LEADING THE CHARGE FOR A HEALTHY NATION INNOVATION LAB: STATE AND COMMUNITY HEALTH MEDIA CENTER

MAY 6, 2019

Good Nutrition

Regular Physical Activity

Healthy Weight

Jana Scoville, DNPAO Strategic Communication Team (Banyan Communications)
STATE AND COMMUNITY HEALTH MEDIA CENTER

- Saves time and money compared to producing new materials
- Includes ads/materials and photos
- Includes audience testing and research

To find ads, materials, & photos, visit https://nccd.cdc.gov/schmc
For help, send an email to schmc@cdc.gov
ESTIMATED TIME & COST SAVINGS

Cost savings
• $20,000 to $93,000

Production time saved
• 6 weeks to 6 months
• 100 hours staff time

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STATE AND COMMUNITY HEALTH MEDIA CENTER – 1,500 ITEMS ACROSS 14 TOPICS

- Nutrition
- Breastfeeding
- Physical Activity
- Built Environment
- Diabetes
- Heart Disease
- Stroke

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AD/MATERIAL TYPES

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**HOW DOES IT WORK?**

Talent/use agreements allow others to use ads/materials

Find ads/materials, requests TA and low resolution versions, then places an order

Pay fees and costs to add logo, website, or contact info

**CDC contractor adds logo, website, or contact info and shares files**

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For help, send an email to [schmc@cdc.gov](mailto:schmc@cdc.gov)
HOW TO REQUEST HELP

- To request information or help, email schmc@cdc.gov
  - Talk by phone about navigating the site, your plans, or searching for ads, materials, or photos
  - Request a low-resolution version of the ad for audience testing
  - Request for the ad to be translated to another language

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PRINT ADS

To find ads, materials, & photos, visit https://nccd.cdc.gov/schmc
For help, send an email to schmc@cdc.gov
OUTDOOR AND SOCIAL MEDIA ADS

To find ads, materials, & photos, visit https://nccd.cdc.gov/schmc
For help, send an email to schmc@cdc.gov
To find ads, materials, & photos, visit https://nccd.cdc.gov/schmc
For help, send an email to schmc@cdc.gov
“We were thrilled to find quality images that are free for us to use as a non-profit with limited resources.” Brenda Bandy, Executive Director, Kansas Breastfeeding Coalition

“It is a great resource—even for just researching different topics to see what is available.” Janice Schneider, Maryland SNAP-Ed Program, University of Maryland Extension

“Our work with the Media Center resulted in a big cost savings which provided ability to increase the media buy. The Media Center helped us, and they were great to work with—why reinvent the wheel when you can use ads through the Media Center.” Julia Mastropaolo, Brogan & Partners on behalf of American Heart Association in Michigan

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TOBACCO ADS AND MATERIALS

To find ads, materials, & photos, visit https://nccd.cdc.gov/schmc
For help, send an email to schmc@cdc.gov
THANK YOU!

For more information, visit https://nccd.cdc.gov/schmc or contact the State and Community Health Media Center mailbox: schmc@cdc.gov

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.