

Using the Index to Raise Awareness and Support for Health Security

The Index can help you communicate to different audiences about the important work you and others do to ensure health security in your state. The Index can also help you draw attention to the resources and capabilities that support health security in your state and future needs to strengthen health security.

Potential Goals:

- Educate the public about health security and its role in protecting communities.
- Celebrate the improvements in health security your state has made.
- Build policy and resource support for improving capabilities in key areas.

Potential Audiences:

- Public Health Officials
- Emergency Managers
- Policymakers and Legislators
- Community Groups
- State and Local Business Groups
- Health Care Professionals
- Trade Groups and Professional Organizations
- Voluntary Organizations Active in Disaster
- Emergency Medical Services
- Journalists

Potential Channels

- News Media
- Briefings
- Professional and Trade Group Meetings
- Local Business Meetings
- Webinars
- Social Media and Blogs
- Face-to-Face
- Email
- Teleconferences
- Newsletters

Story Angles

The most effective communication about the Index helps the audiences understand why health security matters, and uses the Index to identify strategic changes to improve health security.

To identify the most effective message for the audience you want to reach, consider:

- Is there a recent event where health security played an important role in keeping people safe? Can you use the Index results to show how your state responded well?
- Is there a recent event that highlighted the need to strengthen health security? Can you use the Index to identify how health security can be improved?
- Consider the types of threats to health security your state faces most often: What does the Index say about your state's ability to respond to those threats?
- Work through the Health Security Planning tool at <https://nhspi.org/wp-content/uploads/2018/04/Health-Security-Planning.pdf> or the Innovator's Guide at (https://nhspi.org/wp-content/uploads/2017/05/NHSPI-Innovators-Guide_17May2017.pdf).
 - Celebrate your state's strengths by sharing them with key audiences.
 - Identify areas for improvement and help others understand the need for change.

To share how you are using the Index to strengthen health security or for strategic help communicating about the Index email us at HealthSecurity@uky.edu.