

Appendix D: Grantee Health Communications Guidance

This document is a reference tool for strategic health communication initiatives funded through the Health Promotion and Chronic Disease Prevention (HPCDP) and Injury and Violence Prevention Program (IVPP) grants.

We encourage you to utilize this throughout the biennium.

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Introduction

Health communications is part of a comprehensive approach to prevent and reduce health harms.

Health communications can:

- Shift cultural narratives to prepare for policies, systems, and environmental change,
- Connect communities to information, tools, and resources,
- Engage community members, especially those most impacted, in the development of tools, educational resources, and policy, systems, and environmental change to create healthy communities,
- And, generally, leverage health communications practices and research to further community goals.

Companies, including tobacco, alcohol, and others, spend billions annually on advertising. Advertising and discounts make unhealthy and addictive products more affordable, attractive, and appealing while also making it more difficult for people to quit.

Health communications help counter these efforts by elevating community counter-narratives.

Communications initiatives should be strategic by having specific goals, audiences, and by integrating communication efforts into larger system-wide strategies.

Tips for local planning

These are tips for communications planning whether you are utilizing already created materials or creating your own:

- **Define the goal and objectives.** Communication efforts should be purposeful and work toward larger community goals. Communications alone cannot solve complex problems such as preventing addiction. However, solving these problems cannot happen without *deliberate* communication. Your communication plan should be

embedded within a larger plan to achieve a community-level goal (e.g. Changing policies, Shifting community norms, etc.).

- **Define your audience.** Everything about your communication initiative should be tailored to your audience. What might be an effective message or mode of delivery for one audience will not be effective for another. For example, a message that is tailored to seniors won't be effective for youth. Everything from the words and imagery, to where you place advertisements, should be specific to your audience.
 - If you are creating a new campaign, consider conducting formative audience assessments and testing your messages with your primary audience. Consider using both quantitative (survey) and qualitative (focus group, interviews) methods.
 - Always think about language access *before* you begin creating new campaigns. Consider these questions:
 - How will you make your campaign accessible to people who speak languages other than English? Will you translate the campaign? How will you make sure that the translation makes sense in other languages? Will you create it from the beginning in other languages? How will you ensure that the pictures and imagery reflect the diversity within the audience you are trying to reach?
- **Utilize research and campaigns that already exist (see below for resources).** Research and campaigns exist for many audiences and subject areas. Before starting from scratch, assess whether a campaign that already exists meets your community needs.
 - Reviewing pre-existing campaigns can also be a great way to start conversations with community partners. Together, you can assess what you do or don't like about current campaigns to narrow your focus. Research communications best practices, lessons learned, and framing recommendations to reduce health inequities, improve effectiveness, and support your implementation. See resources below for more information.
- **Think long-term.** Changing community norms, behavior change, counter marketing, and systems changes are all long-term goals. Communications initiatives working

toward these types of goals must be seen many times to be effective. Think about your communication goals as multi-year goals and plan for sustainability early.

- Ensure that the strategies and tactics you are choosing will meet your needs. If you are doing paid media strategies – do you have enough budget to reach your audience? How are you measuring success?
- **Co-create the campaign with community members and partners.** Communities have deep knowledge on how to reach their audiences, what messages are effective or harmful, and how to best represent themselves. Working with communities to co-create campaigns is a great way to build community power, lift community strengths, invest resources back into the community and counter systemic harms. Think about your communication initiative not as a one-way information dissemination, but as a two-way relationship with your community, with all partners learning and growing together to ensure healthy, community driven narratives are abundant.
- **Always keep transparency in mind.** Communications initiatives are large, complex investments. To build trust with partners and the public, make sure you are always communicating about your initiative with clarity and openness. Ensure that you are transparent with partners and OHA about why you are making decisions and any organizational guardrails. Be open about both setbacks and successes.
 - It is also your responsibility to clearly state how your grant dollars are being used with OHA, including your lessons learned. Build this reporting into your planning process and normal practices. If you are delayed, communicate clearly with your liaison. Remember, changing course during a communications initiative is not a failure. However, it is an important opportunity to clearly document decision making and lessons learned.

Technical Assistance

OHA's Health Promotion and Chronic Disease Prevention (HPCDP) and Injury and Violence Prevention (IVPP) programs offer a variety of communication technical assistance for partners. These opportunities are provided to any community partner, even if they have no grant funding relationship with these sections. However, opportunities may fluctuate with funding and staffing capacity. There is no wrong door when asking for help! OHA staff will direct your request to the correct resource.

**For technical assistance requests, email your Liaison or
hpcdp.media@odhsoha.oregon.gov**

Here are examples of the types of technical assistance services that have been provided in the past to partners (in multiple languages):

- Monthly Social Media Calendars
 - Every month, HPCDP staff send out social media calendars through email. These calendars show the upcoming month's social media content on [Smokefree Oregon](#) and [Rethink the Drink](#) Facebook and Instagram accounts. Partners are encouraged to utilize this content for their own purposes, provide input, or be prepared to engage with content online.
 - This email also contains announcements about all HPCDP brands including campaign information and new resources.
 - All partners are encouraged to send in stories or requests for OHA staff to post or share on social media to the HPCDP Media email or their liaison.
- Toolkits
 - 'Plug and play' flyers, infographics, social media images, newsletter templates, and more
- Communications plan development
 - Identifying key audiences (what they care about, who influences them, how to reach them, etc.)
 - Developing communications strategies and activities
 - Creating key messages that align with strategies and goals
- Creating communication strategies for specific opportunities (e.g., proposing new policy)

- Brainstorm strategies to engage key audiences and motivate them to take action.
- News media support and training
 - Developing news releases, op-eds and letters to the editor
 - Developing a media pitch (angle, story, people for interview, etc.)
 - Preparing spokespeople for media interviews
 - Yearly news media training
- Social media support and training
 - How to use social media
 - How to build a following and engage with followers
 - Canva templates
 - Yearly social media training
- Coaching and training on presenting and public speaking
- Coaching and/or collaboration to solve challenges.
- Graphic design support

OHA Brands

OHA invests in mass-reach health communications brands that are designed as long-term infrastructure to support the public and partners. These brands utilize owned, social, earned, and paid media strategies to achieve their goals. Each brand has specific audiences, goals, frames, and subject matters.

Brands work with partners and communities to build community power and reframe health issues to achieve long-term community health goals, such as creating healthier environments.

OHA encourages all grantees to stay involved in brands that are applicable to their work. Grant dollars can be used to support time spent in brand meetings.

Content from these brands is available for free. Some brands offer localization opportunities including co-branded content, color and language customization. Contact hpcdp.media@odhsoha.oregon.gov for more information.

Brand	Description
<p><u>Smokefree Oregon (SFO)</u></p> <p>*Managed by HPCDP</p>	<p>Overarching brand and communications infrastructure to address commercial tobacco prevention and cessation in Oregon.</p> <p>Smokefree Oregon Resource Portal – Any partner can request access to the Resource Portal located on the Smokefree Oregon website. Sign up here.</p>
<p>SFO Sub-brand</p> <p><u>Vive Sin Fumar (VSF)</u></p> <p>*Managed by HPCDP</p>	<p>Spanish-language prevention and cessation campaign for Spanish-speaking Latino/a/e community members in Oregon. This is a sub-brand of Smokefree Oregon</p>
<p>SFO Sub-brand</p> <p><u>Native Quit Line (NQL)</u></p> <p>*Managed by HPCDP</p>	<p>A culturally specific commercial tobacco prevention and cessation brand for American Indian and Alaska Native people in Oregon. This is a sub-brand of Smokefree Oregon.</p>
<p><u>Rethink the Drink (RTD)</u></p> <p>*Managed by HPCDP</p>	<p>Communications infrastructure to prevent and reduce excessive alcohol use in Oregon.</p>
<p><u>Heal Safely</u></p> <p>*Managed by Injury and Violence Prevention Program</p>	<p>Heal Safely is a campaign to empower people to heal safely after injury or surgery through non-opioid treatment opioids. The website includes the Opioid Prevention Toolkit which includes in-depth research, messaging recommendations and examples from the Heal Safely campaign.</p>

<p>Heal Safely Sub-Brand <u>Como Manejar el Dolor</u> *Managed by IVPP</p>	<p>Spanish-language education and empowerment campaign for Spanish-speaking Latino/a/e community members in Oregon. This is a sub-brand of Heal Safely.</p>
<p><u>Save Lives Oregon</u> *Managed by OHA Behavioral Health Division</p>	<p>Supporting people who use drugs to prevent overdose and adopt safer use practices is a proven step toward hope, healing and health. Save Lives Oregon’s resource hub is designed to provide partners with materials to help their organizations promote life-saving harm reduction strategies, understand and use naloxone, communicate about overdose prevention, and more.</p>
<p>Save Lives Oregon Sub-Brand <u>Salvando Vidas Oregon</u> *Managed by OHA Behavioral Health Division</p>	<p>Spanish-language resource hub for Spanish-speaking Latino/a/e community members in Oregon. This is a sub-brand of Save Lives Oregon.</p>
<p><u>Reverse Overdose Oregon</u> *Managed by IVPP</p>	<p>Reverse Overdose Oregon is a campaign for employers to train their teams on how to use naloxone as part of workplace safety and preparedness. This website includes training and tools on how to save lives with naloxone. It also provides resources for the media.</p>
<p>Reverse Overdose Oregon Sub-Brand <u>Para la sobredosis Oregon</u> *Managed by IVPP</p>	<p>Spanish-language naloxone training campaign for Spanish-speaking Latino/a/e community members in Oregon. This is a sub-brand of Reverse Overdose Oregon.</p>
<p><u>End HIV</u></p>	<p>End HIV Oregon is Oregon’s initiative to end new HIV infections in our state. Social media calendars</p>

<p>*Managed by HIV, STD and TB Section in Public Health Division</p>	<p>are available monthly, email hpcdp.media@odhsoha.oregon.gov to join.</p>
<p>988 Oregon *Managed by OHA Behavioral Health Division</p>	<p>Upcoming communications brand launching in July 2025, highlighting Oregon-specific information about the 988 Suicide & Crisis Lifeline. The brand hopes to increase awareness of 988 in Oregon and educate communities on what to expect when reaching out to 988 for themselves, a friend or a loved one. Contact dean.carson2@oha.oregon.gov for additional information or to get involved.</p>

Glossary of Communication Terms

- **Audiences** are the people, either individuals or groups, you are hoping to reach through any given communication strategy. Try to have as much understanding of your audience as possible such as their motivations, interests, and beliefs. You can even involve your audience in creating your content such as working with a culturally specific organization to create a campaign for their community. This can help you not only decide the look and feel of your campaign but ensure that you are using effective ways of reaching that audience. Audiences can include key leaders, decision-makers, youth, specific groups of community members, retailers, health systems, parents, social justice groups, people who speak a specific language, etc.
 - **Primary Audiences** are those individuals with the direct authority to make the desired change.
 - **Secondary Audiences** are the people who can *influence* the decisions of the primary audience.
- **Campaigns** are an advertising effort on behalf of a particular product, service, or issue that lasts for a specified period of time; is intended to generate specific outcomes or effects; and targets a relatively large number of people. A single campaign generally is based around a common theme and target audience and

often includes ads in several media types. “Campaign” can also refer to the set of materials used in a specific advertising effort and convey the message across several media types.

- **Counter Marketing** refers to marketing and communications efforts aimed at countering the marketing efforts (including but not limited to advertising) of, for example, tobacco or alcohol industry and other pro-tobacco/alcohol influences. Counter-marketing can include such efforts as media advocacy, media relations, sponsorships and promotions, as well as paid counter-advertising.
- **Framing** is the choices we make in what we say, how we say it, what we emphasize, and what we leave unsaid, and how these choices shape how people think, feel, and act. Related, ‘reframing an issue’ means creating widespread change in the way people think and talk about it¹.
- **Health communication** is the study and use of communication strategies to inform and influence individual and community decisions that enhance health. Health communication considers a variety of channels to deliver its targeted or tailored messages to specific segments among varied audiences, including individuals, communities, health professionals, special groups, and decision makers².
- **Mass-reach health communication** refers to the various means by which public health information reaches large numbers of people. Evidence suggests that the use of mass reach vehicles, in particular television, is required to make meaningful changes in population-level awareness, knowledge, attitudes, and behaviors³.
- **Social Marketing** seeks to develop and integrate marketing concepts with other approaches (e.g. public health) to influence behaviors that benefit individuals and communities for the greater social good⁴.

¹ <https://www.frameworksinstitute.org/articles/five-questions-about-framing/>

² <https://www.thecommunityguide.org/topics/health-communication-and-health-information-technology.html>

³ <https://www.cdc.gov/tobacco/stateandcommunity/guides/pdfs/2014/comprehensive.pdf>

⁴ <https://www.pnsma.org/socialmarketing>

- **Earned Media** means generating free coverage in the press and through public service announcements.
- **Owned Media** means sharing messages through channels under your organization's direct control such as websites, newsletters, and blogs.
- **Social Media** means sharing messages and engaging audiences on social networking sites like Facebook and Instagram
- **Paid Media** means paying to place ads on TV, radio, billboards, transit, online platforms, or in print media.

Other Resources

- [OHA Websites](#)
 - [Tobacco](#)
 - [Excessive Alcohol Use](#)
 - [Local Overdose Prevention Partners](#)
 - [SUD Digest](#)
- [Frameworks Institute](#)
- [Justice in the Air – Framing Tobacco Disparities](#)
- [Reporting on Addiction](#)
- [Webinar: Telling a New Story About Alcohol and Other Drugs](#)
- [CDC](#)
 - [Drink Less Be Your Best Campaign](#)
 - [Media Campaign Resource Center](#)
 - [Stop Overdose campaign](#)
 - [Rx Awareness campaign](#)
 - [Plain Language Resources](#)
- [FDA Tobacco Public Health Education Resources](#)
- [Community Tool Box - Social Marketing](#)
- [SAMHSA](#)
- [Public Health Communications Collaborative](#)
- [Society for Health Communication](#)
- [Conference on Health Communication, Media, and Marketing](#)
- [Making Health Communication Programs Work – Pink Book](#)
- [Berkeley Media Studies Group](#)
- Equity Considerations from the OHA Writing Style Guide:
 - Equity is a guiding model for language and action. Terms may change over time, and practices should be updated as needed.
 - Ensure information is written in plain language, is culturally responsive and is readily available in languages that represent the communities.
 - Use gender-inclusive language.

- Be aware of ableism and how it enters the language we use when referring to people with and without disabilities.
- Write to empower the individual when making decisions about what terms to use.
- Work with community partners to identify priorities and communication strategies. This includes the need to build awareness and acceptance, and to rectify historical and contemporary injustices.

2025-2027 RFA Requirements and Allowable Expenses

Communications requirements for specific funding sources are outlined below.

For complete guidance, please refer to your contract and RFA. Contact your grant liaison for further questions about allowable expenses.

Tobacco Prevention and Education Program (TPEP)

Health communications is a vital part of a comprehensive approach to preventing and reducing the harms of commercial tobacco.

In the first quarter of the TPEP grant, Tiers 1 – 3 will meet with a HPCDP communications contractor to create a communications plan for their chosen strategies. The communications plan will need to address how cessation messaging and resources will be promoted (e.g. Oregon Tobacco Quitline, Smokefree Oregon campaigns, local interventions, etc.).

Communications Requirements:

- Connect with your Public Information Officer (PIO) to complete the TPEP Communications Approval form (Attachment 5).
- Meet with HPCDP communications contractor in the first quarter of the grant to develop a communication plan for your strategies.
- Promote cessation messaging and resources (e.g. Oregon Tobacco Quitline, Smokefree Oregon campaigns, local interventions, etc.)

Paid Media Policy:

Grantees can spend up to \$3000 per biennium to purchase paid media. Paid media means paying to place ads on TV, radio, billboards, transit, online platforms, in print media or other locations. Paid media expenses under \$3,000 must:

- Be listed on your budget form.
- Be directly linked to at least one of your strategies and be included on your communications plan.

Paid Media Exemption Process:

Spending over \$3,000 of TPEP grant funding on paid media for the biennium is NOT allowed. To receive an exemption to this policy you must contact your Liaison.

Alcohol and Other Drug Prevention Program (ADPEP)- CORE

ADPEP grantees are allowed to utilize funding to implement local communications initiatives in support of their workplan strategies. Requirements for the 2025 – 2027 biennium include:

Earned Media

- ADPEP coordinators will act as **or** identify a prevention spokesperson for their program or county.
- ADPEP Programs will send at least one pitch or news release per year. This will result in at least two pitches or new releases during the biennium.

Paid Media - If a program chooses to utilize ADPEP budget for paid media this biennium, they must outline a communication plan in their workplan.

- The plan should include:
 - A defined goal and objective (including how these goals tie into long term community goals)
 - A defined audience
 - Information about campaign development, including message testing or community engagement
 - How you will measure success
 - Project timeline

ADPEP – Opioid Settlement

ADPEP Coordinators are allowed, but not required, to implement local communications initiatives with Opioid Settlement funding. These activities should support efforts to discourage or prevent the misuse of opioids through evidence-based or evidence-informed strategies using tailored approaches that meet the unique needs of their community.

All ADPEP opioid settlement activities must align with the strategies listed in [“Section G – Prevent Misuse of Opioids” in Exhibit E: List of Opioid Remediation Uses](#) (pg. E-11 to E-12) from the national opioid settlement lawsuit. Examples of allowable activities include but are not limited to:

- Developing media campaigns to prevent opioid misuse
- Distributing corrective advertising or affirmative public education campaigns based on evidence
- Sharing public education related to drug disposal
- Developing evidence-informed community education programs for students, families, school employees, school athletic programs, parent-teacher and student associations, and others

In accordance with these allowable activities, earned media and paid media are considered allowable expenses.

Regional Overdose Prevention Coordinators

Regional Overdose Prevention Coordinators are allowed, but not required, to implement local communications initiatives. These projects may include activities that aim to:

- Increase awareness of and access to harm reduction resources
- Combat stigma and change social norms around harm reduction.

Examples of allowable activities include but are not limited to:

- Producing and distributing risk reduction and overdose prevention educational resources

- Developing and implementing trainings and education interventions for individuals that interact with people who use drugs to address stigma
- Deploying communication campaigns that focus on harm reduction or stigma reduction messaging, including television, print, radio, outdoor, online, and social media outlets.

In accordance with these allowable activities, earned media and paid media are considered allowable expenses.

Regional Health Equity Coalitions (RHECs)

*Check back soon for updates

Contact Information

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IVPP	IVPP.General@oha.oregon.gov
Updates and News	HPCDP Digest IVPP Digest

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