Communication Support for Staff, Faculty, Centers, Programs, and Initiatives in the UW Department of Global Health

The Department of Global Health communication core provides communication support for staff, faculty, centers, programs, and initiatives to create and maintain their communication strategies, tools, and activities. The basic services provided by core funding are outlined below.

COMMUNICATION STRATEGIZING

For DGH Administration, Academic Programs, GHRC	Cost	For DGH CPIs/Faculty	Cost
Communication strategy development ● Co-develop/advise/review communication strategies aimed at global health communication objectives	None	**Communication/media/advocacy strategy development** ● Advise/review communication/media/advocacy strategies aimed at global health communication objectives ● Co-develop and implement communication/media/advocacy strategies aimed at global health communication objectives	None % FTE*

% FTE depends on scope of project

PRODUCTION OF COMMUNICATION TOOLS

For DGH Administration, Academic Programs, GHRC	Cost	For DGH CPIs/Faculty	Cost

Branding
    Comments/feedback on key messaging and visual branding
 	
    Provide DGH templates
      ● letterhead
      ● PPT templates
      ● poster templates
      ● info sheet templates
      ● event banners
 	
    Organize/store/upload DGH photos in DGH database
	None	**Branding**
		    Comments/feedback on key messaging and visual branding
		
		    Logos: design joint CPI logos, project logos
		
		    Design customized templates
		      ● letterhead
		      ● PPT templates
		      ● poster templates
		      ● info sheet templates
		      ● event banners
		    Organize/store/upload CPI photos in DGH database
			None
			
			None
			
			% FTE
			
			None

Editorial ● Write/edit stories on DGH research, student news, alumni profiles, events ● Social media coverage of DGH-related activities (basic photography, live social media) ● Editing faculty, staff, student blogs and op-eds	None	**Editorial** ● Write/edit stories on CPI research, student news, alumni profiles, events ● Editing faculty, staff, student blogs and op-eds ● Social media coverage of CPI-related activities ● Writing/editing, copyediting, proofreading publications, brochures, flyers, reports, infographics, etc.	None % FTE
Design, layout, and printing ● Academic program flyers/brochures/publications	None	**Design, layout, and printing** ● Publication design/layout/printing ● Website graphic design	% FTE + printing costs
Events support ● Communication plan development ● Edit and design flyers/posters ● Edit and design banner	None	**Events support** ● Communication plan development ● Edit and design flyers/posters ● Edit and design banner	% FTE

DISSEMINATION

For DGH Administration, Academic Programs, GHRC	Additional Cost	For DGH CPIs/Faculty	Additional Cost
Social media outreach ● Share/amplify DGH activities on DGH Facebook, Twitter, Instagram, LinkedIn ● Share/amplify DGH activities/news via DGH newsletters	None	**Social media outreach** ● Share/amplify DGH activities on DGH Facebook, Twitter, Instagram, LinkedIn ● Share/amplify DGH activities/news via DGH newsletters	None
Traditional media outreach ● Advise/review media outreach plan (identify target audience, messaging, FAQs) ● Media spokesperson basic tips ● Write/edit press release ● Disseminate press release (UW campus-wide, local, national, and/or international) ● Monitor media coverage	None	**Traditional media outreach** ● Advise/review media outreach plan (identify target audience, messaging, FAQs) ● Media spokesperson basic tips ● Write/edit press release ● Disseminate press release (UW campus-wide, local, national, and/or international) ● Monitor media coverage	None

MARKETING

For DGH Administration, Academic Programs, GHRC	Additional Cost	For DGH CPIs/Faculty	Additional Cost
Give-aways/Swag ● Design give-aways ● Manage production ● Produce DGH branded giveaways	None + Production costs	Give-aways/Swag ● Design CPI giveaways ● Manage production ● Produce CPI branded giveaways	%FTE + production costs

Services that Require Coordination outside DGH Comms

The services below may require additional funding for support. These services may be provided either by DGH core communication, or external vendors as needed.

- Website development*
- Professional event photography
- Video production

*For *web development support*, contact eDGH; this one-page document defines the available services provided by the eDGH web team, what services are funded by department FTE, and what services are paid via recharge:
https://docs.google.com/document/d/1QdpCvlR7gjYLv2QbCZdUI5QVxTM9aQweKK6g3ocIXog/edit
Note: Website graphic design is a service provided by DGH Communications. eDGH does not provide website graphic design services.