

## LESSON 7: EFFECTIVE COMMUNICATION OF SELECTED/RECOMMENDED POLICY OPTIONS

During this lesson, you learned how to identify methods to communicate recommended policy options to stakeholders and decision-makers. The objectives for this lesson included:

- Identify various formats for communicating policy analysis and recommendations.
- Describe CDC's roles and limitations in communicating policy options and recommendations.
- Familiarize yourself with CDC's policy awareness and review process and the CDC Forecasting Portal.

### KEY POINTS

- Policy options can be communicated through policy briefs, memos, presentations or briefings, press releases or media advisories, podcasts and tool kits.
- An op-ed is also a communications medium by which CDC can communicate about policy priorities; however, this would only be utilized by those at the highest level in the agency.
- Communication materials can be shared through:
  - CDC documents (e.g., MMWR, Hill Alerts, Vital Signs)
  - Social media (e.g., Facebook, Twitter and YouTube)
  - Stakeholder meetings
  - CDC websites and partner websites.
- Once policy options have been prioritized and selected, it is important that the information about the selected policy options be shared in a way that is appropriate to CDC's roles and limitations.
- The CDC Forecasting Portal allows programs and offices to capture a wide range of programmatic activity through a common information portal.
- An important aspect of the CDC Forecasting Initiative and the CDC Forecasting Portal is that they help promote policy awareness and issues management within CDC programs and offices, and provide them with a useful tool to enhance their own environmental scanning, forecasting, and planning capacity and needs.
- Prohibitions on lobbying limit how CDC communicates about policy options.
- Section 503(a) of Division F, Title V, of the FY 12 Consolidated Appropriations Act specifically recognizes executive-legislative relationships and the Executive Branch's ability to speak directly to policymakers, including working directly with state and local government agencies and Congress.
- Frame your policy option message to be compelling to decision-makers.

