

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 at the CDC & ATSDR Honor Awards Ceremony.



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 to 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/health-communication for details.

Key Customers

- Centers for Disease Control and Prevention (CDC)
- National Institute for Occupational Safety and Health (NIOSH)
- National Library of Medicine (NLM)
- U.S. Department of Energy (DOE)
- U.S. Department of Health and Human Services (HHS)
- U.S. Environmental Protection Agency (EPA)
- U.S. Food and Drug Administration (FDA)
- U.S. Nuclear Regulatory Commission (NRC)



Our team of experts will help you determine the most effective approach to meet your needs.

Contact us today to learn more about ORAU and the tailored solutions we provide.

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Helping Secure National and Global Health Since 1946

ORAU blends communication, marketing, preparedness, technical training, and research skills with cutting edge technology to develop solutions that inform the public and equip health professionals to respond to the most pressing public health challenges.

Our seasoned professionals and award-winning solutions have helped secure national and global health since 1946.

www.ORAU.org/health-communication



What We Do

- eLearning and Multimedia
- Health Communication and Marketing
- Health and Safety Training
- Health Preparedness and Response
- Health Research and Evaluation

Capabilities and Services



eLearning & Multimedia Products

ORAU applies the latest Web, multimedia, and multi-platform technologies to deliver tailored health outreach and training solutions.

Frequently delivered eLearning and multimedia services include:

- Mobile application design and development
- Multimedia development
- Section 508 compliance and remediation
- Usability testing
- Web-based training design and development
- Website design



Health Communication & Marketing

ORAU develops, pilot tests, implements, and evaluates innovative health communication and social marketing programs and campaigns.

Frequently delivered health communication and marketing services include:

- Evidence-based message mapping
- Communication and marketing planning
- Meeting, conference and expert panel support
- Product and resource design
- Plain language and clear communication
- Public and media relations



Health & Safety Training

ORAU specializes in developing and facilitating training solutions to protect the health and safety of workers and consumers across the globe.

Frequently delivered health and safety training services include:

- Full training program and system design
- Instructional and curriculum design
- Learning Management System support
- Online and classroom training design and instruction
- Train-the-Trainer program design



Health Preparedness & Response

ORAU provides evidence-based solutions tailored to help federal and state agencies, preparedness professionals, and local communities prepare for, respond to, and recover from all types of public health and healthcare emergencies.

Frequently delivered health preparedness and response services include:

- Synergistic community resiliency planning
- Turnkey exercise and drill design, facilitation, and evaluation
- Emergency response support and training
- Medical countermeasure planning
- Preparedness planning resource development
- Radiation emergency training



Health Research & Evaluation

ORAU conducts formative research, evaluation, and in-depth analyses to fully define health and safety challenges and inform the development of effective strategies and programs to overcome these challenges.

Frequently delivered health research and evaluation services include:

- Data collection and analysis
- Formative research
- Formative, process, and summative evaluation
- Logic model development
- Toxicology risk assessment
- OMB/IRB application development

How to Work With Us

ORAU is a 501(c)(3), not-for-profit enterprise and a leading health communication, marketing, training, and preparedness service provider in the United States. Working with government agencies, universities, and corporate entities since 1946, our success comes from a strong commitment to our clients and exceeding expectations through quality, integrity, and service. We look forward to working with you and demonstrating our commitment.

The following are ways in which you can establish a working relationship with us:

- Submit an RFP
- Pursue a task order through a variety of major contract vehicles