



Enhancing Council Communication

July 26, 2012

The Council on Linkages Between Academia and Public Health Practice's (Council) [Strategic Directions, 2011-2015](#) detail several administrative priorities, including the desire to "use communication tools effectively to increase access for diverse audiences to Council initiatives and products." The Council uses several methods to communicate with the public health community and is working to determine the impact of these communications and explore targeted opportunities for enhancement. Current communication methods include the Council website, news articles, blog posts, the *Council on Linkages Update* newsletter, conference attendance, and Twitter.

Website

Hosted by the Public Health Foundation (PHF), the [Council website](#) features introductory information about the Council and its initiatives, as well as relevant documents and resources. News articles and blog posts are shared through the website, as is information regarding meetings. News articles address topics such as progress on initiatives, upcoming meetings, highlights from recent meetings, and how the work of the Council ties in with the broader public health system. In addition to news articles, blog posts from experts in the field are periodically added to the website. Webpages containing resources, news, and blog posts are designed to accept comments in order to stimulate discussion. Council staff can monitor the number of views for each page on the website to estimate usage. Information about the Core Competencies for Public Health Professionals (Core Competencies) consistently ranks among the most viewed on the PHF website as a whole.

Council on Linkages Update

Approximately once a month, the [Council on Linkages Update](#) newsletter is emailed to over 350 individuals, including Council members, executive directors and staff of member organizations, Workgroup and Task Force members, and Academic Health Department (AHD) Learning Community members. The newsletter is also posted online for those who do not receive it directly. Council staff can track clicks of the links embedded in the newsletter to identify popular content. Data suggest that individuals who click these links spend more time on the PHF website and view more pages than the average visitor.

Conferences

Having a presence at conferences, whether through presentations or exhibits, is another way in which the Council communicates with the public health community. At the most recent [American Public Health Association \(APHA\) Annual Meeting](#), the Council gave four presentations on the AHD Learning Community, the Core Competencies, Core Competencies tools, and the Public Health Workers Survey. The Council also distributed general information, copies of the Core Competencies, AHD Learning Community information, and more. Turnout at the presentations was strong, and many individuals who attended presentations came by the exhibit booth afterward to discuss the presentations and obtain additional materials. Several presentations are again scheduled for this year's APHA Annual Meeting and will focus on the AHD Learning Community, the Core Competencies and related tools, and the Public Health Training Impact initiative.

Twitter

In late October 2011, the Council became active on Twitter using PHF's account, [@thepfh](#). The Council posts approximately weekly, sharing information on the *Council on Linkages Update*, news articles, and meetings and presentations related to Council activities with over 6,000 followers. As with the *Council on Linkages Update*, links posted can be tracked to determine how many individuals access the Council website through Twitter.

Feedback

Feedback is appreciated at any time from Council members on strategies for enhancing communication to promote the work of the Council. Are there communication methods that Council members have found effective within their organizations? How do member organizations measure the impact of their communications? How can Council members help the Council communicate? The Council strives to continue to improve its communication efforts to make Council initiatives and products more accessible.