

University Hygienic Laboratory

Marketing the Public Health Laboratory

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The tale of three labs



Lakeside Laboratory



Iowa City

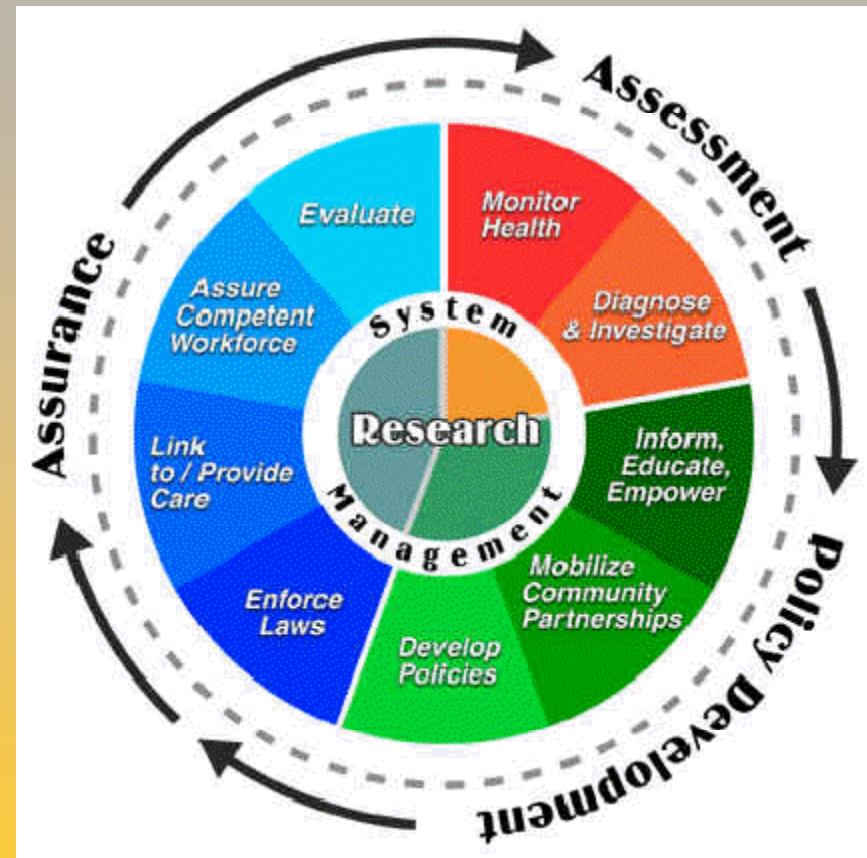


Des Moines



Why do I need to market the lab?

- Part of the mission is to educate and inform citizens about public health issues.
- Funding (if they don't know what we do and who we are, they're not going to fund us.
- Creates opportunities for collaborations



Marketing opportunities

- EVERYONE can play a role
- Telling your story during a crisis
 - Flood of 2008
- When epidemic strikes
 - Novel H1N1
- Reaching new markets
 - DVD-based game
 - Social marketing

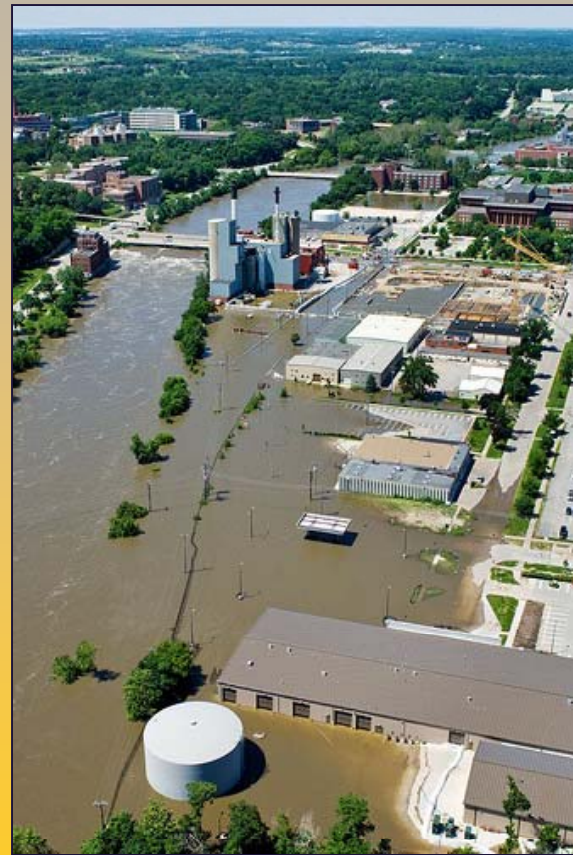


An unfortunate event



Cedar Rapids

Photos courtesy of Andrea Lynn Photography, University of Iowa and flicker.com



Iowa City



Water, water everywhere



Sample collecting



Well water testing

In the moment

- Document with photos
- Encourage others to do the same
- Central network location for photos



In the spotlight

 CBS EVENING NEWS
with Katie Couric

GOOD MORNING AMERICA



USA TODAY



Planning ahead

- Make sure that your colleagues and staff know who receives media calls.
- Don't send a staff person alone with reporter
 - It's OK to say "No."
- Ask for clips and business cards when the request comes in.
- Establish a working space.



Lab talent



Creating your cast of characters

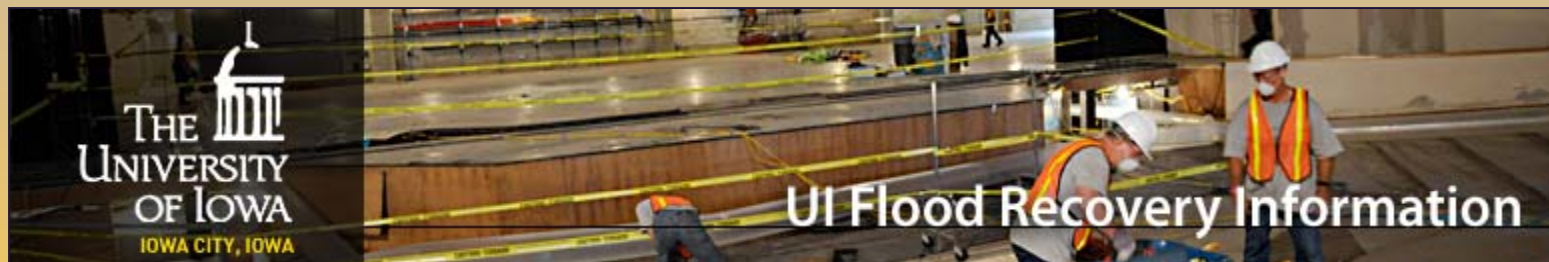
- Who are the natural speakers?
- Media training
 - FEMA media training
 - Four-hour course:
<http://www.ruraltraining.org/course/34>
 - G290 two-day course
 - Request training:
<http://www.iowarespondertraining.com/>



Access to information

A coordinated response:

- Flood blog www.uiowa.edu/floodrecovery
- Daily media briefings
- Mutual aid between media relations staff within the UI



Be prepared to work remotely

- Network access
- Cell numbers of spokespersons and building security folks
- Update your voice-mail message
- Message on your website



Novel H1N1



Be prepared to tell your story amid crisis

- If your agency using the Incident Command System, be a part of this team to stay informed.
- Establish relationships with reporters now.
- Team with public information officers from other agencies through email distributions.
- Document! Document! Document!



Making the most of media coverage

- Prep staff before an interview by going over draft questions and possible responses.
- Make sure that laboratory staff are wearing gloves and other required protective gear .
- There's no such thing as "off the record."
- Be present when staff are doing interviews.
- Keep copies of all coverage.
- Highlight media coverage in your newsletters.
- Make this a positive experience for staff.
 - Alert them when the story airs.



Before the storm

- What is your media policy?
- Buy a digital camera and learn to use it.
- Prepare your staff with media training.
- Determine where reporters will be allowed to film.
- Identify experts for interviews and support personnel to gather data and photos.
- Create a template for press releases or a template for other messaging
- Internal newsletter or other regular update to partners



Market Through Training

NOVEL H1N1 INFLUENZA — FALL UPDATE

This free operator-assisted teleconference provides updates on Novel H1N1:

- Overview of novel and seasonal influenza
- Guidelines for testing and result interpretation
- Public health surveillance
- Your role in prevention and control

**FREE
TELECONFERENCES**

Wednesday, Aug. 26

- **12 - 1 p.m. for laboratories** — Target audience: laboratory staff, lab directors, infection control professionals
Dial in Number: 877.313.6467 Participant Code: 24732341
- **1:30 - 2:30 p.m. for health professionals** — Target audience: clinicians, infection control professionals, clinic staff, clinic directors, public health professionals
Dial in Number: 877.313.6467 Participant Code: 24736628
- **3 - 4 p.m. for schools, childcare and social settings** — Target audience: school nurses and administrators, childcare providers, persons supervising/coordinating social gatherings
Dial in Number: 877.313.6467 Participant Code: 24737355



No registration required.

Please try to limit to one phone line per site.



Iowa Department
of Public Health



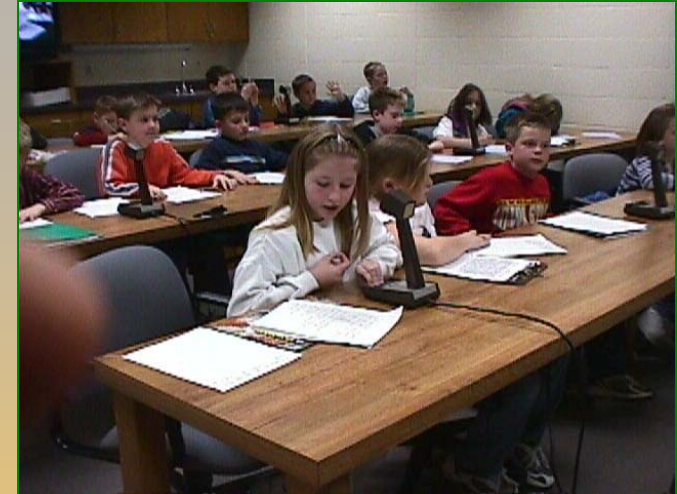

- Electronically
 - Listserves
 - Newsletter
 - Partners
 - Website
- Hard copies
 - Mail
 - Ask Partners to distribute



K-12 Classes

2007 - 2008
UNIVERSITY OF IOWA HYGIENIC LABORATORY
K - 12 IOWA PUBLIC TELEVISION
ICN CLASSES

<p>Where's Gerty the Germ?</p> <p>Presenter: Stefan Gingerich Grades: K - 2 Tuesday, January 22, 2008 10:00 - 10:50 am</p> <p>We can find germs all over the place...if we look hard enough. This class looks hard enough in places we may not normally think too hard. At home, at school, around the town. Knowing where to find Gerty the Germ, helps us stop her in her attempts to make us sick!</p> <p>And we might just have some laughs along the way!</p>	<p>Kits for Kids!!</p> <p>Presenter: Pat Blake Grades: 5-6 Tuesday, January 29, 2008 10:00 - 10:50 am</p> <p>Do you remember the snow storm last winter that left a lot of people without electricity? Has your electricity ever gone out for more than a few minutes? You can help by making your own family emergency kit. Wind up flashlights, weather radios, food for 'Spot', and water for everyone--and some of the ingredients.</p> <p>Play our game & learn how to build your own Kit for Kids.</p>
<p>It Looked OK, So I Ate It</p> <p>Presenter: Dr. Mike Pestella Grades: 7-12 Tuesday, February 5, 2008 10:00 - 10:50 am</p> <p>What is the temperature of your refrigerator at home? How do you defend yourself from food? These practical questions on food safety and more will be discussed. Students will learn about the infectious risk associated with food and how to keep food safe.</p>	<p>Laboratory Investigation</p> <p>Presenter: Dr. Mike Pestella Dr. Mike Wideman Grades: 7-12 Tuesday, February 12, 2008 10:00 - 10:50 am</p> <p>Students will help identify an "unknown" sample, based on patient symptoms and clinical and environmental laboratory data to determine if exposure is a public and / or environmental health hazard.</p>
<p>Prepare for Pandemic Influenza</p> <p>Presenter: Erin Graf UMH & CDC / APHL Fellow Grades: 7-8 Tuesday, February 19, 2008 10:00 - 10:50 am</p> <p>Join Erin Graf for an exciting session on Influenza viruses. Learn the difference between "anti-flu" and seasonal influenza, how to avoid getting sick and how to prepare for a pandemic. Then show off your new knowledge in a trivia game following the lecture.</p>	<p>Edible Aquifers</p> <p>Presenter: Cheryl Manning Grades: 4-6 Tuesday, February 26, 2008 10:00 - 10:50 am</p> <p>Join Sherri Marine to learn about aquifers and groundwater contamination. Students will create an edible aquifer to demonstrate how water flows through the layers of an aquifer.</p>
<p>Get the Lead Out</p> <p>Presenter: Pam Hoffenbauer Grades: K - 5 Thursday, February 28, 2008 10:00 - 10:50 am</p> <p>Learn what happens when you have too much lead in your blood. How do we find out if we have this problem? Discover how lead gets in our blood and what you can do to prevent lead contamination.</p>	<p>Public Health: Pathway to Adventure</p> <p>Presenter: Beth Hochstedler Erin Graf Grades: 7-12 Tuesday, March 4, 2008 10:00 - 10:50 am</p> <p>Are you looking for adventure? Within the next five years, many public health professionals will retire, opening the door to a variety of fascinating careers for today's young adults. To find out just how interesting life can be, join Beth Hochstedler and Erin Graf for a glimpse of public health and the unexpected professions found inside. We think you'll be surprised.</p>

**Public Health:
Pathway to Adventure**

Presenter: Beth Hochstedler
Erin Graf
Grades: 7-12
Tuesday, March 4, 2008
10:00 - 10:50 am

Are you looking for adventure? Within the next five years, many public health professionals will retire, opening the door to a variety of fascinating careers for today's young adults. To find out just how interesting life can be, join Beth Hochstedler and Erin Graf for a glimpse of public health and the unexpected professions found inside. We think you'll be surprised.



Student Grant Program

The University Hygienic Laboratory has two facilities: one in Iowa City and the other in Ankeny, Iowa, outside of Des Moines. You can find additional information available online at www.uhl.uiowa.edu. Our phone number is 319-335-4500.



University Hygienic Laboratory
Iowa City and Ankeny, Iowa

University Hygienic Laboratory
102 Oakdale Campus, H101-DH
Iowa City, Iowa 52242-5000
www.uhl.uiowa.edu

Nurturing the Next Generation of Scientists

FOR IOWA JUNIOR HIGH AND HIGH SCHOOL SCIENCE STUDENTS



University Hygienic Laboratory
Iowa City and Ankeny, Iowa



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What is a Student Grant?

UHL's student grant includes both the funding and scientist expertise that help students take an idea for research and follow it through to implementation as a science project. Students and teachers work together to create an idea for a grant project and submit it with a completed registration form.

Forms are available on our website:
www.uhl.uiowa.edu.

University Hygienic Laboratory
Iowa City & Ankeny, Iowa



2007 - 2008
UNIVERSITY OF IOWA
HYGIENIC LABORATORY
K - 12 IOWA PUBLIC
TELEVISION
ICN CLASSES

To view complete class descriptions & register, go to <http://www3.iptv.org/> and click on K-12 Connections.

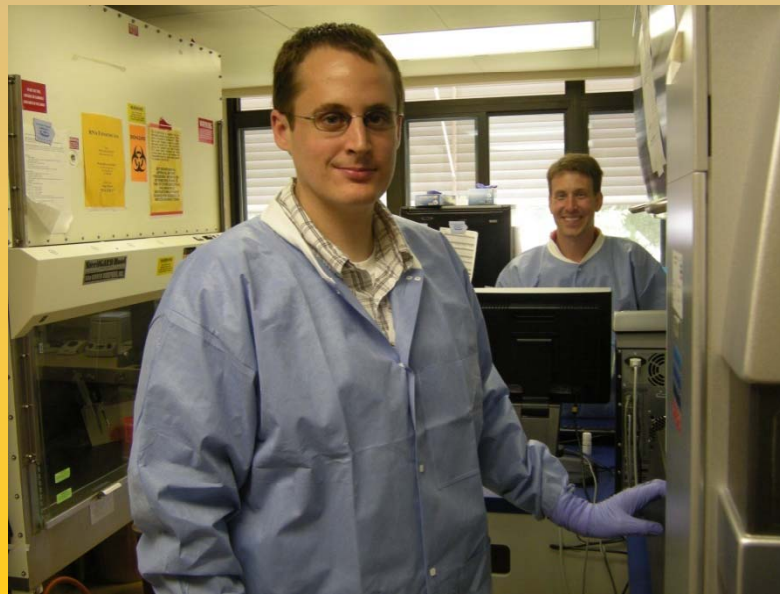
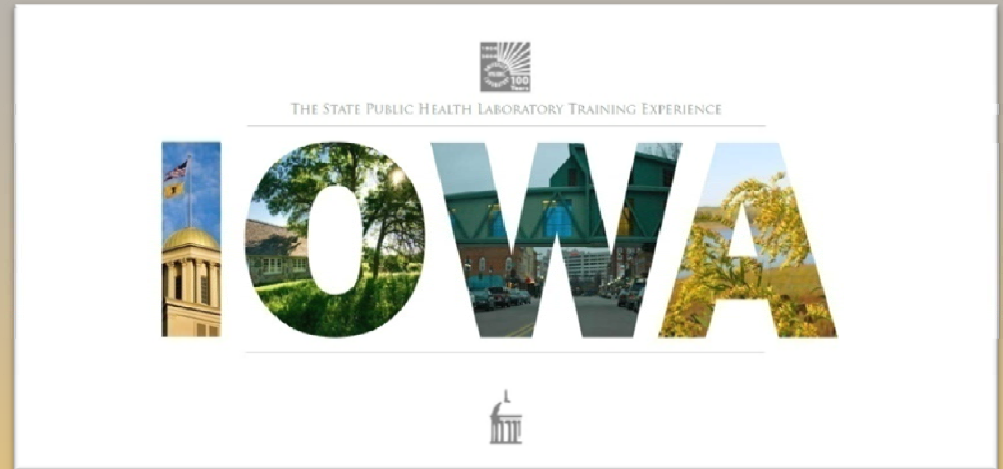
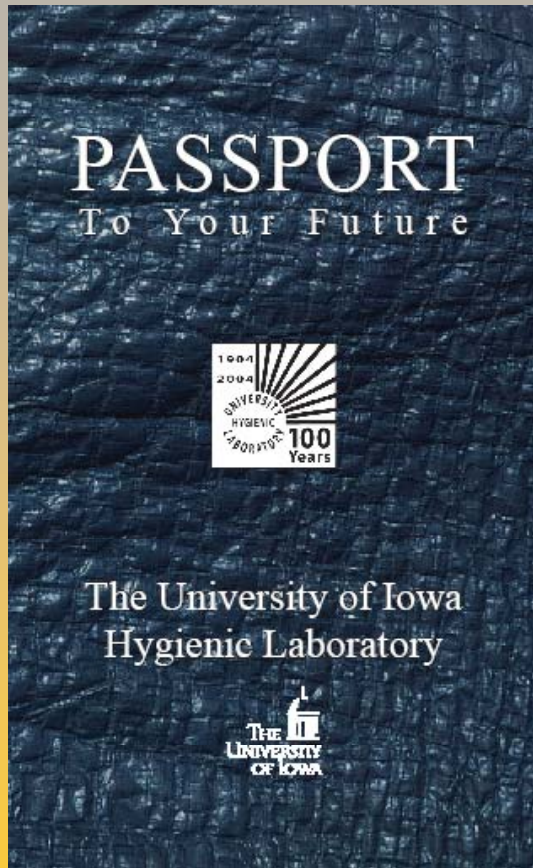
All classes will originate from the Oakdale Hall ICN room.



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Internships/Practicum/Fellowships



Job shadow/tours



Did You See That?

- Press release
- Media coverage
- Download from web
 - www.uhl.uiowa.edu
- National presentations



Takin' it to the Streets

- Hands-on
 - Wet Workshops
 - Symposiums
 - Professional Forums
- ICN (Iowa Communication Network)
- Teleconferences
- Webinars



Social Marketing



- Facebook page
 - Become a fan!
 - Create your own!
- YouTube
- Podcast
- Electronic newsletter
 - Send email to Pat to join



Questions?

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