

Battelle Health Communications

# CLEAR ANSWERS FOR COMPLEX QUESTIONS

## You have questions:

- What does my target audience know about my public health issue?
- Are my communication channels and methods effective in reaching my intended audience?
- What kind of reach did I achieve with my campaign, and what impact did it have on knowledge, attitudes and behaviors?

A pregnant woman with curly hair is sitting on a bed, looking at a tablet. She is wearing a light blue sleeveless top and white pants. The background is a bright, airy room with a window and curtains.

**BATTELLE**

The **Battelle Public Health Communications Team** can help you find the answers. We bring together unmatched experience and expertise in communication science, program evaluation, analytics, social sciences and public health to solve complex health communication challenges. We'll help you choose the right approach to answer your questions in the most effective and cost-efficient way possible.

### The Battelle Advantage

At Battelle, we match the right people with tools to help you reliably, efficiently and affordably meet your goals. We use a variety of quantitative and qualitative methods to deliver answers that are clear, tailored and actionable so you can make effective, evidence-based decisions.

At Battelle, you'll find:

- Expertise in marketing and communication theory and practice informed by social and behavioral science.
- Effective application of rigorous quantitative and qualitative methods and data analytics.
- Extensive public health experience, including program development, support and evaluation for a broad range of federal, state and foundation initiatives.
- A deep understanding of the science behind public health issues backed by unparalleled collaboration with Battelle scientists working in related areas including tobacco research, toxicology, environmental health, drug and vaccine development, and more.

### Capabilities

We offer comprehensive services for every stage of your health communications campaign, from planning and message development to outcome evaluation.

- **Formative research:** Understand the current knowledge, behaviors and attitudes of your target audience and how they are likely to respond to different types of messages.
- **Concept and message testing:** Evaluate the effectiveness of your proposed messages, materials, channels and implementation plan before rolling out your campaign.
- **Process and outcome/impact evaluation:** Determine the reach of your campaign and its impact on targeted attitudes, knowledge and behaviors.

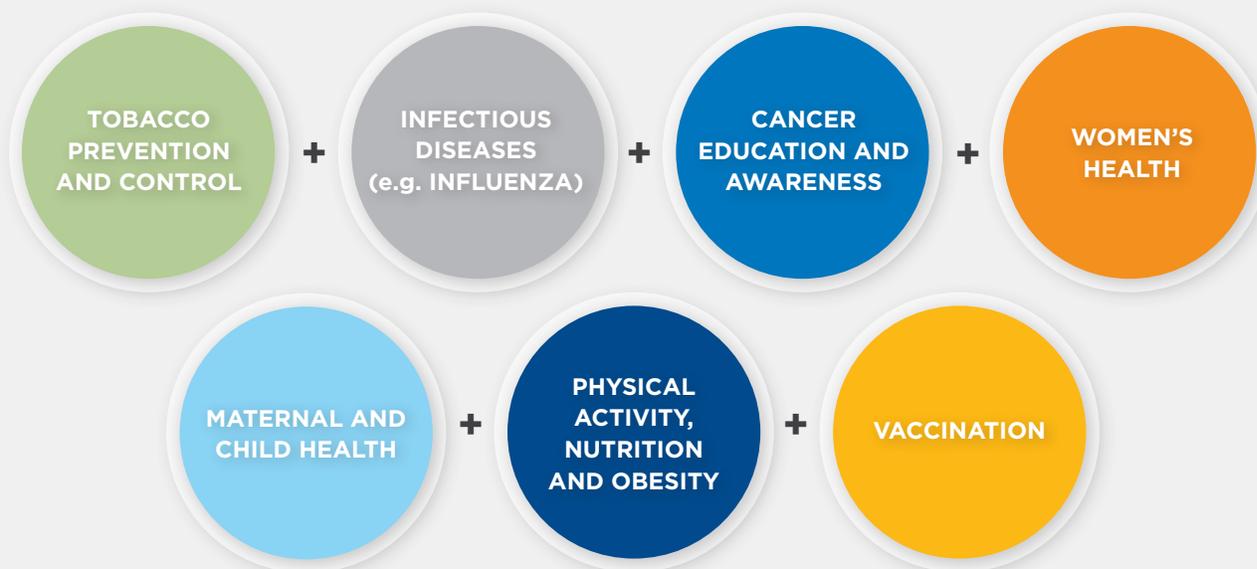
### Methods

We use a variety of quantitative and qualitative methods for formative research and evaluation, including:

- Surveys
- Interviews
- Focus groups.

## OUR EXPERIENCE

Over the years, we have supported a broad range of public health studies and programs for the Centers for Disease Control and Prevention (CDC), the U.S. Department of Health and Human Services (HHS), the Centers for Medicare & Medicaid Services (CMS) and other government agencies, private foundations and commercial entities. Our prior health communications experience includes:





### Evaluating the Impact of a Gynecological Cancer Campaign

CDC's Inside Knowledge public service campaign aimed to increase awareness of gynecological cancers and encourage women to see their doctors. CDC contracted with Battelle to conduct a formal evaluation of the campaign targeting women aged 40-60, which included TV, radio, web advertising, posters and print materials as well as training for healthcare providers. Battelle researchers designed and executed the study to evaluate the process, reach and ultimate outcomes of the CDC campaign. Researchers evaluated the materials, delivery channels and overall implementation of the campaign. A field experiment was used to evaluate the reach, exposure and outcomes for women in four cities (two treatment groups and two matched control groups). Surveys of women in the target population were conducted in all four cities both before and after the treatment period to determine whether the media campaign had a measureable impact on women's knowledge or intended behaviors in the treatment cities. The Battelle study demonstrated that CDC's advertising was effective in raising awareness of the signs and symptoms of gynecological cancer.

### Formative Research and Evaluation for an Anti-Tobacco Campaign

CDC's Tips from Former Smokers (Tips) campaign is the first-ever paid national tobacco education campaign. Tips incorporates TV, radio, out-of-home, social media and digital advertising with the goal of influencing quitting behavior among smokers and encouraging nonsmokers to protect themselves and their families from exposure to secondhand smoke. Battelle is contributing to formative research efforts to inform the development of advertising for the next stage of the campaign, scheduled to launch in 2018. Battelle researchers recently conducted a literature review and environmental scan to better understand emerging issues in tobacco user behavior (e.g., e-cigarette use, other alternative delivery mechanisms, and changing consumer attitudes and behaviors) and developed personas based on target audience profiles. The Battelle team is working with a national advertising agency to develop key health messages and advertisements based on the formative research conducted.



### Gap Analysis for the U.S. Army Force Health Protection Program

The U.S. Army Public Health Center (APHC) is charged with improving force readiness and increasing resilience through public health initiatives and leadership engagement. They are responsible for informing decision making for 50+ programs that are implemented in APHC wellness centers. Battelle provided technical assistance, training, health education and program and policy evaluation expertise to help APHC assess programs related to behavioral health outcomes directly or indirectly affected by Chemical, Biological, Radiological and Nuclear (CBRN) agents and/or other hazardous materials. Battelle developed an assessment plan and conducted a series of 108 focus groups to evaluate implementation of the Performance Triad Program, which focuses on improving soldiers' sleep, nutrition and physical activity regimens. The Battelle team also developed an evaluation plan for Army G-1 programs and a program evaluation guidebook to help APHC plan and implement cost-relevant program evaluations. The plan and guidebook assisted Army decision makers in allocating limited resources to various initiatives and programs.

# WHAT CAN WE SOLVE FOR YOU?

Put the people of Battelle  
to work for you today.

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## About Battelle

Every day, the people of Battelle apply science and technology to solving what matters most. At major technology centers and national laboratories around the world, Battelle conducts research and development, designs and manufactures products, and delivers critical services for government and commercial customers. Headquartered in Columbus, Ohio since its founding in 1929, Battelle serves the national security, health and life sciences, and energy and environmental industries.

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It can be done