

Community Health Media Center Cuts Time & Cost for Shared Advertising

A new online repository of advertisements and marketing materials, the **Community Health Media Center (CHMC)** enables awardees and partners to select and place audience-tested ads easily and cost-effectively. Launched last summer, the CHMC includes nearly 100 ads produced by the Division of Community Health, awardees, and partners related to obesity and other chronic conditions. The CHMC features ads in a variety of media including, print, television, radio and web with themes that include healthy and unhealthy food and drink, physical activity, physical activity in schools and daycares, built environments, active transit, as well as cross-cutting themes.

Using ads in the CHMC, awardees are able to maximize their program's promotion dollars by:

- Minimizing risk by leveraging ads with audience-tested research
- Investing in audience research and evaluation of promotion efforts rather than developing new, untested and expensive creative concepts
- Taking advantage of ads that have talent and licensing fees bought out
- Customizing proven ads with a local tag for a nominal fee

To access the CHMC, visit www.cdc.gov/NCCDPHP/dch/chmc. We encourage staff and awardees to check the site often as new ad materials are added daily.

The screenshot shows the CDC Community Health Media Center website. At the top, it says "CDC Home" and "Centers for Disease Control and Prevention". Below that is a search bar and a navigation menu with letters A-Z. The main content area has a "Media Center" header and three tabs: "SEARCH ADS", "NEW ADS", and "FREQUENTLY ASKED QUESTIONS". A large image of a young girl in a pink life preserver is featured with the text "You do so much to protect them." and "BOSTON, MA". Below the image is a welcome message: "Welcome to the Community Health Media Center [CHMC]. This site is your portal to a collection of audience-tested advertising and support materials produced by state and local health departments, nonprofit organizations, and federal agencies. These materials are designed to create awareness about obesity and other chronic conditions related issues and to promote healthy living." The page also includes a sidebar with "Communities Home" and "Overview" sections, and a "Contact Us" section with CDC address and phone number.

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