

## Forecasting for Increased Awareness

Forecasting provides an early-awareness system that helps CDC mitigate issues and leverage opportunities to protect and promote the agency and the public's health.

What types of activities should be shared with CDC/HHS leadership for awareness?	What makes a topic an <u>issue</u> ? What makes an issue important?	What critical information is important to include for increased awareness?
<ul style="list-style-type: none"> <li>• Congressional activity, including Hill briefings</li> <li>• FACA committee meetings</li> <li>• Funding opportunity announcements</li> <li>• GAO/OIG activity: Engagement or release of report</li> <li>• Launch: campaign, training manual, toolkit, or new program</li> <li>• Report, article, op-ed, or letter to the editor</li> <li>• Planned outreach:               <ul style="list-style-type: none"> <li>○ Media</li> <li>○ Partner outreach (e.g., calls, letters)</li> </ul> </li> <li>• Policy/regulatory activity/Federal Register Notice</li> <li>• Meeting or event: CDC-hosted/sponsored or high-profile presentation</li> <li>• Release of recommendations, guidelines, or policy statements</li> <li>• VIP/delegation visit to CDC or of CDC leadership</li> <li>• Web content or data release</li> <li>• Workgroup or task force participation—and anticipated action</li> </ul>	<p>Hot-topic lists can help us monitor high-profile issues, but issues change over time. That's why it's important to understand what makes something an "issue." Although some issues are always sensitive—such as adolescent sexual health—others become sensitive because of current events or the political and social landscape.</p> <p>Examples of events that may influence whether something becomes an issue are outbreaks that affect thousands of people or vulnerable populations, manmade or natural disasters, or current legislation being debated in Congress. Below are just a couple:</p> <ul style="list-style-type: none"> <li>– Radiation health issues are always of interest, but they were of particular interest following the March 2011 earthquake in Japan.</li> <li>– The uptick in activity related to West Nile virus in summer 2012 made the condition a hot issue during that season.</li> </ul> <p><b>What makes an issue important?</b> A few questions we should ask are—</p> <ul style="list-style-type: none"> <li>• Is it a significant, urgent, or emerging public health risk?</li> <li>• Does it relate to CDC, HHS, congressional, or White House priorities or initiatives (e.g., Affordable Care Act)?</li> <li>• Is it an untapped opportunity to affect a CDC or other public health priority?</li> <li>• Does it include significant new findings or breakthroughs that contradict previous CDC or CDC partners' science, policy, or communications?</li> <li>• Will there be strong stakeholder interest?</li> <li>• Will media interest—positive or negative—be likely?</li> <li>• Do collaboration opportunities exist with CIOs or OP-DIVs?</li> <li>• Could conflict exist between CDC and other HHS OP-DIVs, federal agencies, or CDC CIOs?</li> <li>• Will analyses or findings have an impact on public health policy?</li> <li>• Are we making recommendations or adopting/implementing recommendations of an advisory committee or panel?</li> <li>• Does it have significant impact on—or include discussion about—resource allocations, appropriations, or budgeting?</li> </ul>	<p><b>Who</b> <i>Which stakeholders are or should be involved?</i> <i>Who will use the data and how?</i></p> <ul style="list-style-type: none"> <li>• CDC CIOs/HHS OP-DIVs</li> <li>• Congress and other federal agencies</li> <li>• Partners or advocacy groups</li> </ul> <p><b>What</b> <i>What key points and data points are available?</i> <i>What is CDC's relationship to the activity or issue?</i></p> <ul style="list-style-type: none"> <li>• Lead author or co-author?</li> <li>• CDC funded? Cooperative agreement? Contract? ACA/PPHF?</li> </ul> <p><b>When</b> <i>When will the report, article, regulation, Federal Register notice, or data be available to the media? To the public?</i></p> <ul style="list-style-type: none"> <li>• Is the date the embargo lifts different from the date of publication?</li> </ul> <p><i>Is this the first time CDC is releasing the report or engaging in the activity?</i></p> <ul style="list-style-type: none"> <li>• If not, when was the last time the report was released or the meeting was held, for instance?</li> </ul> <p><b>Why</b> <i>Why are we releasing the item now?</i></p> <ul style="list-style-type: none"> <li>• Is a statutory requirement, pressing public health need, or other issue driving the timing of the release? Or is it always released at this time? Are stakeholders expecting it?</li> </ul> <p><b>How</b> <i>How will information be shared? What are your outreach/communication plans?</i></p> <ul style="list-style-type: none"> <li>• Partner call, meeting/event</li> <li>• Press advisory or release</li> <li>• Web posting, social media, or other publication</li> </ul>

## Schedule for CDC Forecasting Reports

Report Title	Weekly Cabinet Report (required)	White House Policy Calendar (required)	CDC Director's Monthly Update (required)	CDC Weekly Forecast (IMAC initiated)
<b>Distribution Frequency</b>	Weekly Tuesday	Bi-Weekly Tuesday	Monthly (First business day)	Weekly Thursday
<b>Focus</b>	<ul style="list-style-type: none"> <li>High profile</li> <li>Likely to draw Congressional or media attention</li> </ul>	<ul style="list-style-type: none"> <li>High profile</li> <li>Likely to draw Congressional or media attention</li> </ul>	<ul style="list-style-type: none"> <li>Progress toward agency's five strategic directives</li> <li>Issues of concern</li> </ul>	<ul style="list-style-type: none"> <li>Increase visibility/support for CDC forecasting</li> <li>Provide feedback to CIOs about how their entries are shared with HHS and WH</li> </ul>
<b>Recipients/Audience</b>	White House Cabinet Affairs and Chief of Staff, (through HHS Chief of Staff)	White House Cabinet Affairs (through HHS Chief of Staff)	Secretary (through HHS Chief of Staff)	<ul style="list-style-type: none"> <li>CDC ADPs</li> <li>CDC ADP CCs</li> <li>CDC Forecasting Portal users</li> <li>CDC OCoS</li> <li>CDC Media Relations</li> <li>CDC business services directors</li> </ul>
<b>Items Included</b>	<ul style="list-style-type: none"> <li><b>Press:</b> major upcoming planned media, including high profile interviews</li> <li><b>Speeches, Travel, Meetings:</b> upcoming travel/ key activities (presentations/meetings) of CDC director and senior leaders</li> <li><b>Policy:</b> upcoming/major articles, reports, <i>MMWRs</i>, important policy updates/regulations, high-profile Federal Register Notices, high-profile FOAs</li> <li><b>Legal:</b></li> <li><b>Legal/Legislative:</b> legislative/congressional activity; GAO/IG—draft and final report releases; ongoing litigation; enforcement actions; FOIAs</li> <li><b>Long-Lead Events/Releases:</b> This section can include any type of item. Items included in this section should be high profile. We typically include items one week outside of reporting cycle.</li> </ul>	<ul style="list-style-type: none"> <li>Upcoming key activities of CDC director and senior leaders (e.g., speaking engagements)</li> <li>Important policy updates/regulations, high profile Federal Register notices, high-profile FOAs</li> <li>Upcoming major events, releases, announcements</li> </ul> <p>Do <b>not</b> include the following items:</p> <ul style="list-style-type: none"> <li>Presentations</li> <li>Hearings or briefings</li> <li>GAO or OIG items with the exception of final reports with recommendations/ findings for CDC</li> </ul> <ul style="list-style-type: none"> <li>TBD items unless we have at least a fairly certain date range for the item</li> </ul>	<ul style="list-style-type: none"> <li>Key accomplishments of previous month</li> <li>Key highlights of coming month</li> <li>Key upcoming activities organized by CDC's five Strategic Directives</li> <li>Recent congressional Activity</li> <li>Updates on pending legislation affecting CDC</li> <li>Congressional oversight (e.g., GAO activity)</li> <li>Decisions and clearances (e.g., items waiting HHS or OMB action)</li> </ul>	<ul style="list-style-type: none"> <li><b>Next Week at CDC:</b> Focus on high-profile items that may have been included in multiple reports, cross-cutting activities of interest to multiple CIOs, trends, and emerging issues.</li> <li><b>A Closer Look at What's Ahead:</b> A few highlighted items with reporting history (which reports and other efforts such as briefings or advisories).</li> <li><b>Other Items of Interest:</b> Information pulled from other reports that are not routinely accessible but of interest to senior leaders and ADPs. Examples: outstanding data calls, Epi-Aids, <i>MMWRs</i></li> </ul>