

Communicating Your Findings

As key findings emerge from analyses, it is critical to work with partners and community leaders to communicate important findings. Communicating findings can increase community awareness and knowledge of a health issue, especially when there are new and unexpected findings. Effective and successful uses of communication approaches can increase knowledge and awareness, as well as provide avenues for demonstrating the values of programs and policies that work. Below are some available communication resources.

Resources:

TITLE	LINK	DESCRIPTION
Data Resource Center for Child and Adolescent Health “How to Use Data Effectively”	www.childhealthdata.org/action/effective	This website provides several links that contain information and examples to help users identify successful strategies for sharing findings and using health data effectively.
<i>Public Health Communications Toolkit</i> (NACCHO)	www.naccho.org/advocacy/Marketing/toolkit/index.cfm	This toolkit was designed to help local health departments communicate effectively about local public health and provides practical ways to succeed.
The Connecticut Health Policy Project Health Advocacy Toolbox	www.cthealthpolicy.org	The Health Advocacy Toolbox is a user-friendly toolkit that offers guidance in making changes in the policies that affect the lives and health of Connecticut residents.
Gateway to Health Communication & Social Marketing Practice	www.cdc.gov/healthcommunication/about.html	This website makes available information from CDC and other public and private resources, organized within specific communication categories.
Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press; and, accompanying workbook	Book available for purchase. Workbook available at: www.cancer.gov/cancertopics/cancerlibrary/MDT-Workbook.pdf	The goal of the book and workbook is to help people select and communicate quantitative data in ways lay audiences can understand.