

8. External Communication about the NPHI and its Activities											
Basic			Developing			Advanced			Leading Edge		
1	2	3	4	5	6	7	8	9	10	11	12
Strategic Direction	The NPHI does little to promote its work or accomplishments.		The NPHI recognizes the importance of having the organization recognized as an important contributor to the country's public health and is making a few efforts to increase visibility.			The NPHI recognizes that it can have more impact on public health if it is known and trusted, and accordingly has plans to increase its visibility and recognition of its "brand."			The NPHI's overall strategic plan includes an emphasis on building a well-recognized, trusted brand, both within the country and beyond. The link between external communication and achieving public health goals is understood throughout the NPHI.		
Systems	The NPHI is establishing templates or standard approaches for developing and disseminating information about the organization and its activities.		The NPHI has established some templates for its online presence and certain types of materials about the NPHI and its activities. A review process is supposed to ensure consistency of messages and materials, but it is rarely used.			The NPHI has a range of communication resources, including templates for print, digital social media, and other types of efforts. Review systems ensure that major efforts to communicate about the NPHI are consistent and of high quality.			The NPHI continuously updates its communication tools and approaches. The NPHI's review and clearance processes are streamlined, so the NPHI can respond quickly when opportunities arise for messaging about the organization and its activities and accomplishments.		
Resources	The NPHI devotes few resources to communication and has no specially trained communication staff.		The NPHI has no staff specially trained in communication, but it sometimes accesses expertise from partners or other groups. The website is being improved, for example, to have a more consistent look and highlight the NPHI's activities and accomplishments.			The NPHI has some communication specialists. Many senior officials have been trained in communication skills, including working with the media. The NPHI has resources to develop and maintain a world-class website and a range of materials, such as public health bulletins, that highlight the NPHI and its work.			The NPHI has enough communication specialists to support staff throughout the NPHI to develop consistent, quality communication. Training in media and other communication skills is widely available. The NPHI's materials, website, and dissemination practices are models for other organizations.		
Quality	The available materials and the website are outdated and of poor quality. The NPHI uses a limited number of communication approaches to reach external audiences. The quality of public health messaging is inconsistent; as a result, it is not an important source of public health information.		The NPHI's website and materials highlight some aspects of the NPHI, but they are inconsistent and of variable quality. Messaging about public health is increasing but still limited. Although some is good, it is often of poor quality. As quality and quantity improve, use of the NPHI's information is increasing.			Messages and materials are consistent and of high quality. NPHI staff have easy access to materials and information they can use to highlight the NPHI's work, and many are skilled communicators. The NPHI is recognized as an important source of public health information and advice.			The NPHI uses a variety of approaches to ensure high quality and reach in its communication efforts. It often evaluates its efforts to identify areas for improvement. NPHI leadership and staff are sought-after by the media to communicate about important issues, which raises the visibility of the NPHI.		
Engagement	The NPHI does not invest in gaining visibility. Some staff are comfortable talking publicly about their own work. However, most staff are unable to communicate about the NPHI and its activities outside of their areas of focus.		The NPHI is increasingly interested in being visible. The website increasingly highlights the NPHI's accomplishments. Staff are beginning to be more comfortable talking about the whole NPHI, not just their own work.			Increasing the NPHI's visibility is a priority. Leaders excel at communicating about the NPHI. Most staff attending conferences or other venues can discuss basic information about the NPHI's vision, mission, goals, and activities; however, representation of the NPHI by staff is variable.			The NPHI is highly visible. It works with the media and other groups to amplify its messaging. A wide range of organizations regularly invite the NPHI to participate in meetings and press events. Staff take many opportunities to emphasize the NPHI's brand, as they understand that a good brand increases the NPHI's public health impact.		
Impact	The NPHI and its work are not generally known. Its communications are inconsistent and confusing. The NPHI frequently misses opportunities to reach new audiences and build recognition and trust.		The NPHI is starting to become better known. The NPHI's increased focus on external communication is resulting in greater recognition of the NPHI and use of its information.			The NPHI is widely known, due in part to the quality and reach of its communication efforts. It is considered a trustworthy organization, and its public health messaging is generally valued.			The NPHI has wide name recognition and trust in its country and internationally. Its external communication efforts have brought new resources and partnerships. The NPHI's messaging has improved the public's health in the country and beyond.		

The Staged Development Tool (SDT) for NPHIs was developed by the [U.S. Centers for Disease Control and Prevention \(CDC\)](#) and the [International Association of National Public Health Institutes \(IANPHI\)](#) with the assistance of a consultative group of National Public Health Institute (NPHI) leaders from around the world. Revised 2024.