

HEALTH COMMUNICATION



RAISING THE BAR IN HEALTH COMMUNICATION

Karna LLC uses health communication strategies to translate scientific information into clear and consistent materials, messages, and channels that inform and motivate audiences so that they take action on public health issues.

Whether your messaging is instructional, informational, educational, or story-driven, it is critical to ensure that the core purpose reaches and resonates with the intended audience. Depend on Karna's communication experts to employ strategies based on science, health promotion, behavior models and theories, and best practices.

The Society for Health Communication defines health communication as "the art and science of using communication to advance the health and well-being of people and populations." At Karna, we have the experts, experience, and ideas to meet the health communication needs of our clients.

KARNA HEALTH COMMUNICATION EXPERTISE

- Communication Strategy, Planning, and Evaluation – Karna helps clients clearly define communication projects from the start, facilitating the development of a sound plan, implementing the plan, and gathering outcome data to ensure return-on-investment. Our experienced staff can manage and support all aspects of strategic planning, development, and evaluation for your campaigns.
- Key Message and FAQ Development – Key messages are important for communicating clearly and consistently to multiple audiences. We work with clients to create FAQs to document standardized answers to questions to save you time and resources. Using consistent messages that are relevant to the target audience is critical to fostering positive outcomes.
- Communication Campaigns – Successful communications campaigns use an organized set of activities, varied by time, audience, and media. Karna delivers high-quality results whether your campaign is a stand-alone project or a component of a broader effort.
- Technical Writing – Karna's scientific and marketing writers collaborate with subject matter experts to translate complex material for targeted audiences across media. We deliver accurate and timely materials that ensure our clients' position as credible sources. We also provide copywriting, editing, and proofreading.

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- Translation Services – Karna understands that translation means more than changing the language. To best meet the needs of an intended audience, a straight translation is not enough. Messages must be adapted to other languages while maintaining their intent, tone, style, and context. Our staff ensures messages are culturally adapted for the target audience, using best-suited images, colors, and layout.
- Adapting Materials for Various Audiences – A one-size-fits-all approach does not work for public health communications. Analyzing demographic and other data about the priority population and conducting formative research ensure that we target messages precisely while maintaining cultural sensitivity and consistency across all platforms. We write using clear communication principles for all of our audiences.
- Digital, Social, and Multimedia Resources – When designing or editing for digital channels, our focus is on user-centered design and user experience. Social media are increasingly the media of choice for reaching a plethora of audiences and driving traffic to websites. Karna provides expertise in content creation, distribution, and impact evaluation.
- Graphic Design and Data Visualization – Our branding experts can develop, refresh, or reposition a project or company. We use the latest software and design styles to make data intriguing and impactful to transform the way our clients communicate. Using data visualization best practices, Karna visually emphasizes the most important data points.
- Risk, Emergency, and Crisis Communication – When tensions run high and people's lives are on the line, finding the right messages to connect with your audience is vital. Karna helps establish and maintain trust as an authoritative voice and strikes that delicate balance between motivating people to take action and avoiding panic.
- Media Relations – Working with the media is crucial when a client wants to inform the public about a topic. We help coordinate communication with those responsible for producing the news, prepare spokespeople, and create products for the media.

RELEVANT PAST PERFORMANCE

Morbidity and Mortality Weekly Report's (MMWR) Support

The Morbidity and Mortality Weekly Report's (MMWR) mission is to be the CDC's primary voice for science-based public health information and recommendations. Karna supports the production of the MMWR Weekly, Serial, and Early Release reports from the time of author submission until the reports go live on the MMWR website. Karna provides technical writing/editing, graphic design, web and print publishing, and web programming that adheres to CDC standards and Section 508 requirements. MMWR remains one of CDC's most respected publications, receiving several awards over the life of the project, including the 2020 CDC Director's Award for Excellence in Public Health Impact.

Vaccine Education and Communication Support for COVID-19 Task Force

Karna's team supported the COVID-19 Vaccine Task Force from the beginning of the vaccine rollout. We conducted mixed methods research to understand the knowledge, attitude, behaviors, motivators, and barriers to vaccination, and we designed and tested materials and messages to increase vaccine confidence and uptake.

Faces of Frontline Campaign for the Division of Global HIV & Tuberculosis (DGHT)

DGHT supports CDC's global mandate to test, treat, and prevent HIV and TB worldwide. DGHT wanted to share programmatic successes and shed light on the countless heroes that work to make it happen as well as the lives they touch. The Karna team worked intimately with the division staff over two years to develop the concept, recruit partners (including a renowned photographer), design and display the culminating exhibit entitled "Faces from the Frontlines." The display was hosted on Capitol Hill in the rotunda as well as Hartsfield-Jackson Atlanta International Airport lobby for 30 days as an in-kind donation for the month of October 2019. "Faces from the Frontlines" highlighted images and stories of individuals at the forefront of CDC's global response to the two epidemics. World-renowned photographer Thom Pierce captured the photos. The exhibits demonstrated how working with the client, understanding their vision, and being flexible to adapt can result in powerful and unconventional storytelling in the most unlikely places. Our project allowed the division to meet its goal of demonstrating fiscal use of taxpayers' funds and becoming visible to both the public and lawmakers who will continue to champion their work. The exhibit received numerous awards including the 2019 CDC Plain Writing Act Award at the 68th Annual CDC & ATSDR Honor Awards and Center for Global Health 2020 Excellence in Policy Award.

ABOUT KARNA

Karna LLC provides management consulting services to government and commercial organizations in the areas of research, analytics, communication, third party administration, and evaluation. Our subject matter experts solve the big problems facing public and clinical health and deliver advice and trusted guidance in more than 14 areas of public health expertise. Established in 2008, we are a proud member of the Celerian Group, a consortium of companies that serve federal and state government programs.