May			June		
July			August		
September			October		
November			December		

### **Think about ...**

*How do you know  
your message is  
being heard?*

## Evaluating Your Communications



"Anything that can be measured can be improved."

– Michael Dell, Dell Computers

### **Suggestions for evaluation:**

1. Calculate the estimated number of impressions from every media source

*For example:*

- Op-ed Letter – La Crosse Tribune  
Tuesday paper – 31,810 impressions

- Guest on 6 p.m. TV to discuss mental health awareness  
6 p.m. news WKBT – 17,519 impressions

2. Pre and post surveys prior to training events  
Online surveys using tools such as SurveyMonkey

3. Begin identifying baseline measurements

4. Track trainings and seminar

*For example:*

- Employer completed 100 health screenings
- 25 employees were referred for follow-up
- 15 employees actually followed through and made referral appointment

5. Track collaborative efforts

### **Think about ...**

*Collecting and  
compiling earned  
media impressions.*





"If we continue to get smart together, to reinvent our organizations as communicating organizations, each of us, in our own way, can help determine the shape of things to come."

– K. Bonk,  
E. Tynes, H. Griggs and  
P. Sparks <sup>(11)</sup>

## Toolkit Worksheet

### Get to Know La Crosse County

Audience 1: \_\_\_\_\_

Audience 2: \_\_\_\_\_

Audience 3: \_\_\_\_\_

### Getting Your Message Out

Tactic 1: \_\_\_\_\_

Tactic 2: \_\_\_\_\_

Tactic 3: \_\_\_\_\_

### The Game Plan

**AUDIENCES**

**TACTICS**


## Timing Your Communication

March \_\_\_\_\_

April \_\_\_\_\_

May \_\_\_\_\_

June \_\_\_\_\_

July \_\_\_\_\_

August \_\_\_\_\_

September \_\_\_\_\_

October \_\_\_\_\_

November \_\_\_\_\_

December \_\_\_\_\_

## Evaluating Your Communications

Measure 1: \_\_\_\_\_

\_\_\_\_\_

Measure 2: \_\_\_\_\_

\_\_\_\_\_

Measure 3: \_\_\_\_\_

\_\_\_\_\_

Make sure to include that your organization is a partner in the *Healthiest County 2015: La Crosse* project. For example, The La Crosse Medical Health Science Consortium is a proud partner of *Healthiest County 2015: La Crosse* – making the healthy choice together.

## Additional Resources

### Tips for Writing a Successful News Release

Extracted from the 2010 National Public Health Week Partner Toolkit found at:  
[www.nphw.org/nphw10/layout\\_pg\\_facts\\_toolkit.htm](http://www.nphw.org/nphw10/layout_pg_facts_toolkit.htm)

Start with the basics:

Who

What

Where

When

Why

How

Try to keep your news release to 1-2 pages in length.

Release instructions: In addition to telling the story in the body of your press release, the following instructions will inform reporters and editors about all the necessary particulars:

- **Timing:** Include directions about when the information can be released (e.g. For Immediate Release).
- **Contact information:** Contact person, organization name, phone number, fax number and e-mail address. Be prepared to answer questions from the media.
- **Headline:** A catchy, understandable title to show what the news release is about.
- **Summary:** A concise body of text, generally a few sentences long, summarizing what the news release is about.
- **Body:** Always start the first sentence in the following format: city, state, month, day, year. Then launch into the story itself. Keep your sentences short and to the point. The purpose of the body is a continuation of the summary portion of the press release. This is where you give in-depth details regarding your announcement.
- **About:** Include a sentence or two about your organization with a link to your website, additional resources and social media sites. Make sure to include that your organization is a partner of *Healthiest County 2015: La Crosse* – making the healthy choice together.



## Tips for Writing and Placing an Op-Ed

Extracted from the 2010 National Public Health Week Partner Toolkit found at:  
[www.nphw.org/nphw10/layout\\_pg\\_facts\\_toolkit.htm](http://www.nphw.org/nphw10/layout_pg_facts_toolkit.htm)

The op-ed, a short opinion piece published opposite the editorial page in the local newspaper, is a prized communication tool. Securing an op-ed placement allows you to deliver your unfiltered message to influencers, policymakers and leaders in your community.

Your op-ed commentary should:

- Be thought provoking
- Pose questions for the community to consider
- Offer a challenge or provide a solution to a problem
- Be 500-800 words in length
- Make a very strong point, supported with compelling local facts and figures
- End with the phrase, "A proud partner of *Healthiest County 2015: La Crosse* – making the healthy choice together."

### Want more information?

For more detailed information on communication plans for nonprofit organizations check out the book:

*Strategic Communications for Nonprofits: A Step-by-Step Guide to Working with the Media* (2nd Edition)\*

By Kathy Bonk, Emily Tynes, Henry Griggs, and Phil Sparks

Published in 2008 by Jossey-Bass

The following links are listed on the La Crosse Medical Health Science Consortium's website [www.lacrosseconsortium.org](http://www.lacrosseconsortium.org) under "Toolkit:"

For more information on how to conduct media interviews, write public service announcements, use social media, effectively produce written communication and more, check out: [www.nphw.org/nphw10/layout\\_pg\\_facts\\_toolkit.htm](http://www.nphw.org/nphw10/layout_pg_facts_toolkit.htm) and download the 2010 partner toolkit.

For an easy to use evaluation guide and more on evaluating media communication check out: [www.mediaevaluationproject.org/AreWeThereYet.pdf](http://www.mediaevaluationproject.org/AreWeThereYet.pdf) \*

For more information on National Health Observances check out:  
[www.healthfinder.gov/nho/nho.asp](http://www.healthfinder.gov/nho/nho.asp)

\*Highly recommended tool for supplementing your strategic communication plan



### Think about ...

*When using E-Mail:*

*Keep an up-to-date distribution list of people*

*Include links for further information*

*Include links to other social media sites*

*When sending to large groups use BCC (blind carbon copy) option*

### Think about ...

*Websites should:*

*Be a first impression for your organization*

*Be updated regularly*

*Not display outdated information*

## National Awareness Months

### January

Cervical Health Awareness Month  
National Birth Defects Prevention Month  
National Blood Donor Month  
National Glaucoma Awareness Month  
Thyroid Awareness Month  
National Folic Acid Awareness Week

### February

AMD/Low Vision Awareness Month  
American Heart Month  
International Prenatal Infection Prevention Month  
National Children's Dental Health Month  
National Wise Health Consumer Month  
Give Kids A Smile Day  
National Burn Awareness Week  
Congenital Heart Awareness Week  
Children of Alcoholics Week  
National Condom Week  
National Donor Day  
National Women's Heart Day  
National Eating Disorders Awareness Week

### March

National Brain Injury Awareness Month  
National Colorectal Cancer Awareness Month  
National Endometriosis Awareness Month  
National Kidney Month  
National Multiple Sclerosis Education and Awareness Month  
National Nutrition Month®  
Save Your Vision Month  
Workplace Eye Health and Safety Month  
National Patient Safety Awareness Week  
Multiple Sclerosis Awareness Week  
National Problem Gambling Awareness Week  
National Sleep Awareness Week®  
National School Breakfast Week  
World Kidney Day  
Brain Awareness Week  
National Inhalants and Poisons Awareness Week  
American Diabetes Alert Day

### April

Alcohol Awareness Month  
Cancer Control Month  
Cesarean Awareness Month  
Counseling Awareness Month  
Foot Health Awareness Month  
Irritable Bowel Syndrome Awareness Month  
National Autism Awareness Month  
National Child Abuse Prevention Month  
National Donate Life Month  
National Facial Protection Month  
National Youth Sports Safety Month  
Occupational Therapy Month  
Sports Eye Safety Month  
Women's Eye Health and Safety Month  
Root Canal Awareness Week  
National Public Health Week  
A Day To End Sexual Violence  
National Alcohol Screening Day  
World Health Day  
National Infant Immunization Week  
Cover the Uninsured Week  
National SAFE KIDS Week  
World Tai Chi & Qigong Day

## May

American Stroke Month  
Asthma and Allergy Awareness Month  
Better Sleep Month  
Clean Air Month  
Hepatitis Awareness Month  
Lyme Disease Awareness Month  
Melanoma/Skin Cancer Detection and Prevention Month  
Mental Health Month  
Multiple Chemical Sensitivity Awareness Month  
National Bike Month  
National Celiac Disease Awareness Month  
National High Blood Pressure Education Month  
National Neurofibromatosis Month  
National Osteoporosis Awareness and Prevention Month  
National Physical Fitness and Sports Month  
National Teen Pregnancy Prevention Month  
Sturge-Weber Awareness Month  
Tuberous Sclerosis Awareness Month  
Ultraviolet Awareness Month  
National Physical Education and Sport Week  
National Anxiety Disorders Screening Day  
National Teen Pregnancy Prevention Day  
National Mental Health Counseling Week  
North American Occupational Safety and Health Week  
High Blood Pressure Sunday  
Melanoma Monday  
Cornelia de Lange Syndrome Awareness Day  
Fibromyalgia Awareness Day  
Food Allergy Awareness Week  
National Alcohol- and Other Drug-Related Birth Defects Week  
National Women's Health Week  
National Stuttering Awareness Week  
Bike to Work Week  
National Neuropathy Week  
National Women's Check-up Day  
Sex Differences in Health Awareness Day  
National Employee Health and Fitness Day  
HIV Vaccine Awareness Day  
National Emergency Medical Services Week  
Schizophrenia Awareness Week  
Tinnitus Awareness Week  
Recreational Water Illness Prevention Week  
World No Tobacco Day

## June

Fireworks Safety Month  
Home Safety Month  
Myasthenia Gravis Awareness Month  
National Aphasia Awareness Month  
National Scleroderma Awareness Month  
Vision Research Month  
National Headache Awareness Week  
Sun Safety Week  
National Cancer Survivors Day  
National Men's Health Week  
National ASK Day/ PAX/Real Solutions to Gun Violence  
Helen Keller Deaf - Blind Awareness Week  
Eye Safety Awareness Week

## July

Hemochromatosis Awareness Month  
International Group B Strep Awareness Month  
National Group B Strep Awareness Month  
UV Safety Month  
National Youth Sports Week

## August

Cataract Awareness Month  
Children's Eye Health and Safety Month  
National Immunization Awareness Month  
Psoriasis Awareness Month  
Spinal Muscular Atrophy Awareness Month  
World Breastfeeding Week  
National Minority Donor Awareness Day

## National Awareness Months

### September

America On the Move's September Campaign  
Childhood Cancer Month  
Fruit and Vegetable Month  
Healthy Aging® Month  
Leukemia & Lymphoma Awareness Month  
National Acceptance Month/Children's Craniofacial Association  
National Alcohol and Drug Addiction Recovery Month  
National Cholesterol Education Month  
National Pediculosis Prevention Month/ Head Lice Prevention Month  
National Sickle Cell Month  
Ovarian Cancer Awareness Month  
Prostate Cancer Awareness Month  
Reye's Syndrome Awareness Month  
Sports and Home Eye Safety Month  
National Suicide Prevention Week  
STOP A Suicide Today Day  
National Farm Safety & Health Week  
National Rehabilitation Awareness Celebration  
Reye's Syndrome Awareness Week  
Take a Loved One for a Check-up Day  
World Alzheimer's Day  
National Mesothelioma Awareness Day  
Hearing Aid Awareness Week  
World Heart Day

### October

"Talk About Prescriptions" Month  
Eye Injury Prevention Month  
Halloween Safety Month  
Healthy Lung Month  
Let's Talk Month  
Lupus Awareness Month  
National Breast Cancer Awareness Month  
National Celiac Disease Awareness Month  
National Chiropractic Month  
National Dental Hygiene Month  
National Disability Employment Awareness Month  
National Down Syndrome Awareness Month  
National Family Sexuality Education Month / Let's Talk  
National Medical Librarians Month  
National Physical Therapy Month  
National Spina Bifida Awareness Month  
Sudden Infant Death Syndrome Awareness Month  
Drive Safely Work Week  
National Child Health Day  
Fire Prevention Week  
Stop America's Violence Everywhere Today

World Mental Health Day  
NDSD Mental Health Screening TM  
Bone and Joint Decade National Action Week  
National Health Education Week  
National School Lunch Week  
World Food Day  
National Mammography Day  
Respiratory Care Week  
International Stuttering Awareness Day  
Lung Health Day

### November

American Diabetes Month  
Diabetic Eye Disease Month  
Foot Health Issues Related to Diabetes Awareness Month  
Jaw Joints - TMJ Awareness Month  
Lung Cancer Awareness Month  
National Adoption Month  
National Alzheimer's Disease Awareness Month  
National Family Caregivers Month  
National Healthy Skin Month  
National Hospice Palliative Care Month  
Pancreatic Cancer Awareness Month  
Prematurity Awareness Month  
Pulmonary Hypertension Awareness Month  
Prematurity Awareness Day  
Great American Smokeout  
Gastroesophageal Reflux Disease Awareness Week

### December

National Aplastic Anemia and MDS Awareness Week  
World AIDS Day  
National Handwashing Awareness Week





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## Notes

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[www.lacrosseconsortium.org](http://www.lacrosseconsortium.org)