

# CCPD Program Resources & Assistance



## Cancer, Cardiovascular Disease and Pulmonary Disease Competitive Grants Program

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# What can *we* do for *you*?

## Provide Content Knowledge...

### *CDPHE chronic disease program staff:*

- Denise Steinbach – Comprehensive Cancer Program
- Marsha Wilde - Heart Disease and Stroke Prevention Program
- Arthur McFarlane - Asthma Program
- Michelle Hansen - Diabetes Prevention and Control Program
- Penny Studebaker – Chronic disease self-management

### *CDPHE chronic disease program staff can:*

- Provide disease-specific content expertise
- Provide guidance on the interpretation of the state plans
- Provide guidance on program implementation
- Provide guidance on best practices
- Disseminate information on coalition activities
- Suggest ways to leverage resources through collaborative activities

# What can *we* do for *you*?

## Provide Resources...

### *Training Center at the Colorado School of Public Health, Center for Public Health Practice*

- Partnership between the Prevention Services Division (PSD) of the Colorado Department of Public Health and Environment and the Colorado School of Public Health's Center for Public Health Practice (CPHP)
- Establish the infrastructure for a centralized training center to support grantees, local public health agencies, community partners and PSD staff
- Meet the ongoing, foundational needs for public health professionals with “standardized” trainings on various key competencies (policy, community mobilization, strategic planning, evaluation) and other important topics
- Three training opportunities primarily targeted for Amendment 35 Grantees (CCPD, OHD, STEPP):
  - **Masterful Facilitation, August 10th**
  - **Oh No...Not Another Meeting, August 10th**
  - **Why do they Act that Way? Facilitation Strategies to Manage Difficult Situations, August 14th and 28th**

# What can *we* do for *you*?

## Provide Resources...

*COMING SOON...New Website for the Center for Healthy Living and Chronic Disease Prevention (CDPHE)*

- A new website will serve all Center programs, their partners and grantees and will provide information and resources related to chronic disease prevention and management, health risk factors, evaluation and research data, news and events, as well as grant funding and contract management information.
- Visitors to the center website can create a user account, which can be customized by the user to receive specific information or updates about a given Center program, its initiatives, hot topics, what the program's partners are doing, GIS mapping interfaces, contract compliance and expense reimbursement guidance, as well as other helpful functions.

# What can *we* do for *you*?

## Provide Resources...

*COMING SOON...New web-based fulfillment center for the Prevention Services Division (CDPHE)*

- A web-based fulfillment center to meet the health communication needs of PSD programs, partners and grantees.
- The fulfillment center can be utilized to distribute informational/social marketing materials for any division program and currently includes health marketing collateral for tobacco prevention and cessation, chronic disease programs, women's health, oral health and the child, adolescent and school health program.
- Users will have the ability to search for items by topic, program, audience, collateral type/format, campaign and language.

# What can *we* do for *you*?

## Provide Resources...

### *Regional Networking Forums*

- Half-day forum
- Rotate around the state
- Learn about CCPD and other PSD programs and activities working in different parts of the state
- Networking

### *CCPD Trainings*

- Reach and Implementation Training
- CCPD Orientation Training

### *Conferences*

- Colorado Chronic Disease Conference

# What can *we* do for *you*?

## Provide Program Assistance...

### *CCPD staff can:*

- Answer questions related to the CCPD application and review process
- Provide assistance with administrative items related to the CCPD program
- Provide assistance with CCPD reporting and evaluation requirements
- Review and approve media and public education materials
- Provide guidance on accessing resources
- Establish linkages between grantees doing similar work
- Sponsor conferences and trainings
- Perform one-on-one technical assistance

# Media & Publications Guidelines

## Provide Program Assistance...

### *CCPD Media and Publications Guidelines (available on CCPD website)*

- All advertising, marketing, promotional and educational materials being developed and/or purchased with CCPD grant dollars must be submitted to the CCPD Technical Assistance Manager for approval prior to printing.
- Pre-existing, copyrighted health education materials do not need to be submitted for approval.
- Any materials (including Web sites) intended for distribution to a mass audience must be approved by the CCPD program in advance and should include the required sponsorship language:

“This (insert ‘program’ or ‘publication,’ whichever is most appropriate) is sponsored by the Cancer, Cardiovascular Disease and Pulmonary Disease Grants Program at the Colorado Department of Public Health and Environment.”

or

“Este programa es patrocinado por el programa de Cáncer, Enfermedad Cardiovascular y Pulmonaria del Departamento de Salud Pública y Medioambiente del Estado de Colorado.”

# Media & Publications Guidelines

## *CCPD Media and Publications Guidelines*

### **PRINT MEDIA**

- Display advertising (banners, billboards, flags, signage)
- Newspaper ads
- Articles submitted to newspapers
- Abstracts and journal articles
- Press releases
- Posters/flyers
- Brochures
- Public education materials
- Newsletters
- Post cards/direct mail

### **BROADCAST MEDIA**

- Spot television (including cable)
- Radio (scripts)

### **INTERACTIVE MEDIA**

- Web sites
- Online advertising
- Pay-per-click advertising

### **PROMOTIONAL ITEMS**

- Key Chains
- Magnets, etc.