

SUGGESTED BOOKS FOR EVERY HEALTH COMMUNICATOR

NPHIC's Media and You along with the latest copy of our directory, provided to all new members

Two books by the Institute of Medicine: **"The Future of Public Health,"** and **"Emerging Infections-Microbial Threats to Health in the United States."**

APHA **"Control of Communicable Diseases Manual."**

A good medical dictionary, such as a **Merriam-Webster's.**

Latest edition of **"Health-United States"** by the National Center for Health Statistics.

Associated Press Stylebook.

"Making Health Communication Programs Work-A Planner's Guide," published in 1992 by the National Institutes of Health.

"The Elements of Style" by William Strunk, Jr. and E.B. White. Simply the best—and at 78 pages, the most concise book on writing there is.

The New Rules of Marketing and PR, David Meerman Scott. John Wiley & Sons. 2007. The definitive work on public relations and marketing in the Internet era. Every public relations and communications practitioner ought to read this book immediately.

The Cluetrain Manifesto. Levine, Locke, Sears and Wineberger. Basic Books, 2000, 2009. Although first written more than ten years ago, this book leads us through the reality of the networked marketplace today.

Naked Conversations. Robert Scoble and Shel Israel. John Wiley & Sons. 2006. The history of blogging and its impact on business. Why it is important for organizations of all sizes and shapes to engage in this new form of communication.

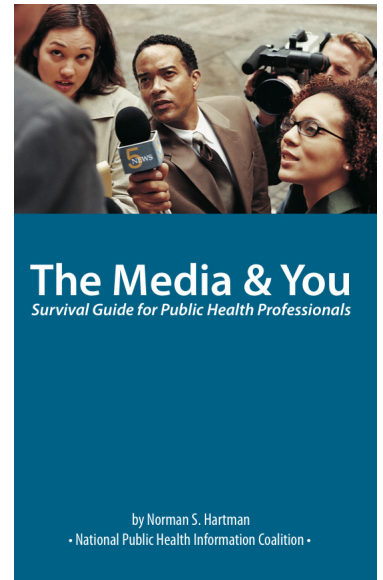
The New Influencers. Paul Gillin. Quill Driver Books. 2007. The dynamic behind the new forms of communication the Internet offers.

Made to Stick. Chip and Dan Heath. Random House, 2007. A fascinating study of messaging. If you're looking for a good resource on messaging, read this book. Just do it.

Now is Too Late². Gerald Baron. Essentials of crisis communication in the Internet era.

What Every Body is Saying. Joe Navarro. Collins Living. 2008. A former FBI agent explains nonverbal communication in an engaging and understandable way.

Thinking on Your Feet. Marian Woodall. Professional Business Communications, 1996.(Available only at Amazon.com.) This classic offers excellent tips for anybody who appears before audiences.



Brain Rules. John Medina. Pear Press. 2008. Medina's rules help us understand why some forms of communication work and others don't. A fascinating book.

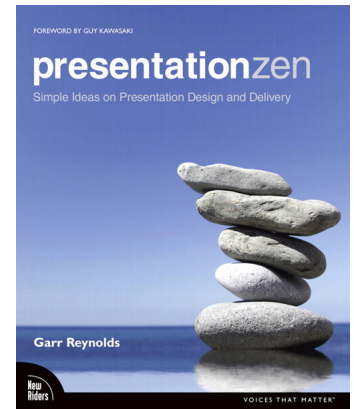
Beyond Bullet Points. Cliff Atkinson. Microsoft Press. 2005. If you're tired of endless bullet point presentations and want to break out of the mold, here's the starting point. I only wish every PowerPoint presenter had read this book and then followed its recommendations. I might actually stay awake for the entire presentation.

Presentation Zen. Garr Reynolds. New Riders. 2008. Reynolds takes it one step beyond Atkinson with guidance that will change the way you think about using PowerPoint or Keynote for presentations. This book explains why the traditional bullet point format doesn't work and what does.

Presentation Zen Design. Garr Reynolds. New Riders. 2010. Here Reynolds offers a framework for planning, putting together and delivering compelling presentations.

Pew Research Center for People and the Press. (people-press.org). Pew conducts ongoing research on many aspects of the role of the media in the United States. Its studies are interesting and revealing. Changes and trends in communication often are first disclosed or confirmed by Pew studies.

TMT Worldwide. (tmtww.com). Our Resources page has many useful handouts relating to media and crisis communication. You're welcome to download and share them.



CDC'S GATEWAY TO HEALTH COMMUNICATION & SOCIAL MARKETING PRACTICE

If you're new to public health, the section "Health Communication Basics" can help you get up to speed quickly. In addition, the Health Out Loud blog is a good place to start a conversation or join another one about health communication or social marketing. The aim of the Gateway to Health Communication and Social Marketing Practice is to help professional communicators build their health communication or social marketing campaigns and programs using the best information and effective communication techniques. In addition, the CDC hopes the Web site will become a place where professionals in the field can meet online, share information and collaborate.

New "Gateway" Promises to Help You Do Your Job Better

You've heard of groups nicknamed "Tweens" and "Boomers," but do you know which age group has been called "The Responsible Generation"? Or who moms rate as their most trusted source for information? Or where you can find Crisis and Emergency Risk Communication training online?

The answers to these questions and many more can be found in a new CDC resource for public health communicators, the Gateway to Health Communication and Social Marketing Practice (www.cdc.gov/healthcommunication). The Web site provides tools, templates and training materials to improve health communication and social marketing campaigns.

"This is a terrific Web site for those of us who work in communication at a health department," said Rita Obey, Chairperson of the NPHIC Professional Development Committee and Director of Public Information at Harris County Public Health and Environmental Services. "It brings together many important tools at one location."

The information is grouped in six main categories:

Audience – This section analyzes different target audiences to help you better design messages and activities to reach them.

Campaigns – Before you start developing your own media campaign, take a look at some successful CDC campaigns, such as those for teen pregnancy prevention, immunizations and reducing antibiotic resistance.

Channels – Having the right message is critical to success, but so is identifying the right channels with which to deliver it. This section offers information about interactive media, online videos, Web site usability and other topics.

Research/Evaluation – You can get summaries of new health marketing and communication research and trends from "This Just In" reports.

Risk Communication – Here you'll find training and preparedness info for the novice and the veteran.

Tools and Templates – You can save time and resources by using the Social Media Toolkit, CDCynergy and Health Literacy materials.

