

Portfolio Highlights

Ebola Response Support and Assistance

During the 2014-2015 Ebola Outbreak, ORAU provided technical assistance and training management to the Centers for Disease Control and Prevention (CDC) by supporting the training of 581 healthcare workers deploying to West Africa, helped to improve the healthcare system response planning and readiness efforts, and supported the Medical Care Task Force at the Emergency Operations Center. ORAU is a member of the Ebola Team that was recognized with the Excellence in Program Delivery Award at the 2015 CDC & ATSDR Honor Awards Ceremony.

Pandemic Influenza Medical Care and Countermeasures

ORAU assisted CDC with pandemic influenza preparedness and response activities during the 2013 H7N9 influenza response and continues to serve in a technical role assisting CDC and partners with preparedness activities. This includes the development of **Flu on Call™**, a coordinated network of triage telephone lines to assess the health status of callers and provide information during an influenza pandemic or other public health emergency. **Flu on Call™** received the 2014 Excellence in Public Health Protection Award, 2015 CDC & ATSDR Honor Awards.



HPV Vaccine Campaign

ORAU assisted CDC with a national media campaign to promote the human papillomavirus (HPV) vaccine to clinicians and parents of adolescents. ORAU made extensive use of digital media ads on websites and social media channels. Ads were placed with medical journals, newspapers and radio. ORAU conducted 28 interviews with clinicians and 44 focus groups with parents to test messages. Based on findings, ORAU and CDC teams created new messages and materials specific for these audiences.

Working with ORAU

We have a variety of contract vehicles in place to make it easy to work with us, including GSA schedules. Visit www.orau.org/contracts for details.

Key Customers

- Centers for Disease Control and Prevention
- National Institute for Occupational Safety and Health
- National Library of Medicine
- U.S. Department of Energy
- U.S. Department of Health and Human Services
- U.S. Environmental Protection Agency
- U.S. Food and Drug Administration
- U.S. Nuclear Regulatory Commission



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Health Communication and Training

Infectious and chronic diseases, radiological terrorism, natural disasters — the threats to public health and safety are varied and complex. Working at the local, national and global levels, ORAU blends communication and technical training skills with public health, epidemiology and environmental health expertise to develop communication programs that inform the public, equip health professionals and change behavior.



What We Do

- Health Communication and Marketing
- Public Health Preparedness
- Research and Evaluation
- Health Promotion and Outreach
- Technology Applications
- Health and Safety Training



Research and Evaluation

ORAU provides formative research and in-depth analyses to fully define health and safety challenges and design an effective communication strategy. Research services include:

- Health risk assessments
- Qualitative and quantitative research studies
- Media monitoring
- Message and materials development and testing
- Surveys and in-depth interviews
- Live and online focus groups
- Usability studies
- Program evaluation



Health Communication and Marketing

ORAU provides organizations with a single resource for full-service communication support integrated with public health and workplace safety expertise. We employ proven methods and the latest technologies to reach audiences of any age or cultural, economic or educational background with the right information to make a difference. Our capabilities include:

- Evidence-based communication
- Message development and dissemination
- Writing for print and electronic media
- Communication and marketing planning
- Public and media relations
- Plain language
- Information mapping



eLearning and Multimedia Products

Health and safety outreach to large audiences is made easier by employing on-demand and visually rich materials that utilize the Web, multimedia, and multi-platform technologies. By creating products with sound content strategy, instructional value, and user-tested experience, ORAU provides:

- Web architecture and content development
- Custom applications for mobile and desktop platforms
- Simulations, animations and video
- Virtual learning environments
- Instructional game design and development
- Online training, including self-paced modules and instructor-led webinars
- Section 508 and SCORM compliance
- Learning Management System support



Public Health Preparedness

Because threats from infectious diseases, natural disasters, environmental issues, and biological and radiological terrorism continue to place great demands on our nation's health system, the need to prepare and inform the public has never been greater. We help agencies prepare for public health emergencies by providing:

- Workshops, training and exercises for healthcare and public health professionals and stakeholders
- Crisis and emergency risk communication
- Community-based preparedness planning and assessment
- Toolkits with preparedness resources



Health and Safety Training

From worker health and safety to consumer and environmental health, we specialize in training and education solutions that address today's public health issues. We work with our customers to:

- Assess knowledge gaps
- Design and develop customized training, including computer/Web-based courses
- Deliver traditional classroom education
- Develop and host Web-based training and tools
- Develop training and qualification programs



Health Promotion and Outreach

ORAU provides educational resources and outreach to audiences that require information on specific medical topics, health disparities and environmental health issues. Leveraging our capabilities in program development, communication, training and technology, we work with government organizations and community groups to:

- Develop culturally competent resources
- Build capacity within their organizations
- Develop health literacy programs
- Reach minority and underserved populations