

# HEALTH EDUCATION & COMMUNICATION

David Brendsel  
Communications Specialist,  
Prevention Services Division

# Introduction

---

- PSD Communications Team
  - Marketing
  - Media
  - Design
  - Technology
- Big picture
  - Strategic
  - Collaborative
  - Cross-cutting
  - Innovative

# Communication Channels

- CDPHE website
  - Public topics A-Z
  - Partner resources
- COPrevent.org
  - PSD hosts; program personnel and partners contribute
  - Subscription

# Communication Channels

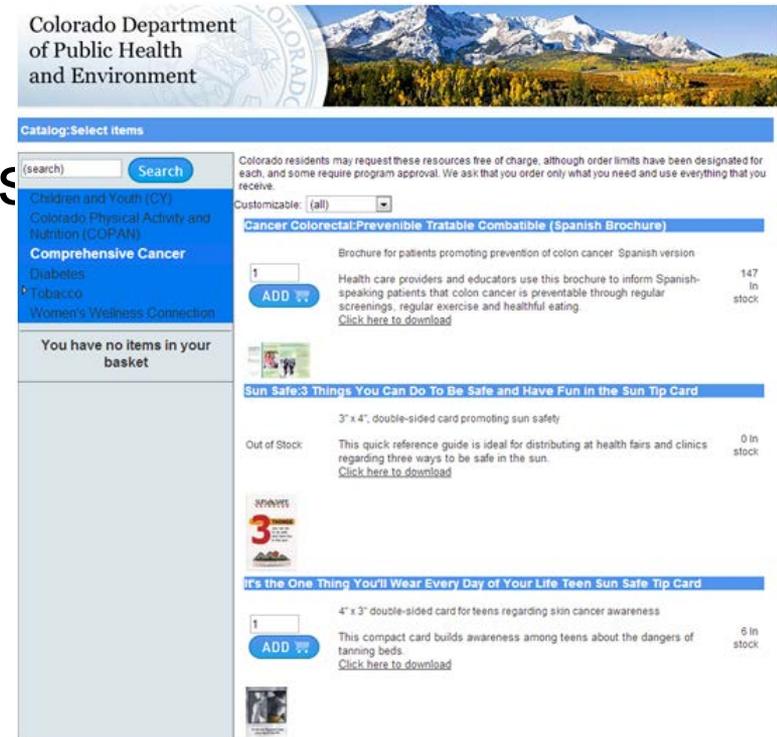
- Email distribution lists
  - PSD programs
  - State agencies
  - Partners
- Social media  
  - @CDPHE
  - @CDPHEPSD

# Communication Channels

- Opportunity for:
  - Sharing administrative grantee information & updates
  - Promotion of grantee efforts
    - Public
    - Partners & key stakeholders
    - Across prevention programs
    - Fellow grantees

# COHealthResources.org

- CDPHE Fulfillment Center
  - Colorado-specific materials
  - PDF download
  - Tailored audience options
  - Free



Colorado Department of Public Health and Environment

Catalog>Select items

(search) Search

Children and Youth (CY)  
Colorado Physical Activity and Nutrition (COPAN)  
**Comprehensive Cancer**  
Diabetes  
Tobacco  
Women's Wellness Connection

You have no items in your basket

Colorado residents may request these resources free of charge, although order limits have been designated for each, and some require program approval. We ask that you order only what you need and use everything that you receive.  
Customizable: (all)

**Cancer Colorectal-Preventable Tractable Combatible (Spanish Brochure)**

1  **ADD**

Brochure for patients promoting prevention of colon cancer Spanish version 147 In stock  
Health care providers and educators use this brochure to inform Spanish-speaking patients that colon cancer is preventable through regular screenings, regular exercise and healthful eating.  
[Click here to download](#)

**Sun Safe:3 Things You Can Do To Be Safe and Have Fun in the sun Tip Card**

0  **ADD**

3"x 4", double-sided card promoting sun safety  
Out of Stock This quick reference guide is ideal for distributing at health fairs and clinics regarding three ways to be safe in the sun.  
[Click here to download](#) 0 In stock

**It's the One Thing You'll Wear Every Day of Your Life Teen Sun Safe Tip Card**

1  **ADD**

4" x 3" double-sided card for teens regarding skin cancer awareness  
This compact card builds awareness among teens about the dangers of tanning beds.  
[Click here to download](#) 6 In stock

# Example - Media

- Diabetes Prevention Program
  - Statewide television/online campaign with CBS
  - Call to action: 1-800-DIABETES
  - Grantee social media posts/images to support



# Example - Resource

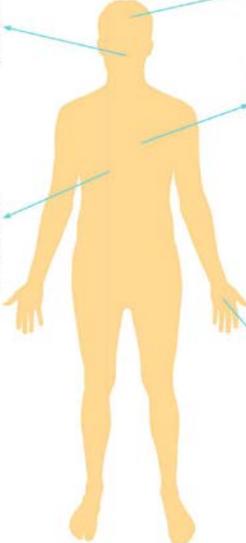
- Early Childhood Obesity Toolkit - Messaging
  - Focus group to test current ECOP messages
  - Stakeholder participation to refine messages
  - Toolkit for partners
    - Finalized messages
    - Supportive content
    - Suggestions on outlets to disseminate

**“Gaining the right amount of weight during pregnancy helps you have a healthy baby.”**

# Example - Cross Promotion

**HOW SMOKING WITH COPD AFFECTS YOU**

The term COPD includes two main health conditions: emphysema and chronic bronchitis



**MOUTH:** Smoking increases your risk for mouth and throat cancers and teeth and gum diseases.

**BRAIN:** Smoking increases your risk of stroke because less oxygen reaches your brain and heart.

**HEART:** Smoking increases your risk of high blood pressure, heart disease and heart attack.

**LUNGS:** Smoking may cause your COPD to worsen and can greatly increase your risk of lung cancer and death. You damage your lungs each time you smoke.

**HANDS:** Smoking causes stains and odor on your hands.

Smoking is the primary cause for developing COPD. It is a disease that gets worse over time. Smoking causes COPD to become worse even faster. Because COPD is a condition that affects the lungs, smoking is one of the worst things you can do.

**QuitLine** **1.800.QUIT.NOW**  
Be Tobacco Free (1-800-784-8660) / www.coquitline.org

- Chronic Disease Flyers (English/Spanish)
  - QuitLine caller packet cross-promotion
  - COPD, diabetes, heart disease
  - Flyers available for grantees

# Questions?



# Contact & Follow Us

david.brendsel@state.co.us

allison.hastey@state.co.us



Facebook.com/cdphe  
Facebook.com/cdphepsd



@cdphe  
@cdphepsd