



# Health Communications



ICF International's strategic communications products provide the *right* messages, reach the *right* audiences and leverage the *right* vehicles.

## Services include:

### Planning

- Campaign development
- Market research and evaluation
- Message development

### Implementation

- Media relations and public relations outreach
- Video production
- Web site development
- Collateral material development
- Speaker placement and logistics
- Event planning and promotion

ICF International offers clients a unique combination of public relations expertise and technical understanding of healthcare concerns. We excel in translating complex health topics into campaigns that resonate with target audiences from children to healthcare organizations. It is this understanding that enables our communications products to focus on the *right* message, reach the *right* audience, and leverage the *right* vehicle.

Our Communications professionals have experience in a wide range of health care issues, including HIV/AIDs, patient advocacy, pharmaceutical access, mental health, substance abuse and healthcare policy. These activities have included everything from supporting cancer clinical trials to writing and designing materials identifying environmental health issues for adolescents. Clients have included the Centers for Disease Control and Prevention, the National Institutes of Health, Whitman Walker Clinic, the U.S. Environmental Protection Agency (EPA), Pfizer, Schering-Plough, and the American Speech Language Hearing Association (ASHA).

## Selected Projects

### Healthy Steps for Young Children

ICF International has been the manager of Healthy Steps for Young Children from its inception in 1994. Healthy Steps is a national initiative to redesign primary healthcare for young children by providing a patient-responsive, developmentally-oriented approach.

ICF houses the Healthy Steps Program Office and is responsible for overall program management, including oversight of the national evaluation to identify the impacts of Healthy Steps on outcomes for children, parents, and medical practices, as well as to determine the costs of the program and relate those costs to outcomes. We also manage the strategic and operational aspects of the implementation and diffusion of the program.

ICF developed a communications plan to outline strategies for raising awareness with key target audiences including healthcare providers, foundations, insurers, and parents.

ICF has developed fact sheets, a Web site ([www.healthysteps.org](http://www.healthysteps.org)), video, online newsletter, and program brochure. We have also written numerous articles for placement in industry publications including the *Grantmakers in Health* newsletter and *Behavioral Development*. We also developed a media toolkit for use by local Healthy Steps sites to announce the recent evaluation results of the program.

### Safe Handling and Exposure Reduction Communications

ICF helps EPA's Significant New Alternatives Policy (SNAP) Program communicate health risk factors and safe handling and exposure reduction tactics to users of N-Propyl Bromide, a chemical used in solvents and adhesives. We are developing materials for the Agency's rulemaking process that includes details about its proposed regulation and instructions for providing comments, as well as preparing brochures about the health risks, recommended exposure levels, safe handling, and exposure reduction tips.

# Selected Projects

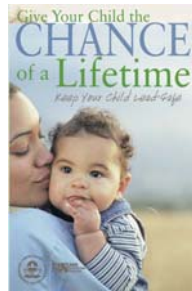
## Lead Awareness Program

PSA/Media: ICF has developed public service advertising, designed collateral materials, and conducted campaign research and evaluation. We created the program's "Runs Better Unleaded" advertising campaign that was used throughout the Washington, D.C., and Baltimore, Maryland, transit systems; as cinema advertising in Baltimore; and in doctors' offices and clinics around the country. This successful campaign has garnered multiple industry awards including the CIPRA, the MOBIUS, the Mercury award, and awards from the IABC and the Public Relations Society of America (PRSA). ICF also developed a media plan for Lead Awareness Week that included editorial outreach and the production of a media toolkit for use by EPA and their local partners. This outreach resulted in numerous media hits in regional and national publications including *American Baby* and *Parenting*.



**ICF International won 6 awards for the Runs Better Unleaded campaign, including the CIPRA and MOBIUS awards.**

WIC Outreach: ICF wrote, designed, and produced a suite of materials targeted toward recipients of the Women, Infants, and Children Program (WIC). This kit consists of several elements including a nine-panel barrel-fold brochure, information sheets, and a materials order form. The goal of this campaign is to educate WIC recipients of the importance of a healthy diet and its ability to reduce the affects of lead poisoning.



Head Start: ICF has worked closely with EPA and Head Start to create a suite of materials targeted toward parents of children in Head Start Programs across the country. ICF first facilitated focus groups with Head Start staff to identify key messages and the appropriate vehicles to reach target audiences.

We then developed a suite of materials with a common look and feel to speak to the target audiences. We designed a brochure to appeal to parents and developed fact sheets for staff members to use in reinforcing the message with parents and to encourage blood tests to check lead levels in at-risk children. All materials were co-branded by EPA and the National Head Start Association and were provided on their Web site as well as hard copy. Final materials were also tested through focus groups held with local Head Start parents. This campaign is being implemented now and a full evaluation of its affects is being conducted.

## Office of Children's Health Protection (OCHP) Communications Support

EPA established OCHP to support and facilitate agency efforts to protect children from environmental risks. Since January 2002, our experts have provided communications support to OCHP to both raise awareness of the link between children's health and the environment and to encourage positive actions that improve children's environmental health. Target audiences of these efforts include the general public, communities, organizations, corporations, and the government.

ICF developed a general brochure, international brochure, Tips, and Growth Chart giveaway, and created a variety of materials for distribution during Children's Health Month. EPA and twelve partnering federal agencies planned activities to promote efforts underway at each agency. Our staff helped this group convey the unifying theme of their efforts—to protect children—by developing a Web site, print collateral, and a giveaway. We conducted mall intercepts to test the effectiveness of existing logos and taglines. We then developed a kit including a folder, fact sheets, and a calendar giveaway. The materials were used to inform parents and caregivers, teachers, government agencies, organizations, the media and others of activities underway by the participating agencies, and steps parents and caregivers can take to protect children. ICF is now in the process of writing and designing a youth book to build environmental health awareness among adolescents aged 10-15 years. Our experts worked with The Girl and Boys Scouts of America, 4-H, and United National Indian Tribal Youth (UNITY) to develop the design and content of the book.

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## About ICF International

ICF International (NASDAQ: ICFI) partners with government and commercial clients to deliver consulting services and technology solutions in the energy, climate change, environment, transportation, social programs, health, defense, and emergency management markets. The firm combines passion for its work with industry expertise and innovative analytics to produce compelling results throughout the entire program life cycle, from analysis and design through implementation and improvement. Since 1969, ICF has been serving government at all levels, major corporations, and multilateral institutions. More than 3,000 employees serve these clients worldwide. ICF's Web site is [www.icfi.com](http://www.icfi.com).

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