Pop that Public Health Bubble!
Working with Non-Traditional Partners for a Healthier Nation

A Look at professional sports and their national and local support of the Centers for Disease Control and Prevention

Ali Boneval
The Beltway Media Group
Understanding non-traditional partners and their reach

• Identify the people and process for creating a dialogue and building a relationship.
• Approach and engage potential non-traditional partners as stakeholders in community health messaging.
• Focus on leagues, teams, and athletes that have invested in promoting health messaging in their communities.
Forming a relationship with sports leagues, clubs, athletes

• Evaluate resources and platforms that provide access to audiences that are related to CDC campaign goals.
• Determine how leagues and clubs are able to reach and engage audiences in community thru initiatives.
• Identify ways to include CDC approved information and messaging.
Identifying opportunities and building valuable relationships

• Understand that sustainable relationships are based on the value that sports leagues bring to the community.
• Scale commitment over time to ensure expectations are met by both the CDC and sports leagues.
• Be a guide, a source of knowledge and access to information that’s important to leagues, teams, and athletes.
Thank you!

Ali Boneval
The Beltway Media Group
Email: ab@thebeltwaymediagroup.com
Website: http://www.thebeltwaymediagroup.com