Commercial Tobacco Control & Prevention and Chronic Disease Toolkit for Tribal Communities

There are many ways to get information to the community but doing it on a tight budget or making information clear may not always be easy. Creating posters, brochures, sending out newsletters, and/or using social media can be great ways to get health messages across to a large number of people. In this section we provide information and resources on communicating health messages that have worked for our project.

Online newsletters are an inexpensive way to send information to hundreds or even thousands of people. Once the template is created it is easy to add information and change it for the next one. Many Michigan tribal communities use newsletters to communicate to members, tribal staff, and the entire community.

To develop a newsletter that is reader-friendly is key. It should be a clean document with useful information in language that is relevant for the audience you are trying to reach. Adding a recipe, a picture of local people, or quick tips that are relevant to your subject matter can help capture the attention of your intended readers. It is also helpful to decide at the beginning of the newsletter project how often you would like the newsletter to be distributed. It could be monthly, bi-monthly, quarterly, or bi-annually. Please check out the sample newsletter here and feel free to use the template.

Information is provided by the Centers for Disease Control and Prevention (CDC) on how to make health messages easy to understand and visually appealing. For the Simply Put: A Guide for Creating Easy-to-Understand Materials please visit: http://www.cdc.gov/healthliteracy/pdf/simply_put.pdf

Also, please visit the CDC Social Media Tools, Guidelines & Best Practices: http://www.cdc.gov/socialmedia/tools/guidelines/. The toolkit can be found here: http://www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit_bm.pdf.

Creating success stories are a great way to communicate program success to community members, tribal leaders, and potential funding agencies. CDC's Division of Community Health offers a free online application to help turn stories into a professional document. The Success Story Application can be found here: http://www.cdc.gov/nccdphp/dch/success-stories/. We have also included a success story that was created for our project in the toolkit.